

THE WEST SIDE OF THE HUDSON...



REACH  
THE PEOPLE  
WHO LIVE HERE

**HUDSON COUNTY, NEW JERSEY**

Effectively reaching this economically **VITAL** and **GROWING MARKET** can be confusing ... even to the most sophisticated advertisers.

The **HUDSON REPORTER PUBLICATIONS** have more market penetration in Hudson County than any other print media....by far!

BUSINESSES, BOTH LARGE AND SMALL,  
FIND **SUCCESS** WITH US.

**THE  
HUDSON REPORTER  
NEWSPAPERS**

— Hudson County's largest weekly newspaper group —

P.O. BOX 3069 UPTOWN  
1400 WASHINGTON STREET, HOBOKEN, NJ 07030  
PHONE 201.798.7800 • FAX 201.798.0018  
WWW.HUDSONREPORTER.COM

The best way to reach this unique market is with  
The **HUDSON REPORTER** publications.

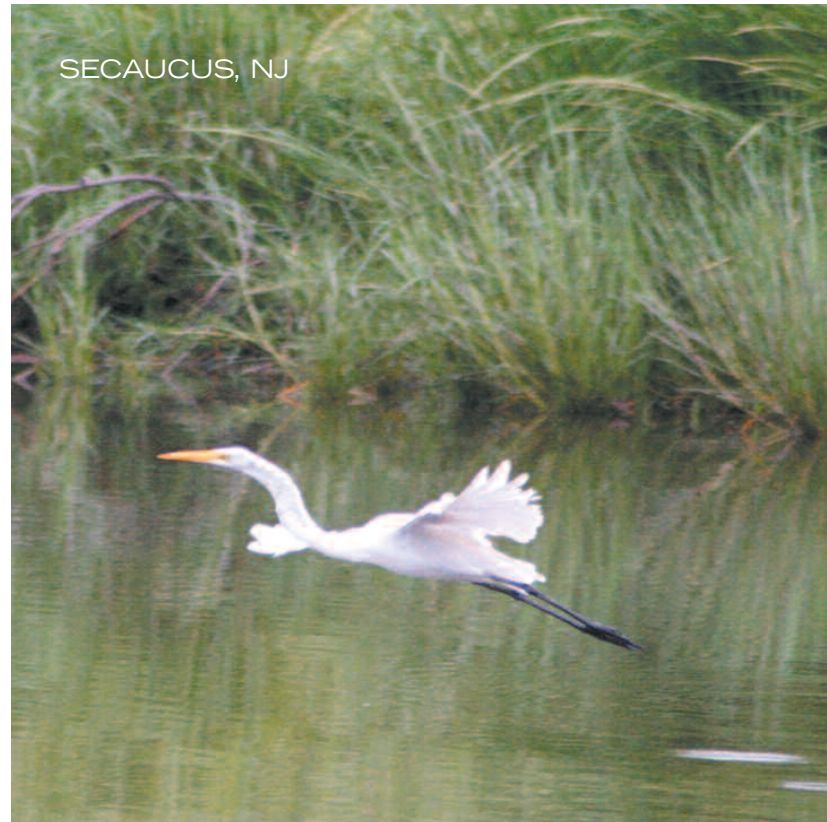
WEEHAWKEN, NJ



WEST NEW YORK, NJ



SECAUCUS, NJ



Founded in 1983, *The Hudson Reporter* publishes  
**NINE WEEKLY NEWSPAPERS**, capturing the highest  
home-delivered circulation of any newspaper  
in **HUDSON COUNTY**.

Our community newspapers are the  
advertising vehicles of **CHOICE FOR** both  
local and regional **ADVERTISERS**.

# CIRCULATION

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## The Hoboken Reporter

Home delivered throughout town, including all new waterfront developments, with added delivery at most high traffic commercial establishments

17,000

## The Jersey City Reporter

Home delivered throughout historic downtown Jersey City and luxury waterfront residences. Added city-wide delivery to many commercial establishments

15,000

## The North Bergen Reporter

(incorporating The Town of Guttenberg)

Home delivered to most residents in both towns, with additional distribution points at high traffic commercial locations throughout the area.

17,500

## The Secaucus Reporter

Home delivered to most residents throughout town, including Harmon Cove. Added delivery throughout commercial complexes and businesses in the downtown district

5,500

## The Union City Reporter

## The West New York Reporter

Home delivered to most residents including the new luxury waterfront communities and high traffic locations in the city.

