

Out Jersey

2017 Media Kit

for Business Partners Marketing

Welcome to *Out In Jersey!*



From the latest news to reviews of books, movies, and restaurants, *Out in Jersey* is your go-to place for LGBT culture in the mid-Atlantic region.

We keep the LGBT community and its allies informed with up-to-the-minute updates of what is going on in all of New Jersey and beyond.

Our staff and writers work every day to cover the news and events that effect the local and national LGBT community. None of this would be possible without our business partners, and we hope that you will become a part of our team.

Out in Jersey covers news, events, politics, pundits, views, books, movies, music, and plays. We even have our very own astrologer, crossword puzzle master, and cartoonist.

Over 22,000 on-line visitors in the lesbian, gay, bisexual, and transgender community in New Jersey visit our home page, at www.outinjersey.net, each week. That makes our Web site and bimonthly print magazine, *Out in Jersey*, the statewide LGBT media company in the Garden State.

LGBT community members recognize the importance of giving back with gratitude. When they look to purchase items or seek local service providers, they often look first to the advertisements in this magazine, on our Web site, in our weekly “e-blasts,” or through daily [Facebook](#) and [Twitter](#) updates.

I ask you to please take a few moments from the busy rush of the day to become familiar with our Web site and our publication, *Out in Jersey* magazine. You can request our latest print magazine in PDF format or a hard copy by giving me a call or email.

You have taken your first step to introduce you and your business to the LGBT community of New Jersey. Won't you give us a call or send a quick email today, so we can learn more about how we may better serve you? We can help to grow your business so that you will reach this highly sought-after community.

I encourage you to continue to your next step. Contact your representative from *Out in Jersey* today.

Call 609-213-9310 or e-mail us at advertising@outinjersey.net.

We look forward to hearing from you soon!

Peter Frycki

Publisher, *Out in Jersey*

Why advertise with *Out in Jersey*?

Out in Jersey advertising is the most efficient way to reach the highly sought-after LGBT community in New Jersey through social networking, full-color bimonthly print magazine, and on-line outlets.

Out in Jersey is the only statewide magazine for and about the New Jersey LGBT community.

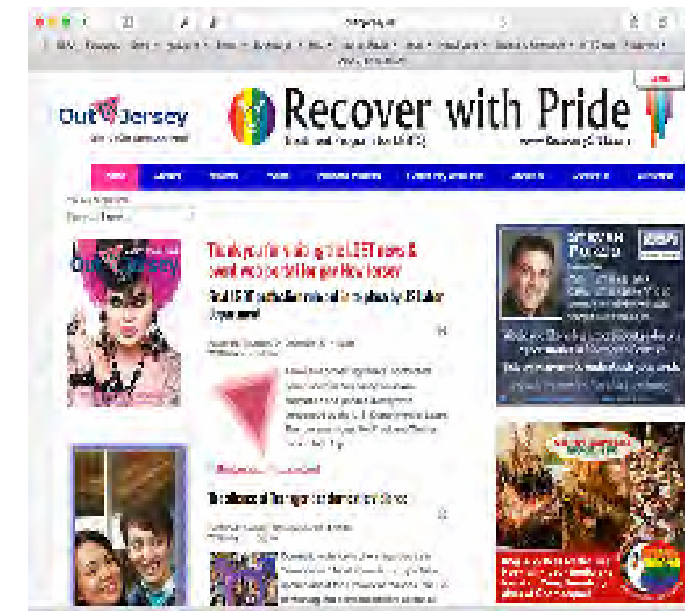
Out in Jersey is the absolute best way to advertise your business or service to nearly 18,000* print magazine readers bimonthly.

Out in Jersey is a full-color glossy magazine giving your advertised product or service the top-quality print production it deserves.

Out in Jersey is distributed to over 216 locations in Delaware, Pennsylvania, New York, and New Jersey.

On the Web, www.outinjersey.net is the region's premier on-line resource for news, features, and events on line. We provide a quality experience 24/7 to over 20,000 unique visitors weekly.

Out in Jersey is your trusted source for news and events about New Jersey's LGBT community.



On-line advertising available on our home page:
<http://www.outinjersey.net>

Out in Jersey reader demographics

Our *Out in Jersey* readership, both on line and in print, boasts great demographics to reach a diverse audience.

Our Readers (by percent):

Identify as gay men	66.5
Identify as lesbians.....	22.2
Bachelor or higher degree	71.9
Household earns over \$100,000/yr	32.9
Household earns \$50k-\$100k/yr	42.5
Agnes 25-34.....	8.3
Agnes 35-54.....	45.8
Live in the suburbs	34.0
Live in an urban area/city	33.0
Live in a small town	24.6
Married/C.U./D.P. couples	49.2
Single or live alone.....	39.4
Partnered but live alone.....	9.4
Raising children.....	7.9
Have one or more pet dogs	47.3
Have one or more pet cats.....	33.1

This year our readers intend to:

Plan a major vacation	41.4
Purchase an HD TV	16.3
Purchase furniture.....	21.7
Purchase major appliances	17.7
Purchase smart phone	18.7
Attend concerts or theatre events	50.2
Plan to purchase a home soon	7.4
Plan to lease or purchase new car	29.0
Plan computer/laptop/tablet purchase	39.4
Use a salon or spa	21.7

Other interesting demographics:

Donate to 1 or more non-profits yearly ...	72.8
Prefer to use LGBT-friendly companies ...	25.1
Drink wine weekly.....	47.5
Drink Spirits/Cocktails weekly	44.7
Drink beer weekly	38.6
Clicked on a website banner weekly	30.8

* Magazine distribution of 6,000 copies per issue with three readers per issue in each household. Our survey was conducted between May 15-June 30, 2013 by Community Marketing Inc.

