

# Out Jersey

**2018 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](http://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](mailto: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.

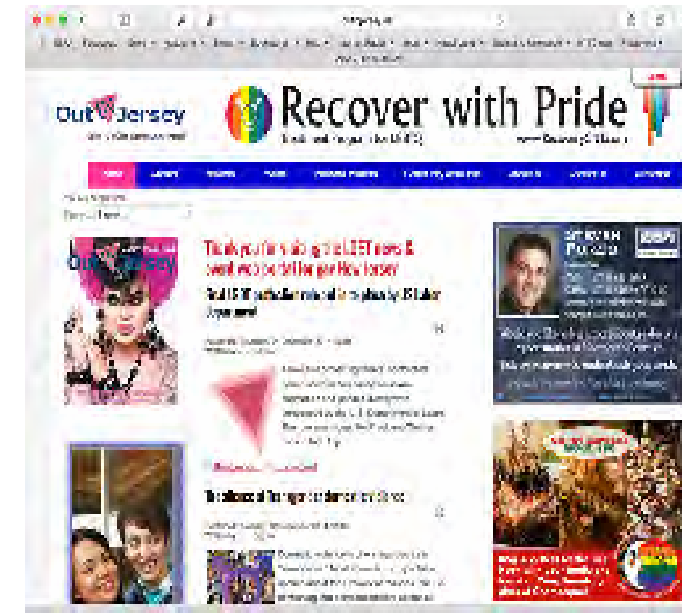
*Out in Jersey* is the absolute best way to advertise your business or service to nearly 18,000\* print magazine readers bimonthly.

*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](http://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
Ages 25-34.....	8.3
Ages 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.

<b>Out in Jersey Print Advertising Rates*</b>			
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)
<b>Premium Ad Placement**</b>			
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.

<b>Print Specifications</b>		
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.
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 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 <a href="mailto:advertising@outinjersey.net">advertising@outinjersey.net</a> .
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.
3/4 page ads are	7.5 x 7.25	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.
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, 2018.

\*\* 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).

<b>Out in Jersey Website Advertising Rates*</b>		
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	\$18/ month
Text listing on website	Listing ONLY in "Business Partners"	\$175/year

Every on-line Web banner ad is included at least once per month in our e-mail e-blast updates.

Online banner ads may be changed monthly during the period of the on-line contract.\*\*\*

Take advantage of a 20% discount on full-year Web banner advertising contracts when paid yearly in advance.

Web site ads must be jpg or gif files at 72 dpi and optimized for web. We reserve the right to resize your ad if necessary.

<b>Special Promotional Campaigns</b>
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.

<b>Special Savings: ALL-INCLUSIVE Full Year Marketing Packages start at \$520</b>	
We offer a special marketing package for small business owners that includes print advertising, on-line banner ads, e-mail blast ads, and social networking mentions as part of a full-year package.	Social networking includes Facebook and Twitter mention of your business, including a URL link, 4-6 times per year.
In print, the package includes a listing in our "Business Partners" section and six print magazine 1/12 page ads.	The all-inclusive package comes with all the above valued at \$1,924 all included.
The Web portion of this package includes a full-year of Web links from our sites "Business Partners" section and a side banner ad in rotation with a URL link to your website.	Upgrades are available too: six eighth page ads are just \$740/year, six quarter-page ads in the all-inclusive package can be yours for \$1,430/year, six half-page ads for \$2,640/year, six full-page ads for \$4,600
The e-blast is an emailed ad with click-through URL as a part of our weekly news updates to on-line subscribers	<b>This is our best value for your full-year of business partner marketing with <i>Out in Jersey</i>.</b>

\* Rates guaranteed through December 31, 2018.

\*\* 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 *Out In Jersey* magazine during 2018-2019

### Winter Issue

February–March 2018 will be available on 01/25/18  
 Payment/space reserve deadline: 01/02/18  
 Electronic file art ad copy due: 01/05/18

### Spring Issue

April–May 2018 will be available 03/29/18  
 Payment/space reserve deadline: 03/05/18  
 Electronic file art ad copy due: 03/09/18

### Annual NJ Gay Pride Issue

June–July 2018 will be available 05/31/18  
 Payment/space reserve deadline: 05/07/18  
 Electronic file art ad copy due: 05/11/18

### NJ Summer Issue

August–September 2018 will be available 07/26/18  
 Payment/space reserve deadline: 07/02/18  
 Electronic file art ad copy due: 07/06/18

### Fall Election Issue

October–November 2018 will be available 09/27/18  
 Payment/space reserve deadline: 09/04/18  
 Electronic file art ad copy due: 09/07/18

### Holiday Issue

December 2018-January 2019 will be available 11/29/18  
 Payment/space reserve deadline: 11/05/18  
 Electronic file art ad copy due: 11/06/18

### Winter Issue 2019

February–March 2019 will be available 01/31/19  
 Payment/space reserve deadline: 01/07/19  
 Electronic file art ad copy due: 01/11/19

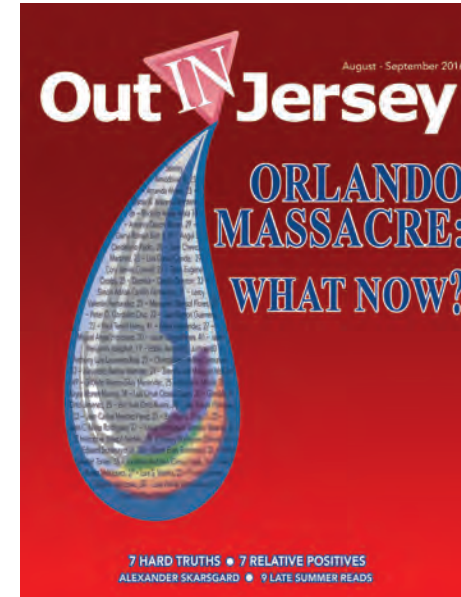
### Out in Jersey Print Distribution

*Out in Jersey* print magazine is distributed freely at over 218 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](http://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](mailto:advertising@outinjersey.net)



Summer Issue 2016



Fall Issue 2016



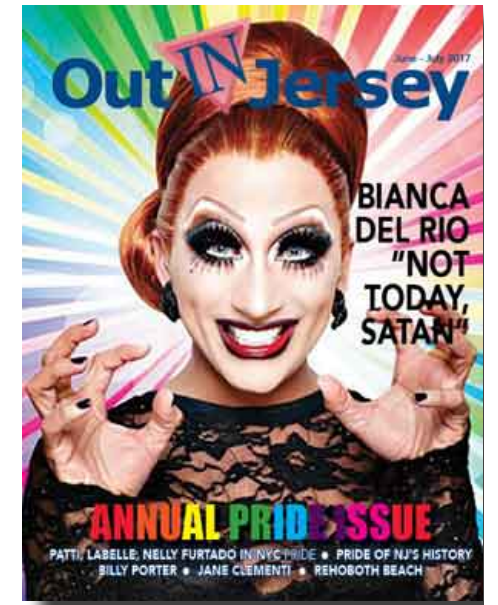
Holiday Issue 2016



Winter Issue 2017



Spring Issue 2017



Pride Issue 2017



Summer Issue 2017



Holiday Issue 2015



Pride Issue 2016