9,200

## The Weehawken Reporter

Home delivered to every residence and distributed in businesses throughout town, including Lincoln Harbor and the Ferry Terminal

4,800

## Bayonne Community News

Home delivered to every home in Bayonne

25,700

## The Midweek Reporter

Home delivered to targeted areas in Hoboken, Jersey City and the northern waterfront. Commercially delivered county-wide in entertainment venues, restaurants, real estate offices and transportation centers

11,000

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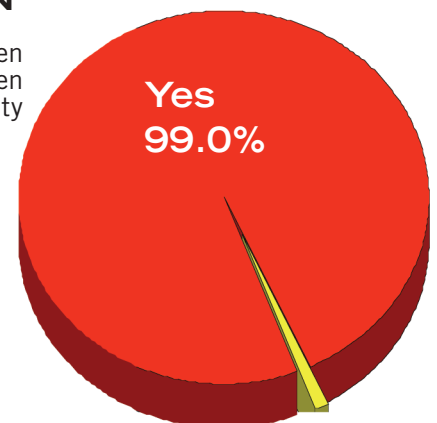
## DELIVERY AND READERSHIP VERIFICATION

Respondents who regularly receive or pick-up a copy of the North Bergen Reporter/Jersey City Reporter/Secaucus Reporter/Weehawken Reporter/Hoboken Reporter/West New York Reporter/Bayonne Community News/Union City Reporter, or have seen bulk drops in the entrance of their building:

Yes 378

No 4

Total 382



*Certified Audit of Circulations, Inc. 155 Willowbrook Boulevard Wayne, NJ 07470*

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# AWARDS

## 2010

RESULTS AVAILABLE, 2011

## 2009

RESULTS AVAILABLE, NJPA.COM

## 2008

**FIRST PLACE**, Best Single Ad - Black & White, "Fall into Savings" Michael Mitolo *New Jersey Press Association*

**FIRST PLACE**, "Hildy Johnson story of the year," "A sobering reality," Ricardo Kaulessar, *Garden State Journalists*

**FIRST PLACE**, "Whatever happened to those election investigations," Timothy J. Carroll, *Garden State Journalists*

**FIRST PLACE**, "Paying Respects," Photo Award, Al Sullivan, *Garden State Journalists*

**FIRST PLACE**, "Watching The Waters," Photo Award, Al Sullivan, *Garden State Journalists*

**FIRST PLACE**, "Keeping The Memory Of The Holocaust," Photo Award, Al Sullivan, *Garden State Journalists*

**FIRST PLACE**, A Real Nightmare," Photo Award, Al Sullivan, *Garden State Journalists*

**FIRST PLACE**, Wilson Barto Award, First-year reporter of the year, Timothy J. Carroll, *Society of Professional Journalists*

**FIRST PLACE**, "Terry & the Pirates: The saga of the Golden Cicada," Kate Rounds, *Society of Professional Journalists*

**FIRST PLACE**, "Rose for a Memory," Photo Award, Al Sullivan, *Society of Professional Journalists*

**FIRST PLACE**, "A Real Nightmare," Photo Award, Al Sullivan, *Society of Professional Journalists*

**SECOND PLACE**, Best Special Page, "Boutique Chic" Jennifer Martiak, *New Jersey Press Association*

**SECOND PLACE**, Best External Special Promotion Mailing Piece, "Experience The Variety", Lisa M. Cuthbert *New Jersey Press Association*

**SECOND PLACE**, Packaging the News Product, Special Issue "Jersey City Magazine", Kate Rounds, Jennifer Martiak, George Fedor *New Jersey Press Association*

**THIRD PLACE**, Best Single Ad Any Size, Color "Kickoff the Holiday Season with the Bayonne Town Center", Pasquale Spina *New Jersey Press Association*

**THIRD PLACE** Best Single Ad - Black & White, "What's the Buzz? Park Avenue Bar & Grill", Jennifer Martiak *New Jersey Press Association*

**SECOND PLACE**, Wilson Barto Award, First-year reporter of the year, "Hudson County built out," Tricia Tirella, *Society of Professional Journalists*

**THIRD PLACE** "Whatever happened to those election investigations," Timothy J. Carroll, *Society of Professional Journalists*

