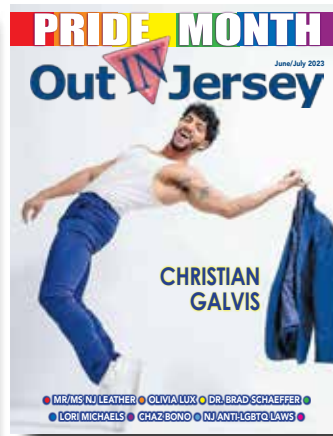
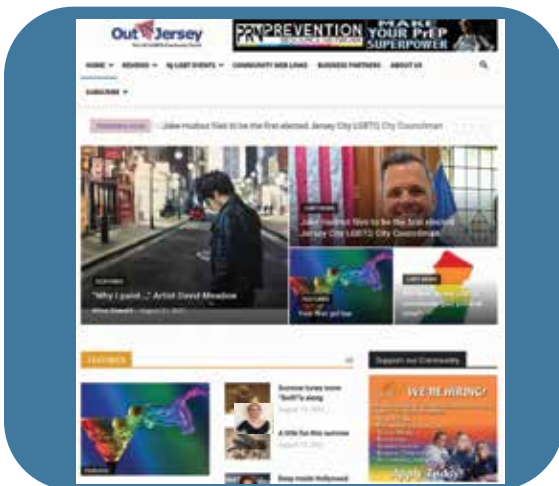


# Out **IN** Jersey

## 2024 MEDIA KIT for Business Partners Marketing



\* *Out In Jersey* magazine reaches 13,500 readers bimonthly and is available at 330+ locations.



\*\* [OutInJersey.net](http://OutInJersey.net) reaches 8,000+ unique weekly visitors.



\*\* *Out In Jersey* sends email blasts, and posts stories on social networks that reach over 11,000+ subscribers, fans, and followers.

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

Our marketing programs reach the entire state and beyond.

Check out our *Out In Jersey* reader survey highlights on the back cover.

\*4,500 issues printed bimonthly for subscriber and free distribution - locations listed online "About Us" page. Online unique visitors data from Google Analytics (June 2023). \*\* Email blasts (2.1k), Facebook fans, Twitter followers, and Instagram subscribers added equals 11,790+. Ad Rates guaranteed through December 31, 2024.

## Out In Jersey ALL INCLUSIVE Full Year marketing packages at \$590/year

<p>The LGBTQ media company Out In Jersey offers marketing packages for small and large business owners. Banner ads, e-mail blasts, social networking, print listings, and print advertising are all a part of the <b>All Inclusive Full Year package</b> and will get noticed in the New Jersey LGBTQ community all year long.</p> <p>The Website part includes a business listing and link on the "Business Partners" page (value \$190), and a small banner ad (300x90 pixels) with a link to your website/Facebook page (value \$660). The e-blast part is a sponsored email with your marketing materials listed prominently 4 times per year with a link (value \$320). The E-blast 12 times per year (value \$420) includes your banner ad. The social network is a 4 times per year mention on our social networks (value \$280).</p>	<p>The print part of the package includes listing in our "Business Partners" section (value \$190) and a 1/12th page ad in each issue (value \$1,122).</p> <p>The package comes with all of the above (valued at \$3,182 if purchased seperately) for only \$590/year. To upgrade to 1/8th page print ad for the full year it is \$841/year (value \$3,392).</p> <p><b>ALL INCLUSIVE premium upgrades</b> Print ad upgrades of 1/4 page, or larger, recieve a much bigger online side or top banner (300x250 or 728x90 pixels - 12 month value \$960) at a low price of \$1,952/year (value \$4,946), six 3/8 page ads are \$2,530/year (value \$6,278), six 1/2 page ads are \$3,190/year (value \$7,508), and six full-page ads are \$5,126/year (value \$10,268).</p> <p><b>Additional customization</b> on the all Inclusive full year package is available to fit your exact needs and budget.</p>
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## Out In Jersey WEBSITE ad rates

<p><b>Top banner</b> 728x90 pixel is \$80/month  <b>Large side banner</b> 300x250 pixel is \$80/month  <b>Side banner</b> 300x90 pixel is \$55/month.  <b>Business Partner text</b> and URL link is \$190/year.  <b>Sponsored perm advertorial</b> with URL link \$175</p>	<p>A month is any 30 day period. Please allow 2-3 days to set-up a web listing or banner. Banner ads may be changed or updated monthly. There is a \$15 one-time fee for new banner or web only advertisers.</p>
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## Out In Jersey SOCIAL NETWORK and EMAIL BLAST ad rates

<p><b>E-Blast Sponsored</b> with a photo and URL link is \$80  <b>E-Blast</b> your banner ad &amp; URL included with others is \$35  <b>Social network promotion</b> with text and URL link on Facebook/and Twiter is \$70 each.</p>	<p>Business Partners recieve social networking four times per year, a "sponsored" e-blast four times per year, and a web ad in "news" emails 12 times per year as part of the <b>All Inclusive Full Year</b> packages.</p>
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## Out In Jersey PRINT MAGAZINE ad rates. All rates quoted are for each ad insertion in print magazine.

