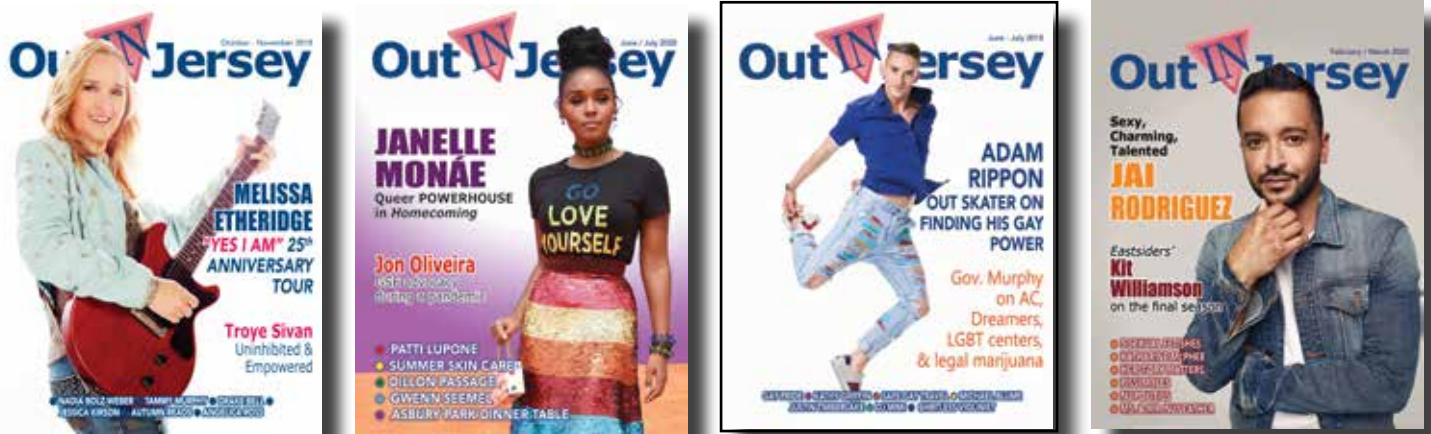
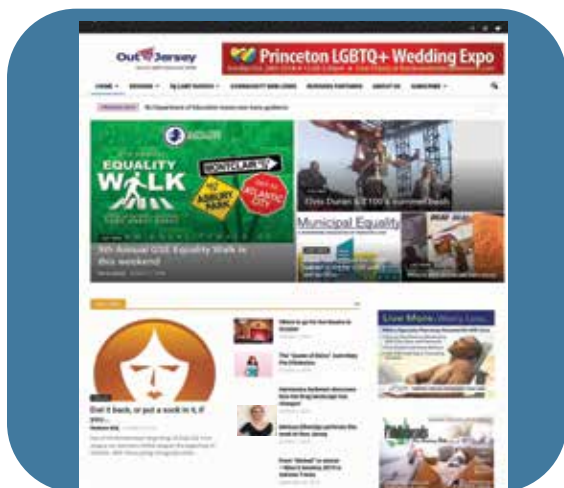


Out **IN** Jersey

2021-2022 MEDIA KIT for Business Partners Marketing



Out In Jersey magazine reaches 15,000 readers bimonthly and is available at 255+ locations.



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



Out In Jersey sends email blasts, and posts stories on social networks that reach over 9,600+ subscribers, fans, and followers.

OutInJersey.net, our social networks, and our glossy magazine are the ideal ways to reach the New Jersey LGBTQ community. Out In Jersey provides a one-stop service that reaches the entire state. To reach the best niche demographics to market your product or service, contact Out In Jersey today.

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

The LGBTQ media company *Out In Jersey* offers a marketing package for small business owners. It includes website banner ads, e-mail blasts, social networking on Facebook, Twitter, and Instagram - plus print advertising. It is all a part of a premium full-year **ALL INCLUSIVE** package.