**THIRD PLACE**, "The Portal of the Future," Theta Pavis, *Society of Professional Journalists*

## 2007

**FIRST PLACE**, "Best New Product Development" - Palisade *New Jersey Press Association*

**FIRST PLACE**, Magazine Feature Writing - "Montpreneurs", Palisade, Theta Pavis *Society of Professional Journalists*

**FIRST PLACE**, Magazine Profile Writing - "Dan Cordano, Made in Bayonne", Palisade, Rich Prior *Society of Professional Journalists*

**FIRST PLACE**, Best Free Standing Insert - "The Dining Book", Jennifer Martiak *New Jersey Press Association*

**FIRST PLACE**, "Secaucus for the Holidays" Lisa Cuthbert *New Jersey Press Association*

## 2006

**FIRST PLACE**, Michael Mullins, Wilson Barto Award for First-Year Reporters. *Society of Professional Journalists*

**FIRST PLACE**, Mark J. Bonamo, enterprise reporting category, "Politics in Shades of Gray," *Society of Professional Journalists*

**FIRST PLACE**, feature writing, Al Sullivan, "Gone but not forgotten," *Garden State Journalists*

## 2005

**FIRST PLACE**, "Best New Product Development," Art Director Jennifer Merrick and Magazine Editor Christopher Zinsli for their work on the 150th Anniversary Journal celebrating Hoboken's history *New Jersey Press Association*

**FIRST PLACE**, for Best Single Black & White Ad, 16" to 31.5," sales representative Marybeth Ponik and Graphic Artist Lisa M. Cuthbert won for a local fitness club advertisement in the Bayonne Community News *New Jersey Press Association*

**SECOND PLACE**, for Best Internal Classified Promotion Idea, presented to Classified, Manager Ann Reilly and Graphic Artist Julio Pino. The award-winning Hoboken Reporter house ad intended to sell advertising space in the newspaper was entitled "Make A Big Deal." *New Jersey Press Association*

## 2004

**JOURNALIST OF THE YEAR, WEEKLY**

**TOM JENNEMANN**  
*New Jersey Press Association*

**FIRST PLACE**, "Photo of the Year-Portrait and Personality Photography" Al Sullivan *Garden State Journalists Assoc. Memorial Journalism Awards*  
**First Place**, "Spot News Reporting" *Garden State Journalists Assoc. Memorial Journalism Awards*

**FIRST PLACE**, "Best single Ad Black and White, Smaller than 16 inches" Jennifer Merrick, Mary Beth Ponik *New Jersey Press Association*

**FIRST PLACE**, "Science, Health and Medicine Reporting, Al Sullivan *Garden State Journalists Assoc. Memorial Journalism Awards*

## 2003

**FIRST PLACE**, "Enterprising Reporting" Al Sullivan *New Jersey Press Association*

**FIRST PLACE**, "Breaking News" Tom Jennemann *New Jersey Press Association*

## 2002

**FIRST PLACE**, "Reporting, Writing, and Illustration, Column (humorous)," Donald M. Kelly *New Jersey Press Association*

**FIRST PLACE**, "Best Special Section, Free Standing," Jennifer Merrick, Pasquale Spina, Margaret DeCandia, Sales Staff *New Jersey Press Association*

## 2001

**JOURNALIST OF THE YEAR, WEEKLY**

**AL SULLIVAN**  
*New Jersey Press Association*

**THE STUART AWBREY AWARD** for community service reporting, The Hoboken Reporter *New Jersey Society For Professional Journalists*