For the complete survey give us a call or email.

All results are percentages out of 100% with 203 responses analyzed.

Out in Jersey Print Advertising Rates*

Size of ad	one time	3-5 times (save 5%)***	6 times (save 20%)***
Full Page	\$1,111	\$1,055.45 (x3)	\$888 (x6)
3/4 Page	\$935	\$888.25 (x3)	\$748 (x6)
1/2 Page	\$660	\$627 (x3)	\$528 (x6)
3/8 Page	\$550	\$522.50 (x3)	\$440 (x6)
1/4 Page	\$363	\$344.85 (x3)	\$290.40 (x6)
1/8 Page	\$187	\$177.65 (x3)	\$149.60 (x6)
1/12 Page	\$154	\$146.30 (x3)	\$123.20 (x6)
Premium Ad Placement**			
Full Page Back Cover	\$1,999	\$1,899.05 (x3)	\$1,599.20 (x6)
Full Page Inside Front Cover	\$1,555	\$1,477.25 (x3)	\$1,244 (x6)

Out In Jersey advertising graphic work is available at \$60 for the first hour and \$35/hour for each additional hour as needed. Please call for details if you need help with your ad design. Special placement of your Out In Jersey ad is also available.

Print Specifications

Specs in inches	W" x H"	Notes
1/12 page ads are	2.35 x 2.35	Full page ads only should be set up as 8.75" x 11.5". (The outside 1/2" on all sides is the ink "bleed" off of the page.)
1/8 page ads can be	3.69 x 2.43 2.43 x 3.69	Please do not place any important text or graphic images too near the edge on a full page if you are using a full page bleed. Out in Jersey pages are trimmed to 8 3/8" x 10 7/8".
1/4 page ads can be	3.69 x 4.86 4.86 x 3.69 7.5 x 2.43 2.43 x 7.5	All print ads should be delivered as e-mail attachments. Formats accepted include 300 dpi JPG or PDF files. Ads should be set up to exact size specifications by your graphic designer. PDFs should have both fonts and graphics embedded within the file.
3/8 page ads can be	3.69 x 7.5 7.5 x 3.69 5 x 5	All print and on-line ads must fit within the specified size limits. We reserve the right to resize your ad if necessary. After the ad is designed, please send it to advertising@outinjersey.net .
1/2 page ads can be	7.5 x 4.86 4.86 x 7.5	If not sure about your ad specs, or if you need assistance, please do not hesitate to call us at (609) 213-9310 before sending your file. Out in Jersey cannot issue refunds for sizing errors that are the advertiser's fault. All "make good" by Out in Jersey, Inc., on print ads that are the fault of Out In Jersey, Inc., will consist of another ad in the next issue. Web site ads will be corrected within two business days and then extended for an additional period of not more than one week.
3/4 page ads are	7.5 x 7.25	
Full page (bleed live area)	8 3/8" x 10 7/8"	All print magazine advertisers will receive a copy of the issue in which their ad appears.

* Rates guaranteed through December 31, 2017.

** If available. Please call us as far in advance as possible to reserve PREMIUM advertising spaces.

*** Multiple-time rate reductions must be reached on ad insertion orders with full prepayment or a completed legal contract with 50% payment in advance and the second 50% payment within 10 days of the third ad in print. Ad agency net rates are honored with a signed insertion order (unless payed in advance).

Out in Jersey Website Banner Advertising Rates*

Type of ad	Size in pixels	Price
Top Banner Web ad	728p wide x 90p high	\$50/month**
Right-side banner ad	300p wide x 250p high	\$50/month**
Right-side small ad	300p wide x 90p high	\$25 month
Divider section banner	728p wide x 90p high	\$35/month

Every on-line Web banner ad is included at least once per month in our e-mail blast updates. On-line banner ads may be changed monthly during the period of the on-line contract.***

Consider taking advantage of a 10% discount on full-year Web advertising contracts!

Special Promotional Campaigns

Please call at (609) 213-9310 for details on special events and on-line promotions. We can work out a marketing campaign that is specially tailored to your business needs.

Special Savings: ALL-INCLUSIVE Marketing Package

We offer a special marketing package for small business owners that includes print advertising, on-line banners, e-mail blast ads, and social networking mentions as part of a full-year package.

In print, the package includes a full-year listing in our "Business Partners" section and six eighth-page print ads.

The Web portion of this package includes a full-year of Web links from our sites "Business Partners" and a side banner ad in rotation with a URL link to your site.

