

WAYNE

MAGAZINE

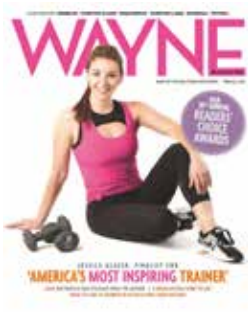
PART OF THE USA TODAY NETWORK



SERVING WAYNE, KINNELON, POMPTON PLAINS,
PEQUANNOCK, POMPTON LAKES, RIVERDALE AND TOTOWA

MEDIA KIT
2019

Highlights and Deadlines



SPRING

The Readers' Choice Issue

In-Home Date: 3.14.19

Ad Space & Copy: 2.6

Camera Ready: 2.20

Editorial Highlights:

- Wayne Magazine's Readers' Choice Awards

Ad Sections:

- Readers' Choice Awards
- Home Design & Remodeling including landscaping & pools
- Wayne Dining



FALL

The Home Design Issue

In-Home Date: 10.10.19

Ad Space & Copy: 9.4

Camera Ready: 9.18

Ad Sections:

- Professional Profiles
- Wayne Dining



MAY

The Arts Issue

In-Home Date: 5.9.19

Ad Space & Copy: 4.3

Camera Ready: 4.17

Ad Sections:

- Landscape/Pool
- Wayne Dining



HOLIDAY

The Entertaining Issue

In-Home Date: 11.14.19

Ad Space & Copy: 10.9

Camera Ready: 10.23

Ad Sections:

- Holiday Shopping
- Wayne Dining



BACK TO SCHOOL

The Back to School & Health Issue

In-Home Date: 8.29.19

Ad Space & Copy: 7.24

Camera Ready: 8.7

Ad Sections:

- Top Doctors and Dentists
- Back to School Shopping
- Wayne Dining



Departments

Buzzworthy

Trending people and places

Dining Review

New restaurant profiles

Home

Spotlighting the area's beautifully designed homes

Flavor

Seasonal recipes

Profiles

Interviews with notable personalities from our towns

Be Social

Capturing recent charitable events and celebrations

List

Timely consumer advice

Neighbors

Focusing on local individuals who make a difference

At Home

Accessories to brighten living spaces

Style

Fashion trends from local retailers

Wayne Magazine

is direct-mailed and carrier-delivered to affluent (\$100,000+ household income) homeowners in around the Wayne area, as well as to local businesses and physician offices.



DISTRIBUTION

Residential	25,000+
Business	400+
Doctor and Dentist offices	300+
Total circulation	25,700+

CIRCULATION BY TOWN

Residential only

Wayne	16,000+
Kinnelon	3,700+
Pompton Plains	3,100+
Pequannock	700+
Pompton Lakes	700+
Totowa	800+

TOTAL: 25,700+

STANDARD SIZES

	1X	3X	5X
Full page	\$2,105	\$1,980	\$1,795
2/3 page	1,580	1,485	1,350
1/2 page	1,240	1,175	1,060
1/3 page	895	845	760
1/4 page	695	655	590
1/6 page	505	475	425

All rates are net

Ads requiring custom design work may be subject to an additional fee.

PREMIUM POSITIONS

Back cover	Add 25%
Inside front cover	Add 20%
Pages 1, 3, 5, 7	Add 15%
Inside back cover	Add 10%

FULL PAGE BLEED
8.625" x 10.75"
TYPE SAFETY: 7.375" x 9.5"
TRIM SIZE: 8.375" X 10.5"

TWO-PAGE SPREAD WITH BLEED
17.25" x 10.75"
TYPE SAFETY: 14.75" x 9.5"
GUTTER SAFETY: .5"
TRIM SIZE: 16.75" X 10.5"

2/3 PAGE VERTICAL
4.833" x 9.5"

1/2 PAGE HORIZONTAL
7.375" x 4.664"

1/2 VERTICAL
3.562" x 9.5"

1/4 PAGE SQUARE
3.562" x 4.664"

1/3 PAGE SQUARE
4.833" x 4.664"

1/3 VERTICAL
2.292" x 9.5"

1/6 PAGE
2.292" x 4.664"

PRODUCTION REQUIREMENTS

PREFERRED FILE TYPE

Adobe Acrobat® PDF prepared at print resolution output with fonts embedded.

All PDF files should be accompanied by a matchprint proof.

For other file type submissions, please contact your account executive for alternate file type options.

UNACCEPTABLE FILE TYPES

Native files in Microsoft PowerPoint, Microsoft Publisher, or Word Perfect format cannot be accepted at this time. Microsoft Word documents may be submitted as a source of text content for an ad, but not as a format for a final file.

Website images and logos are low-resolution and not acceptable.

Color Modes and Trapping

Prepare all finished color content in CMYK mode. RGB and Lab colors are not accepted. Pantone (PMS) or other spot colors must be converted to CMYK, unless a fifth color has been ordered.

Trapping is the responsibility of the advertising agency or designer.

GRAPHICS/IMAGES RESOLUTION

Supply images in one of these formats: TIFF, EPS or JPEG, minimum 300 ppi (pixels per inch).

Bitmapped images minimum resolution 1200 ppi.

Image size must be 100% of the size it will print. Enlarging images may result in a loss of quality

DELIVERY METHODS

Email: northeastcreative@gannett.com

Via Web Browser

Contact your account executive for upload access to our ad database.

FTP Upload

An FTP site is available for larger file uploads. Please e-mail northeastcreative@gannett.com for instructions.

Via Subscriptions Services

AdSend (NJPAS)

Physical media, disks and color-match proofs can be mailed to:

North Jersey Media Group,
Attention Magazine Production,
1 Garret Mountain Plaza,
Woodland Park, NJ 07424-0471

Ads requiring custom design work may be subject to an additional fee