**FIRST PLACE**, "Investigative Enterprise," Tom Jenneman *New Jersey Press Association*

**FIRST PLACE**, "First Amendment Award," Al Sullivan *New Jersey Press Association*

**FIRST PLACE**, "Investigative Reporting," Al Sullivan *New Jersey Society for Professional Journalists*

## 2000

**FIRST PLACE**, "Public Service Category," David Danzig *New Jersey Press Association*

**FIRST PLACE**, "Investigative Reporting," Jonathan Miller and Sondra Wolfer *New Jersey Press Association*

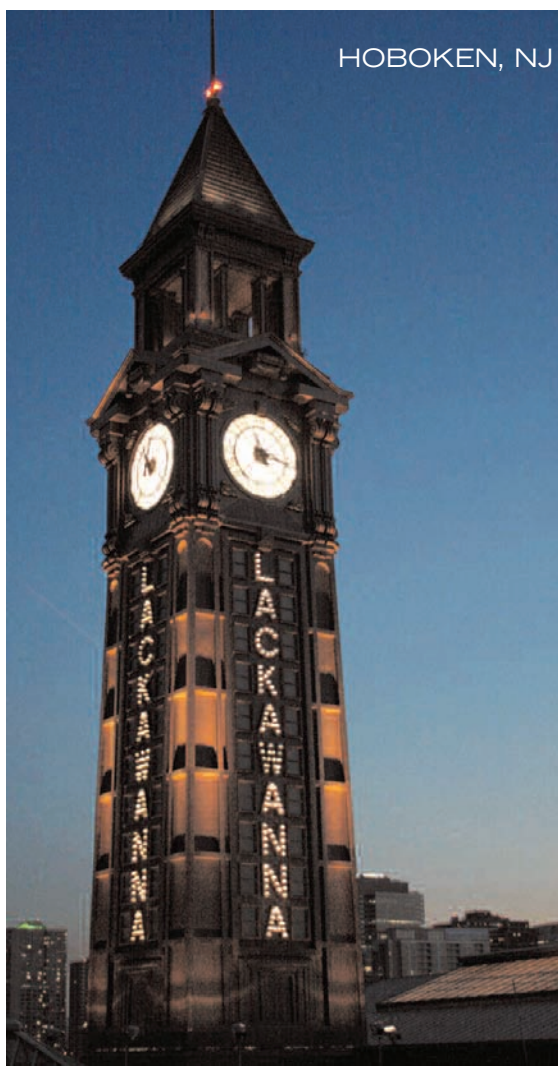
**FIRST PLACE**, "Business and Economic Writing," David Danzig *New Jersey Press Association*

