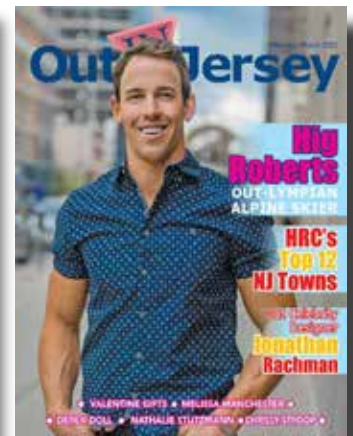
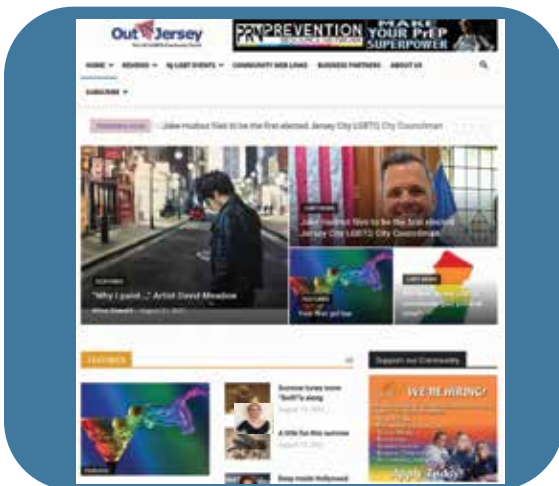


Out **IN** Jersey

2022 MEDIA KIT for Business Partners Marketing



Out In Jersey magazine reaches 13,500 readers bimonthly and is available at 270+ locations.



OutInJersey.net reaches 8,000+ unique weekly visitors.



Out In Jersey sends email blasts, and posts stories on social networks that reach over 10,300+ subscribers, fans, and followers.

Out In Jersey is the ideal way to reach the New Jersey LGBTQ community.

We have marketing programs that reach the entire state.

To reach the best niche LGBTQ demographics check out our reader survey on the back cover.

*4,500 issues are printed bimonthly for free distribution - location list is online on our "About Us" page. Online unique visitors data from Google Analytics (June 2021). For the combination of Email blasts (1.8k), Facebook fans (6.2k), Twitter followers (1.3k), and Instagram subscribers it equals 10,300+.

OUT IN JERSEY INC., 737 Hamilton Ave., Trenton, NJ 08629, Online: OutInJersey.net, Phone: 609-213-9310, Email: advertising@OutInJersey.net

Out In Jersey ALL INCLUSIVE Full Year marketing packages start at \$540

The LGBTQ media company Out In Jersey offers marketing packages that are ideal for both small and large business owners. Banner ads, e-mail blasts, social networking, print listings, and print advertising are part of the All Inclusive Full Year package and will get noticed in the New Jersey LGBTQ community.

The Website part of the package includes a business listing online, with link, on the "Business Partners" page (value \$175), and a side banner ad with a link to your website/Facebook page (value \$540). The e-blast special is a sponsored email with your marketing materials 4 times per year with a link (value \$280). The E-blast 12 times per year (value \$360) includes your banner ad. The social network is a 4 times per year mention on our social networks (value \$240).

The print part of the package includes a listing in our "Business Partners" section (value \$175) and a 1/12 page ad in each issue (value \$924).

This ALL INCLUSIVE package comes with all of the above items valued at \$2,694 if purchased separately. For \$540 you will get the full year package of Out In Jersey LGBTQ Marketing.

ALL INCLUSIVE print upgrades are available:

Six 1/8 page ads are \$765/year (value \$2,892). Print ad upgrades of 1/4 page and larger receive a larger side banner (300x250 pixels - value \$900). Six 1/4 page ads are \$1,475/year (value \$4,308), six 1/2 page ads are \$2,700/year (value \$6,090), and six full-page ads are \$4,650/year (value \$8,796). NOTE: The all Inclusive package can be further customized by you.

Out In Jersey WEBSITE ad rates

Top banner 728x90 pixel is \$75/month
Large side banner 300x250 pixel is \$75/month
Side banner 300x90 pixel is \$45/month

A month is any 30 day period. Please allow 2-3 days to set-up a web listing or web banner. There is a \$15 one-time fee for **new** banner and web only advertisers.

Business Partner text listing and URL link is \$175/year.

Out In Jersey SOCIAL NETWORK and E-BLAST ad rates

Social network promotion with text and URL link on Facebook/and Twiter is \$60 each.
E-Blast Special of your text & photo with URL link is \$70
E-Blast your banner ad & URL included with others is \$30

Business Partners receive the social networking four time per year, E-Blast Special four times per year, and the E-Blast ad 12 times per year as part of their ALL-INCLUSIVE package (see above).

Out In Jersey PRINT MAGAZINE ad rates. The rates quoted are for each ad insertion in Out In Jersey magazine.

	Single issue	2-5 issues - save 5% each issue	6 issues - save 20% each issue
Full Page	\$1,111	\$1,055.45	\$888.00
3/4 page	935	888.25	748.00
1/2 page	660	627.00	528.00
3/8 page	550	522.50	440.00
1/4 page	363	344.85	290.40
1/8 page	187	177.65	149.60
1/12 page	154	146.30	123.35

Business Partners Text Listing in Business Partners section is \$175 per year (all six issues).

Premium placements are available on full page ads. Please check in advance for back cover and page 2-3 availability. Back cover \$1,999. Inside front cover (pages 2-3) \$1,555. Ad agency insertions net rates are honored with signed insertion orders completed in advance. All rates may be payable in advance. Rates guaranteed through December 31, 2022.

