The JOURNAL Publications

HyperLocal advertising mediums provide for far greater advertising impact than traditional local, regional or national entities.

Here’s why:

- HyperLocal magazines are more likely to create cover to cover consumption because the majority of editorial content is pertinent to the reader
- Advertising in HyperLocal magazines is far more likely to be seen and read thereby creating a greater and longer lasting impact on the reader

In addition, advertising in any of The Journal Magazines occurs in a low clutter environment enabling your marketing message a much better opportunity to stand out and generate a return on your investment.

With The Journal Publications five magazines, your marketing message is delivered by New Jersey’s most respected and recognized community publications surrounded by high-quality, relevant, HyperLocal content of interest to the reader.

These monthly magazines are also available online to digital readers at TheJournalNJ.com
Micromarketing that delivers to the Wealth Belt of Monmouth County

Over 1,000 magazines dropped at local points of interest

100% distribution to
Colts Neck, Fair Haven, Holmdel, Little Silver, Lincroft, Rumson, Shrewsbury, and Sea Bright

Over 105,000 impressions

**Coverages**

- **Colts Neck**: 4,000+
- **Holmdel**: 6,400+
- **Middletown/Lincroft**: 8,000+
- **Navesink**: 7,300+
- **Rumson/Fair Haven/Sea Bright**: 6,300+

**Total distribution**: 32,000+
5 DISTINCT PUBLICATIONS

12 MONTHS A YEAR

32,000+ Homes & Businesses by Direct Mail

105,000+ Readers Reached

$140K* Median Household Income

$707K* Median Home Value

*Source: Monmouth County Division of Planning
10 Special Sections Throughout the Year with Timely Editorial Topics

PRINT AD PLUS...

- Additional advertorial coverage (250 words)
- Guide appears in digital magazines (archived)
- Digital stand-alone PDF (live on site for 1 year)

JOURNAL

HEALTH & FITNESS GUIDE

Check out this month’s special section, with information and resources for all your health and fitness needs!

JOURNAL

Wedding & Special Occasion Guide 2019

Check out this month’s special section, with information and resources for all your wedding and special occasion needs.

JOURNAL

Summer Camp Guide

Check out this month’s special section, with information and resources for all your family-friendly summer camp needs.

JOURNAL

Home Improvement Guide

Check out this month’s special section, with information and resources for all your indoor and outdoor home improvement needs.

JOURNAL

Automotive Guide

Our Automotive Guide provides our dedicated readers with a comprehensive overview of buying that new or pre-owned vehicle, maintenance, service, auto body repair, auto accessories and more.

JOURNAL

Arts, Entertainment, & Dining Guide

Check out this month’s special section for places to go, things to do and dining.

JOURNAL

Back to School Guide

Check out this month’s special section, with information and resources for all your back to school needs.

JOURNAL

Pet Guide

Our Pet Guide provides us with great products and information regarding pets, nutrition, safety, fun and more.

JOURNAL

Holiday Guide

Check out this season’s special section, with information and inspiration for all your holiday celebrations and gift shopping needs.

JOURNAL

Tech Guide

Our Tech Guide provides our dedicated readers with great products and information about the latest in smartphones, computers, security, software, education, gaming and more.
AD CHECK LIST

• All ads to be setup as CMYK. No RGB documents or images. Please convert spot colors to CMYK.

• Black type to be set at 100% Black/K.

• Page resolution is set at minimum of 300 DPI. Please set all ads and images accordingly. If resolution is lower, images and ads are more likely to look pixelated.

• Preferred file format “Press Quality” PDF. We also accept Hi-Res TIF or EPS files sized appropriately.

• NO PRINTER MARKS of any kind (final PDF for full page ad with bleed should be 9”x11” with no bleed/trim marks).

• All ads that do not bleed should be created at final size listed to the left under the selected ad.

• Full page ads that bleed will include a 0.125” bleed making the final PDF 9”x11”.

• Safety Margins for full page ads w/ bleed: Important text and logos should stay within the 0.75” interior left/right safety margins and the 0.5” top/bottom safety margins of the original 8.75x10.75 page.

*For more detailed information on margins/sizing/bleeds please ask for our Camera Ready Reference Page.

MONTHLY DEADLINES

• Copy submitted by the 12th
• Proofs provided before the 15th
• Ads finalized by the 15th
### A La Carte Per Journal Per Month

<table>
<thead>
<tr>
<th>SIZE</th>
<th>1 MONTH</th>
<th>6 MONTHS</th>
<th>12 Months</th>
</tr>
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<tbody>
<tr>
<td>1/8</td>
<td>$250</td>
<td>$200</td>
<td>$175</td>
</tr>
<tr>
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<td>$375</td>
<td>$350</td>
</tr>
<tr>
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<td>$400</td>
</tr>
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<td>$650</td>
<td>$550</td>
<td>$525</td>
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<td>$900</td>
<td>$875</td>
</tr>
<tr>
<td>SPREAD</td>
<td>$1,600</td>
<td>$1,400</td>
<td>$1,300</td>
</tr>
</tbody>
</table>

- **10% OFF** 2 Publications
- **15% OFF** 3 Publications
- **20% OFF** 4 Publications
- **25% OFF** 5 Publications

**TARGETED**

**EFFICIENT**

**AFFORDABLE**

**EFFECTIVE**

All for as low as 2¢ per household