The e-mail blast is a once-a-month ad with click-through URL link as part of our regular news updates to on-line subscribers

Social networking includes Facebook and Twitter mention of your business, including a URL link, twice a year.

All of this is just \$740 total yearly cost. This is 34% less than our best print-ad rate (the rate is lower than the 20% off rate). The all-inclusive package comes with premium on-line banner advertising and e-mail extras—valued at over \$900—included at no cost to you. Upgrades are available too: six quarter-page ads in the all-inclusive package can be yours for \$1,430/year or six half-page ads \$2,640/year.

This is our best value for your full-year of business partner marketing with Out in Jersey.

* Rates guaranteed through December 31, 2017.

** Please call us as far in advance as possible to reserve these PREMIUM advertising spaces.

*** On-line advertising has a one-time setup fee of \$15

Editorial & Production Schedule for 2015 through early 2016

Winter Issue

February–March 2017 (Vol. 22, No. 2) will be available on 01/27/17
 Payment/space reserve deadline: 01/02/17
 Electronic file art and mailed ads copy due: 01/06/17

Spring Issue

April–May 2017 (Vol. 22, No.3) will be available 03/31/17
 Payment/space reserve deadline: 03/06/17
 Electronic file art and mailed ads copy due: 03/10/17

Annual NJ Gay Pride Issue

June–July 2017 (Vol. 22, No. 4) will be available 05/26/17
 Payment/space reserve deadline: 05/01/17
 Electronic file art and mailed ads copy due: 05/05/17

NJ Beach Issue

August–September 2017 (Vol. 22, No. 5) will be available 07/28/17
 Payment/space reserve deadline: 07/03/17
 Electronic file art and mailed ads copy due: 07/07/17

Fall Election Issue

October–November 2017 (Vol. 22, No. 6) will be available 09/29/17
 Payment/space reserve deadline: 09/05/17
 Electronic file art and mailed ads copy due: 09/08/17

Holiday/New Year Issue

December 2017-January 2018 (Vol. 23, No.1) will be available 11/23/17
 Payment/space reserve deadline: 10/31/17
 Electronic file art and mailed ads copy due: 11/04/17

Winter Issue

February–March 2018 (Vol. 23, No.2) will be available 01/26/18
 Payment/space reserve deadline: 01/02/18
 Electronic file art and mailed ads copy due: 01/05/18

Out in Jersey Print Distribution

Out in Jersey print magazine is distributed freely at over 216 locations from Rehoboth, DE to Philadelphia and Eastern PA; New York City; Buffalo and Rochester, NY, and everywhere Out In Jersey. An updated location list is available on line at www.outinjersey.net in the “About Us: Distribution” tab on our home page.

Become an Out in Jersey Business Partner

Lock in our best rates on print and/or on-line promotional opportunities. Contact your representative today:

Out In Jersey
 (609) 213-9310
advertising@outinjersey.net



Holiday Issue 2014



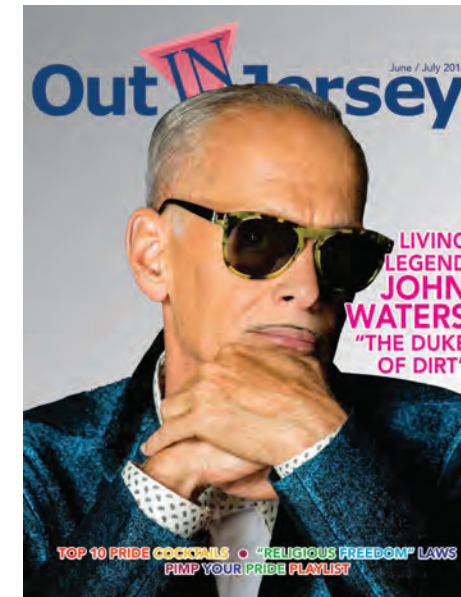
Fall Issue 2014



Beach Issue 2014



Summer Issue 2015



Pride Issue 2015



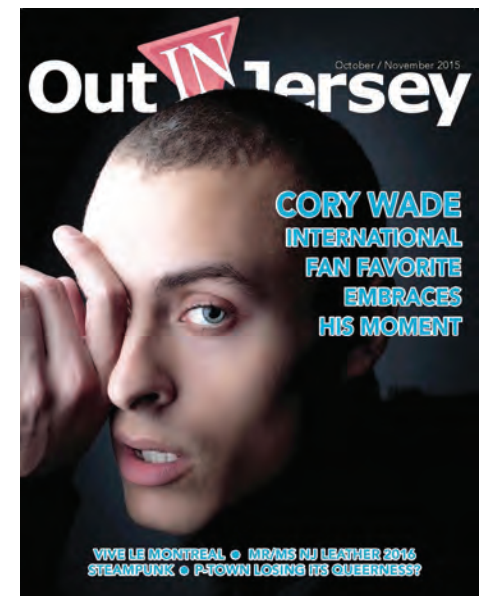
Winter Issue 2015



Winter Issue 2016



Holiday Issue 2015



Fall Issue 2015