

# NEW JERSEY LIFESTYLE

MAGAZINE

## 2023 MEDIA KIT

ADVERTISING TO SOUTH JERSEY'S AFFLUENT



## THE MAGAZINE DEMOGRAPHICS

- Household Income \$150,000 to \$1,000,000+
- Home Value \$300,000 to \$2,000,000+
- Average Age 50
- 49% Male, 51% Female
- 5,000 Mailed Copies Bimonthly
- Verified homeowners
- Top 1% in Atlantic County
- Top 1% in Cape May County
- 3,000 Facebook Followers
- 5,000 Email Marketing
- 500+ local businesses
- 15,000+ readers with pass along rate

South Jersey's Favorite Coffee Table Magazine

# THE AUDIENCE

Passionate, sophisticated and elaborate describes the Lifestyle readers.

Reaching the most affluent who's who in Atlantic and Cape May Counties, this self-confident and successful audience enjoys *Lifestyle* for the beauty, design and features that inspire and motivate. From editorial to advertising, our readers are inspired to buy directly from the pages to lead a life beyond the ordinary.

*Lifestyle Magazine* targets a pre-qualified audience and has thousands of social influencers who follow us.



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# WE DELIVER

Lifestyle ... the perfect vehicle for businesses looking to establish a local presence or expand their horizons within the affluent market.



It's all about the list! We've created the perfect list based on demographics like age, income, location and social status. We reach doctors, lawyers, CEO's, opinion leaders and the top earners with purchasing power. If this is the audience you want to reach, then we'll help you brand your company within the affluent market.

We mail our luxury magazine every other month to every affluent household in Atlantic and Cape May Counties, reaching the top 1% and 5% of income earners!

## **ADDITIONAL DISTRIBUTION:**

500 High-profile restaurants, boutiques, salons, country clubs, doctor's offices and professional locations.

## Our Editorial Focus

- The View
- Fashion
- Home & Design
- Leaders
- Money Watch
- Art
- Health Watch
- Travel
- On Wheels
- Entertainment
- Social Scene
- Eats
- Restaurant Report
- Wine

Note: The above editorial calendar is subject to adjustments by the publisher.



### DISTRIBUTION & MATERIALS

#### WINTER — JANUARY 2

Reservations & Materials: December 12

#### SPRING — MARCH 1

Reservations & Materials: February 10

#### SHORE — MAY 1

Reservations & Materials: April 10

#### SUMMER — JULY 3

Reservations & Materials: June 12

#### FALL — SEPTEMBER 1

Reservations & Materials: August 10

#### HOLIDAY — NOVEMBER 1

Reservations & Materials: October 10





<b>4 COLOR</b>	<b>6X</b>
FULL PAGE	1400
2/3	1100
1/2	900
1/3	650
1/4	450
1/6	300

<b>COVERS</b>	
BACK COVER	3550
INSIDE FRONT	2800
INSIDE BACK	2800

Cover positions are based on availability and require a minimum of 5 additional insertions within a 12 month period. All rates are net per insertion. Rates shown are for complete digital files. **Payment Terms:** All advertising orders require payment with signed agreement.

**WE DELIVER**

**Guaranteed Hand Delivery by USPS to Atlantic and Cape May Counties**



**ANNUAL VALUE ADDED SERVICES**

- One professional photo shoot (requires full page) – A \$599 Value
- One exclusive feature (requires minimum 2/3 page) – A \$2,000 Value
- Access to Lifestyle’s proprietary database for one mailing per year (requires minimum 1/2 page) – A \$900 Value
- Exposure on njlifestyleonline.com – A \$199 Value
- A presence in our eblasts – A \$99 Value
- Free Production – A \$395 Value

**ADDITIONAL SERVICES WE CAN PROVIDE**

- Direct Mail
- Professional Photography
- High Income List Rental
- Social Media
- Editorial Features
- Wholesale Printing
- Point of Sale Display Printing
- Event Development and Consultation

**MECHANICAL REQUIREMENTS**

**SIZES**

Full Page Bleed	9.25" X 11.125"
Trim Size	9" X 10.875"
Full Page	8" X 10"
2/3	5.125" X 10"
1/2 vertical	5.125" X 7.375"
1/2 horizontal	8" X 4.875"
1/3 vertical	2.5" X 10"
1/3 horizontal	5.125" X 4.875"
1/6 vertical	2.5" X 4.875"
1/6 horizontal	5.125" X 2.375"
1/4 vertical	3.817" X 4.85"

Printing Method: Web Offset  
 Trim Size: 9 x 10.875  
 For Full Page Bleed keep live matter 1/4" from trim edges  
 Photo Resolution: 300dpi, CMYK, no spot colors  
 Macintosh format: InDesign, Illustrator, Photoshop, PDF  
 Include all Photos, Artwork and Fonts

