

Montclair

PART OF THE USA TODAY NETWORK

MAGAZINE



SERVING MONTCLAIR, UPPER MONTCLAIR, GLEN RIDGE,
CEDAR GROVE, VERONA, THE CALDWELLS AND ESSEX FELLS

MEDIA KIT
2019

Highlights and Deadlines



SPRING
The Readers' Choice Issue
In-Home Date: 3.14.19
 Ad Space & Copy: 2.6
 Camera Ready: 2.20
Editorial Highlights:

- Readers' Choice Awards

Ad Sections:

- Readers' Choice Awards
- Home Design & Remodeling including landscaping & pool
- Montclair Dining



FALL
The Home Design Issue
In-Home Date: 10.10.19
 Ad Space & Copy: 9.4
 Camera Ready: 9.18
Editorial Highlights:

- Home Design & Remodeling related features

Ad Sections:

- Professional Profiles
- Home Design & Remodeling
- Montclair Dining



Departments

Buzzworthy
 Trending people and places

Dining Review
 New restaurant profiles

Arts
 Area performances and multi-media news

Home
 Spotlighting the area's beautifully designed homes

Flavor
 Seasonal recipes

Profiles
 Interviews with notable personalities from our towns

Be Social
 Capturing recent charitable events and celebrations

List
 Timely consumer advice

Neighbors
 Focusing on local individuals who make a difference

At Home
 Accessories to brighten living spaces



MAY
The Arts Issue
In-Home Date: 4.25.19
 Ad Space & Copy: 3.20
 Camera Ready: 4.3
Editorial Highlights:

- Montclair Film Festival
- Art Related Features

Ad Sections:

- Style and Beauty
- Montclair Dining



HOLIDAY
The Entertaining Issue
In-Home Date: 11.14.19
 Ad Space & Copy: 10.9
 Camera Ready: 10.23
Editorial Highlights:

- Holiday Shopping

Ad Sections:

- Holiday Shopping
- Montclair Dining



BACK TO SCHOOL
The Back to School & Health Issue
In-Home Date: 8.29.19
 Ad Space & Copy: 7.24
 Camera Ready: 8.7
Editorial Highlights:

- Top Doctors and Dentists
- Health related features

Ad Sections:

- Top Doctors and Dentists
- Montclair Dining

Montclair Magazine

is direct-mailed and carrier-delivered to affluent (\$100,000+ household income) homeowners in around the Montclair area, as well as to local businesses and physician offices.



DISTRIBUTION

Residential mail	21,574
Business mail	312
Doctor and Dentist offices	744
Total mail	22,630
Single copy	250
Total circulation	22,880

CIRCULATION BY TOWN

Residential only

Montclair/Upper Montclair	11,056
The Caldwells	2,449
Cedar Grove	1,728
Verona	2,640
Essex Fells	812
Nutley	1,397
Glen Ridge	524
Bloomfield	968
TOTAL:	21,574

STANDARD SIZES

	1X	3X	5X
Full page	\$1,790	\$1,685	\$1,525
2/3 page	1,345	1,260	1,145
1/2 page	1,055	995	900
1/3 page	760	720	645
1/4 page	590	555	495
1/6 page	430	405	360

All rates are net
Ads requiring custom design work may be subject to an additional fee.

PREMIUM POSITIONS

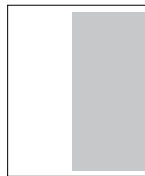
Back cover	Add 25%
Inside front cover	Add 20%
Pages 1, 3, 5, 7	Add 15%
Inside back cover	Add 10%



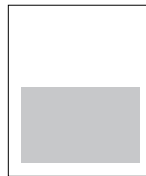
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TRIM SIZE: 8.375" X 10.5"



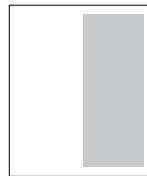
TWO-PAGE SPREAD WITH BLEED
17.25" x 10.75"
TYPE SAFETY: 14.75" x 9.5"
GUTTER SAFETY: .5"
TRIM SIZE: 16.75" X 10.5"



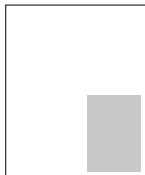
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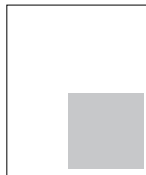
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7.375" x 4.664"



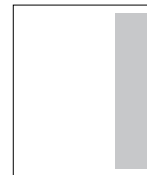
1/2 VERTICAL
3.562" x 9.5"



1/4 PAGE SQUARE
3.562" x 4.664"



1/3 PAGE SQUARE
4.833" x 4.664"



1/3 VERTICAL
2.292" x 9.5"



1/6 PAGE
2.292" x 4.664"

PRODUCTION REQUIREMENTS

PREFERRED FILE TYPE

Adobe Acrobat® PDF prepared at print resolution output with fonts embedded.

All PDF files should be accompanied by a matchprint proof.

For other file type submissions, please contact your account executive for alternate file type options.

UNACCEPTABLE FILE TYPES

Native files in Microsoft PowerPoint, Microsoft Publisher, or Word Perfect format cannot be accepted at this time. Microsoft Word documents may be submitted as a source of text content for an ad, but not as a format for a final file.

Website images and logos are low-resolution and not acceptable.

Color Modes and Trapping

Prepare all finished color content in CMYK mode. RGB and Lab colors are not accepted. Pantone (PMS) or other spot colors must be converted to CMYK, unless a fifth color has been ordered.

Trapping is the responsibility of the advertising agency or designer.

GRAPHICS/IMAGES RESOLUTION

Supply images in one of these formats: TIFF, EPS or JPEG, minimum 300 ppi (pixels per inch).

Bitmapped images minimum resolution 1200 ppi.

Image size must be 100% of the size it will print. Enlarging images may result in a loss of quality

DELIVERY METHODS

Email: northeastcreative@gannett.com

Via Web Browser

Contact your account executive for upload access to our ad database.

FTP Upload

An FTP site is available for larger file uploads. Please e-mail northeastcreative@gannett.com for instructions.

Via Subscriptions Services

AdSend (NJPAS)

Physical media, disks and color-match proofs can be mailed to:

North Jersey Media Group,
Attention Magazine Production,
1 Garret Mountain Plaza,
Woodland Park, NJ 07424-0471

Ads requiring custom design work may be subject to an additional fee