Full Page	Single issue \$1,318	2-5 issues - save 5% each issue \$1,253	6 issues - save 20% each issue \$1,055
3/4 page	1,111	1,055	889
1/2 page	783	743	627
3/8 page	653	620	522
1/4 page	431	409	344
1/8 page	222	211	177
1/12 page	187	178	149

Business Partners Text Listing in Business Partners section is \$190 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 \$2,199 Inside front cover (pages 2-3) \$1,710. 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, 2024.

## Out In Jersey advertiser creative specifications



PRINT SIZE	Width x Height in inches
Full page	8.375 x 10.875 (*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 vertical	3.7 x 4.85
1/4 page horizontal	4.85 x 3.7
1/8 page horizontal	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 60kb total) 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](mailto:advertising@outinjersey.net).

**\* Full Page NOTES:** Full page ads must be set up larger than the 8.375 x 10.875 inch printed page. Please use 9 x 11.5 inches and use the ½ inch on ALL the outside edges as the "bleed" area of the page. Do not place any important text or graphics in the outside 1/2 inch "bleed" area of your ad design as this area is part of the printers trimming/bleed after binding.

All print magazine advertisers receive a copy of the issue in which the ad appears. *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.

## Out In Jersey MAGAZINE Editorial Schedule and Deadline Dates for 2024-2025

<b>WINTER ISSUE</b> - Feb/Mar 2024 Available on 1/26/24. Payment and insertion deadline is 1/2/24. Electronic file art copy due on 1/5/24.	<b>HOLIDAY ISSUE</b> - December 2024 Available on 11/30/24. Payment and insertion deadline is 10/28/24. Electronic file art copy due on 11/1/24.
<b>SPRING ISSUE</b> - Apr/May 2024 Available on 3/29/24. Payment and insertion deadline is 3/4/24. Electronic file art copy due on 3/8/24.	<b>WINTER ISSUE</b> - Feb/Mar 2025 Available on 1/31/25. Payment and insertion deadline is 1/6/25. Electronic file art copy due on 1/10/25.
<b>LGBTQ PRIDE ISSUE</b> - Jun/Jul 2024 Available on 5/24/24. Payment and insertion deadline is 4/29/24. Electronic file art copy due on 5/3/24.	<b>SPRING ISSUE</b> - Apr/May 2025 Available on 3/28/25. Payment and insertion deadline is 3/3/25. Electronic file art copy due on 3/7/25.
<b>SUMMER ISSUE</b> - Aug/Sep 2024 Available on 8/2/24. Payment and insertion deadline is 7/8/24. Electronic file art copy due on 7/12/24.	<b>LGBTQ PRIDE ISSUE</b> - Jun/Jul 2025 Available on 5/24/25. Payment and insertion deadline is 4/28/25. Electronic file art copy due on 5/2/25.
<b>FALL ELECTION ISSUE</b> - Oct/Nov 2024 Available on 9/27/24. Payment and insertion deadline is 8/30/24. Electronic file art copy due on 9/6/24.	<b>SUMMER ISSUE</b> - Aug/Sep 2025 Available on 7/26/25. Payment and insertion deadline is 6/30/25. Electronic file art copy due on 7/4/25.



# DID YOU KNOW?

**Out In Jersey reader demographics are the best in the regional LGBTQ market.**

- Household earnings over \$100,000/year - 44%
- Household earnings between \$50-100,000/year - 32%
- Bachelors or higher college degree - 73%
- Married to their household partner - 36%
- Single and not partnered - 31%
- Self-identify as gay men - 73%
- Self-identify as lesbians - 22%
- Live in New Jersey - 65%
- Live in New York - 11%
- Live in Pennsylvania - 9%
- Between the ages of 35-60 - 44%
- Between the ages of 18-34 - 8%
- Households currently raising children - 5%
- Households that drink wine regularly - 77%
- Households that drink beer regularly - 51%
- Households that drink vodka regularly - 47%
- Households planning to book hotel rooms this year - 62%
- Households planning to travel by car for a vacation - 53%
- Households planning to book a round-trip flight for a vacation - 53%
- Households that plan to purchase or lease a car this year - 21%
- Households that plan to purchase large furniture this year - 31%
- Households that plan to purchase a major appliance this year - 20%
- Households that plan to purchase new personal electronics this year - 33%
- Households planning to purchase more than \$500 in new clothing this year - 34%
- Households planning to purchase more streaming services (Netflix, Amazon, Hulu, etc - 77%
- Households that plan to add a new subscription audio service (XM, Spotify etc.) - 45%



**79.2% 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 2022 of Out In Jersey online/print magazine readers. For the full survey results contact us for a pdf copy.