*Comprehensive award list available upon request.*

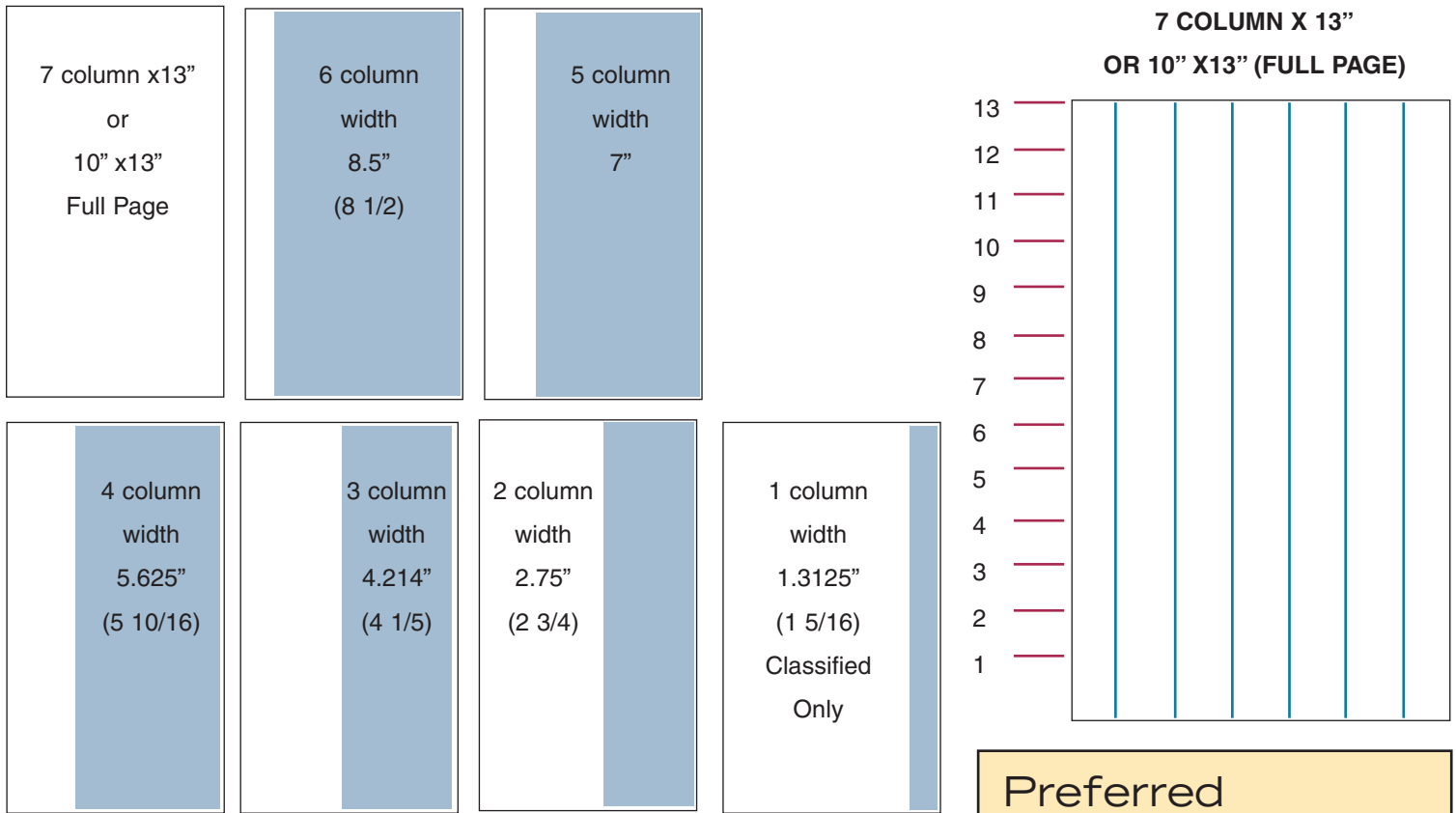
BAYONNE, NJ  
9/11 Teardrop Memorial



HOBOKEN, NJ



# DISPLAY SIZES



Display ads can be any column width from 2 columns - 7 columns wide and height can range from 2" - 13" high according to your specifications.

Sizes can be no larger than 10" x 13" or no smaller than 2 1/4" x 2".

## Internet Advertising

Call for premium placing and get noticed online. We offer online business directory web pages and banner display advertising.

### Online banner display

Leaderboards 728 x 90 pixels  
Square Ads 300x 250 pixels

### Business directory web page

Full size web page containing unique url site name (www.YourSiteName.com), business name information, logo, photos, links, map etc..

## Preferred placement

15% premium for preferred pages.

## Proofs

Submitted at the discretion of The Hudson Reporter provided complete copy is received by deadline.

## Camera Ready Ads

We reserve the right to alter any ads submitted with incorrect specs. Copyright usage and accuracy on all provided material is the sole responsibility of the advertiser.

## Cancellations

Not accepted after deadline. When copy is cancelled and not run, advertiser will be billed production costs of 65% billing rate. Any verbal cancellation must be confirmed in writing.

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# DISPLAY RATES

EFFECTIVE JANUARY 2011

## Multiple Newspaper Combinations Rates

1 PAPER    2 PAPERS    3 PAPERS    4 PAPERS    5 PAPERS    6 PAPERS    7 PAPERS    8 PAPERS

## BULK CONTRACT RATES

<b>NATIONAL</b>	19.20	24.65	30.25	36.65	43.30	49.00	54.75	60.40
<b>OPEN</b>	16.30	20.95	25.70	31.15	36.80	41.65	46.55	51.35
<b>150 INCHES</b>	14.35	18.60	22.70	27.40	32.95	37.60	42.40	47.25
<b>250 INCHES</b>	13.80	18.10	22.20	26.85	32.25	36.85	41.50	46.05
<b>500 INCHES</b>	13.40	17.55	21.60	26.40	31.50	35.95	40.65	44.70
<b>1000 INCHES</b>	12.80	16.80	20.85	25.90	30.95	35.00	39.90	43.55
<b>2500 INCHES</b>	12.30	16.15	20.25	25.00	29.90	34.05	38.95	42.10
<b>5000 INCHES</b>	11.70	15.50	19.50	24.20	28.65	32.00	36.70	40.40

4 COLOR AND SPOT COLOR CHARGES AVAILABLE UPON REQUEST

## FREQUENCY DISCOUNTS

ADS MUST BE A MINIMUM OF SIX COLUMN INCHES AND RUN IN CONSECUTIVE WEEKS

13 Weeks	500	INCHES BULK CONTRACT
26 Weeks	1000	INCHES BULK CONTRACT
52 Weeks	2500	INCHES BULK CONTRACT

**RATES:** NO CASH DISCOUNTS ALLOWED. VISA, MASTER CARD, AMERICAN EXPRESS ACCEPTED FOR YOUR CONVENIENCE. ALL ADS MUST BE PREPAID WITHOUT PRIOR CREDIT APPROVAL.