Out In Jersey print & web SPECIFICATIONS



PRINT SIZE	Width x Height in inches
Full page	8.5 x 11 (*see NOTES)
3/4 page	7.5 x 7.25
1/2 page	7.5 x 5
1/2 page vertical	5 x 7.5
3/8 page	5 x 5
3/8 page vertical	3.7 x 7.5
1/4 page	3.7 x 4.85
1/4 page vertical	4.85 x 3.7
1/8 page	3.7 x 2.45
1/8 page vertical	2.45 x 3.7
1/12 page	2.35 x 2.35
WEB SIZE	Width x Height in pixels
Standard banner	728 x 90
Side banner	300 x 250
Small side banner	300 x 90

Specification Notes:

Print magazine formats accepted are: 300 dpi JPG or hi-res PDF files with 300 dpi or better images and all fonts included. Ads should be set up to exact size specifications.

Web banner ads must be 72 dpi jpg files or animated gif files (under 50kb) set up to exact pixel size specifications.

We reserve the right to resize your ad if it is necessary. After the ad is designed, send it to: advertising@outinjersey.net.

*** Full Page NOTES:** Full page ads must be set up larger than the 8.5 x 11 inch printed page. Use 9 x 11.5 inches. The 1/2 inch on all outside edges is the background or "bleed" area of the page. Do not place any important text or graphic images in the outside 1/2 inch of your ad design as this "bleed" area part of it will be trimmed at the printer.

All print magazine advertisers receive a copy of the issue in which their ads appear. *Out in Jersey* does not issue refunds for errors that are the fault of the advertiser. However, all "make good" by *Out in Jersey, Inc.*, on print ads that are the fault of *Out In Jersey, Inc.*, will consist of a new and correct ad in an upcoming issue. Web banner errors should be reported within 24 hours by the advertiser and will be corrected within 48 hours by *Out In Jersey* regardless of fault. The ad will be extended by 48 hours online, if requested.

Out In Jersey MAGAZINE Editorial Schedule and Deadline Dates for 2022-2023

<p>HOLIDAY ISSUE - December 2021/January 2022 Available on 11/30/21. Payment and insertion deadline is 11/01/21. Electronic file art copy due on 11/05/21.</p>	<p>FALL ELECTION ISSUE - October/November 2022 Available on 9/29/22. Payment and insertion deadline is 9/02/22. Electronic file art copy due on 9/08/22.</p>
<p>WINTER ISSUE - February/March 2022 Available on 1/27/22. Payment and insertion deadline is 1/03/22. Electronic file art copy due on 1/07/22.</p>	<p>HOLIDAY ISSUE - December 2022/January 2023 Available on 11/30/22. Payment and insertion deadline is 11/01/22. Electronic file art copy due on 11/04/22.</p>
<p>SPRING ISSUE - April/May 2022 Available on 3/31/22. Payment and insertion deadline is 3/07/22. Electronic file art copy due on 3/11/22.</p>	<p>WINTER ISSUE - February/March 2023 Available on 1/26/23. Payment and insertion deadline is 1/02/23. Electronic file art copy due on 1/06/23.</p>
<p>ANNUAL PRIDE ISSUE - June/July 2022 Available on 5/26/22. Payment and insertion deadline is 5/02/22. Electronic file art copy due on 5/06/22.</p>	<p>SPRING ISSUE - April/May 2023 Available on 3/30/23. Payment and insertion deadline is 3/06/23. Electronic file art copy due on 3/09/23.</p>
<p>SUMMER ISSUE - August/September 2022 Available on 7/28/22. Payment and insertion deadline is 7/05/22. Electronic file art copy due on 7/08/22.</p>	<p>ANNUAL PRIDE ISSUE - June/July 2023 Available on 5/26/23. Payment and insertion deadline is 5/01/23. Electronic file art copy due on 5/05/23.</p>

DID YOU KNOW?

Out In Jersey reader demographics are some of the best in the market.

Here are demographics and reader insights that you may find of interest.

- *Household earnings over \$100,000/year - 35%*
- *Household earnings between \$50-100,000/year - 36%*
- *Bachelors or higher college degree - 76%*
- *Married to their household partner - 36%*
- *Single and not partnered - 35%*
- *Self-identify as gay men - 65%*
- *Self-identify as lesbians - 33%*
- *Live in New Jersey - 76%*
- *Live in New York - 4%*
- *Live in Pennsylvania - 10%*
- *Between the ages of 35-60 - 45%*
- *Between the ages of 21-34 - 13%*
- *Households that drink wine weekly - 47%*
- *Households that drink beer weekly - 38%*
- *Households that drink vodka weekly - 30%*
- *Households currently raising children - 5%*
- *Households that plan to purchase large furniture this year - 25%*
- *Households that plan to purchase a major appliance this year - 15%*
- *Households that plan to purchase or lease a new car this year - 19%*
- *Households that plan to purchase a new laptop or computer this year - 31%*
- *Households currently using cannabis/marijuana products in any form regularly - 30%*
- *Households planning to purchase more streaming services (Netflix, Amazon, Apple, etc - 76%*
- *Households that plan to add a new subscription audio service (XM, Spotify etc.) - 44%*



82% of Out In Jersey readers said, "I am more likely to purchase from a company that outreaches and advertises to the LGBTQ community."

* Results are from the CMI LGBTQ Survey 2021 of Out In Jersey online/print magazine readers. For the full survey results contact us [for a pdf copy](#).