

NEW JERSEY LIFE STYLE

MAGAZINE

2023 MEDIA KIT

5,000 COPIES MAILED BIMONTHLY TO AFFLUENT HOMES



LifeStyle Magazine Demographics

- Household Income \$150,000k+
- Home Value \$300,000k+
- Average Age 50
- 40% Male, 60% Female
- 5,000 Mailed Copies Bimonthly
- Verified homeowners
- 500+ local businesses
- Reaching 30,000+ Affluent People A Month

NJLIFESTYLEMAG.COM

South Jersey's Favorite Coffee Table Magazine

THE AUDIENCE

Passionate, sophisticated and elaborate describes the *Lifestyle* readers.

- 3,000 Facebook Followers
- 5,000 Email Marketing



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.

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.

NJLIFESTYLEMAG.COM

CORPORATE HEADQUARTERS: 1001 New Jersey Ave., Unit 1183 • Absecon, NJ 08201 • Phone 609-513-0813 • njlifestylemag@gmail.com

2023 EDITORIAL AND ADVERTISING CALENDAR

Our Editorial Focus

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

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



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4 COLOR	6X
FULL PAGE	1400
2/3	1100
1/2	900
1/3	650
1/6	300

COVERS

BACK COVER	3550
INSIDE FRONT	2800
INSIDE BACK	2800

ANNUAL VALUE ADDED SERVICES WITH 6X CONTRACT

- 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
- Free Production on any size ad — A \$395 Value
- 1 post per month on Instagram/Facebook — A \$100 value
- Personalized eblast to 5,000 subscribers — A \$150 value
- 620x620 ad with prominent placement — A \$200 value

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.

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"
1/3 horizontal	4.875" X 4.875"
1/6 horizontal	5.125" X 2.375"

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