**CREDIT APPLICATIONS** AVAILABLE UPON REQUEST.

**POLITICAL ADS:** ALL POLITICAL ADS WILL BE CHARGED AT THE OPEN RATE. NO FREQUENCY OR BULK DISCOUNTS.

### AGENCY COMMISSION:

RECOGNIZED AGENCIES WILL BE ALLOWED A 15% DISCOUNT ON CAMERA-READY COPY AT THE NATIONAL RATE ONLY. NO CASH DISCOUNTS. AGENCY ACCOUNTS OVER 30 DAYS PAST DUE WILL FORFEIT THEIR 15% COMMISSIONS.

### NEWSPAPER

### PUBLICATION DAY

### DEADLINE

The North Bergen Reporter	Sunday	Tuesday	5 PM
The Secaucus Reporter	Sunday	Tuesday	5 PM
The Weehawken Reporter	Sunday	Tuesday	5 PM
The West New York/Union City Reporter	Sunday	Tuesday	5 PM
The Hoboken Reporter	Sunday	Wednesday	5 PM
The Jersey City Reporter	Sunday	Wednesday	5 PM
Bayonne Community News	Wednesday	Friday	5 PM
The Midweek Reporter	Thursday	Friday	5 PM

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# CLASSIFIED RATES

EFFECTIVE JANUARY 2011

BCN (Wed.)	MIDWEEK (Thurs.)	BOTH W/T GROUP	SUNDAY 7 PAPERS	SUNDAY 8 PAPERS	FULL RUN 9PAPERS
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## BULK CONTRACT RATES

NATIONAL	26.20	26.20	32.50	51.35	59.20	64.50
OPEN	22.25	22.25	27.60	43.65	50.30	53.95
150 INCHES	19.00	19.00	24.95	40.10	46.75	51.55
250 INCHES	18.25	18.25	23.70	39.55	45.00	49.65
500 INCHES	17.60	17.60	22.50	38.90	43.40	47.95
1000 INCHES	17.10	17.10	21.35	38.30	41.95	46.40
2500 INCHES	16.50	16.50	20.20	36.60	39.30	43.70
5000 INCHES	15.60	15.60	18.90	33.95	36.50	40.95

## BUSINESS DIRECTORY

COMBINATION (SUNDAY & FOLLOWING MIDWEEK) ALL RATES ARE PER WEEK, PER MOD. (1 COL. X 2" HIGH)

	BAYONNE COMMUNITY NEWS	NORTH HUDSON & JERSEY CITY NEWSPAPERS (8)	FULL RUN COMBINATION (9)
4 Weeks (MINIMUM )	\$23.50	\$61.15	\$79.50
8 Weeks	\$21.45	\$58.45	\$75.30
12 Weeks	\$19.40	\$55.40	\$70.70
26 Weeks	\$17.35	\$51.90	\$65.65
52 Weeks	\$15.30	\$48.55	\$60.80

## FREQUENCY DISCOUNTS

ADS MUST BE A MINIMUM OF SIX COLUMN INCHES AND RUN IN CONSECUTIVE WEEKS

13 Weeks	500	INCHES BULK CONTRACT
26 Weeks	1000	INCHES BULK CONTRACT
52 Weeks	2500	INCHES BULK CONTRACT

**RATES:** NO CASH DISCOUNTS ALLOWED. VISA, MASTER CARD, AMERICAN EXPRESS ACCEPTED FOR YOUR CONVENIENCE. ALL ADS MUST BE PREPAID WITHOUT PRIOR CREDIT APPROVAL.

**CREDIT APPLICATIONS** AVAILABLE UPON REQUEST.

**AGENCY COMMISSION:** RECOGNIZED AGENCIES WILL BE ALLOWED A 15% DISCOUNT ON CAMERA-READY COPY AT THE NATIONAL RATE ONLY. NO CASH DISCOUNTS. AGENCY ACCOUNTS OVER 30 DAYS PAST DUE WILL FORFEIT THEIR 15% COMMISSIONS.