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 is a dedicated email with your marketing materials 4 times per year with a weblink (value \$280). Your banner ad will be part of our e-blast update to online subscribers 12 times per year (value \$360). The social network is a 4 times per year mention on our social networks (value \$240).

In the print magazine, 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 \$2,370 if they were purchased separately. But for only \$540 you get the full 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 packages provide incredible value and can be further customized for you.

Out In Jersey WEBSITE banner ad rates

Out In Jersey offers banner ads with URL links.

Top banner 728x90 pixel is \$75/month

Large side banner 300x250 pixel is \$75/month

Side banner 300x90 pixel is \$45/month

Business Partner **text listing** in your category with a URL weblink \$175/year.

A month is any 30 day period. It takes 2-3 days to set-up a web listing or web banner ads.

\$15 one-time fee for **new** banner and web only advertisers.

Out In Jersey SOCIAL NETWORK ad rates

Social network ads with URL links on Facebook/ Twitter/ or Instagram are \$60 per mention.

Business Partners receive this as part of their ALL-INCLUSIVE package 4 times per year.

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

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 done by deadline in advance.

All rates may be payable in advance. Rates are guaranteed through December 31, 2022.

Out In Jersey print & web SPECIFICATIONS



PRINT SIZE	Width x Height in inches
Full page (*see NOTE)	9 x 11.5
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 Specification 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.

*** NOTE:** All Full page ads should 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 outer sides is the background or "bleed" area of the page. Please do not place any important text or graphic images near the edge on a full page as this is the printer bleed/trim area and will be trimmed.

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 2021-2022

WINTER ISSUE - February/March 2021 Available on 1/28/21. Payment and insertion deadline is 1/04/21. Electronic file art copy due on 1/08/21.	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.
SPRING ISSUE - April/May 2021 Available on 3/25/21. Payment and insertion deadline is 3/01/21. Electronic file art copy due on 3/05/21.	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.
ANNUAL PRIDE ISSUE - June/July 2021 Available on 5/27/21. Payment and insertion deadline is 5/03/21. Electronic file art copy due on 5/07/21.	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.
SUMMER ISSUE - August/September 2021 Available on 7/29/21. Payment and insertion deadline is 7/05/21. Electronic file art copy due on 7/09/21.	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.
FALL ELECTION ISSUE - October/November 2021 Available on 9/30/21. Payment and insertion deadline is 9/06/21. Electronic file art copy due on 9/10/21.	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.

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 - 41%
- Household earnings between \$50-100,000/year - 32%
- Bachelors or higher college degree - 74%
- Married to their household partner - 55%
- Self-identify as gay men - 68%
- Self-identify as lesbians - 24%
- Live in New Jersey - 72%
- Live in New York - 9%
- Live in Pennsylvania - 9%
- Between the ages of 35-59 - 46%
- Between the ages of 21-34 - 8%
- Households that drink wine weekly - 52%
- Households that drink beer weekly - 41%
- Households that drink vodka weekly - 35%
- Households currently raising children - 6%
- Households planning on raising children - 8%
- Households that purchased large furniture this year - 30%
- Households that purchased a major appliance this year - 20%
- Households that purchased or leased a new car this year - 27%
- Households that purchased a new smartphone this year - 47%
- Households that purchased a new laptop or computer this year - 33%
- Households that have online brokerage/stock purchase account - 32%
- Households that have a retirement IRA/401K/RRSP/TFSA type account - 69%
- Households with financial services by company/independent financial planner - 30%



78% of *Out In Jersey* readers said, "I have made a conscious decision to make a purchase over the past 12 months, at least partially due to a company's LGBTQ inclusive outreach, employment practices, or LGBTQ-supportive political stance."

And how do *Out In Jersey* readers learn about LGBTQ-friendly companies?

LGBTQ media (online and print) - 56%

Company sponsorship of LGBT organizations/events - 48%

* Results are from the CMI LGBTQ Survey 2020 of *Out In Jersey* online/print magazine readers. For the full survey results contact us [for a pdf copy](#).