NEWSPAPER	PUBLICATION DAY	DEADLINE
<b>BAYONNE COMMUNITY NEWS (BCN)</b>	<b>WEDNESDAY</b>	<b>FRIDAY 5 PM</b>
<b>THE MIDWEEK REPORTER</b>	<b>THURSDAY</b>	<b>FRIDAY 5 PM</b>
<b>SUNDAY GROUP</b>	<b>SUNDAY</b>	<b>TUESDAY 5 PM</b>

The North Bergen Reporter • The Secaucus Reporter • The Weehawken Reporter • The West New York/Union City Reporters  
The Hoboken Reporter • The Jersey City Reporter

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# INSERT RATES

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## Pre-Printed Rates

## Cost per 1000

Up to 6 pages	\$49.00
Up to 8 pages	\$50.00
Up to 12 pages	\$51.50
Up to 16 pages	\$53.00
Up to 20 pages	\$54.50
Up to 24 pages	\$58.50

Delivered in conformance with the Hudson Reporter's circulation profile.  
2500 pieces minimum.

All inserts must be delivered 5 working days prior to delivery and folded size is to be no larger than 10" X 13".

Inserts are to be bundled or boxed. Loose bundles cannot be accepted and may be turned away or a surcharge may be added for special handling.

Please call the office for delivery instructions.



# ART

## PREFERRED METHOD

of electronic art delivery  
is acrobat pdf files.

The pdf files must be sent in composite form.

All pdf files must be saved as

PDF/X-1A:2001

(High resolution pdf files only.)

**Note: PDF's are not editable,  
as a result no changes can  
be made to ad copy.**

## For all other ELECTRONIC methods of output you must supply:

1. The completed page layout document. Ex.: Quark XPress (qxd), Illustrator, Photoshop, PageMaker, etc...
2. All supporting art files: Ex.: Tif, eps, etc...
3. All fonts, both printer and screen. Note: Fonts used in art objects are also required unless you convert the type to outline art (mac) or curves (pc)
4. All supporting art be saved as either eps (line art/300 res. or higher), jpeg or tif (photos only/170 resolution) file format. Best print quality.
5. Photo resolution should be 170 lpi which is a screen of 85 dpi
6. Provide a proof of what the ad should look like, especially for color.

## Mechanical Requirements

- Width of column: (1.321)
- Full Page: 7 columns (10") X 13 inches in height
- Half tone screen : 170 resolution (PHOTOS ONLY)



## PLATFORMS & PROGRAMS ACCEPTED

### MAC

Adobe Acrobat 7.0, 6.0  
Adobe Photoshop CS2  
Adobe Illustrator CS2  
Adobe PageMaker 6.5  
QuarkXpress 7.0, 6.5  
InDesign CS2

### IBM(PC) (Must have file ext.)

Adobe Acrobat 7.0, 6.0  
Adobe Photoshop 7.0, 5.5  
Corel Draw 7  
Quark Xpress 6.5

## METHODS

**FTP:HUDSONREPORTER.COM**

**FLASH DRIVE**

**CD-DVD**

**EMAIL ATTACHMENT** – Very large files or files that must be accompanied by fonts & artwork, must be zipped(pc) or stuffed(mac) or ftp.

**Email: [graphics@hudsonreporter.com](mailto:graphics@hudsonreporter.com)** (Note: Your sales representative must be notified before any materials are emailed or put on ftp site!)

# magazines

Hudson Reporter Associates produces a number of glossy magazines that serve Hudson County communities. The companies that do business in Hudson County turn to these publications to get the best exposure and gain access to the smartest, best informed, and most prosperous citizens in the state of New Jersey.

## Jersey City Magazine

Jersey City Magazine creates community. This semiannual publication is the last word on Jersey City and should be your first stop if you live, work, or run a business in New Jersey's second largest city. From historic charm to a thriving arts scene and innovative entrepreneurs, *Jersey City Magazine* captures it all. In an uncertain world, one thing is certain: Your clients and customers look to *Jersey City Magazine* for news, information, and entertainment.

Email: [jcmag@hudsonreporter.com](mailto:jcmag@hudsonreporter.com)

## Explore Our World

At last, local businesses have a cost effective way to reach hotel guests in Hoboken and Jersey City. Fifteen thousand copies of *Explore* are published twice a year and distributed in hotel rooms at the W Hoboken and Westin Jersey City. Its handy size makes an easy travel companion. But don't let that fool you. It's jam packed with information that every hotel guest needs to know—easy-to-read, comprehensive lists of attractions, events, restaurants, and transportation options. Explore *your* options.

For advertising rates and information, please contact Tish Kraszyk, Advertising Manager, at 201.798.7800 • [tishk@hudsonreporter.com](mailto:tishk@hudsonreporter.com) 1400 Washington St., Hoboken NJ 07030

