

# Jersey<sup>MAGAZINE</sup> CITY

## *Jersey City Magazine Creates Community.*

*JCM* 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.



A PUBLICATION OF THE HUDSON REPORTER

1400 Washington Street • Hoboken, NJ 07030 • 201.798.7800 • Fax 201.798.0018

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

See the **BEST** of “the City” for the very first time — through the eyes of

# Jersey CITY MAGAZINE !

In our pages you'll find

Cutting Edge Features • How We Live: Real Estate • How We Work: Small Businesses People • Arts and Culture • History • Sports and Recreation Business News • Education • Dining and Restaurant Listings • Calendar of Events

In an uncertain world, one thing is certain: Your clients and customers look to *Jersey City Magazine* for news, information, and entertainment.

For advertising information, please contact Tish Kraszyk, Advertising Manager, at (201)798-7800, 1400 Washington St., Hoboken, NJ 07030. Fax (201) 798-0018; E-mail [tishk@hudsonreporter.com](mailto:tishk@hudsonreporter.com)

PHOTO BY MARIA SALPIETRO



Reach Out with

# Jersey MAGAZINE CITY

## DISTRIBUTION

### **The total distribution of 40,000 magazines includes:**

- Home delivery to select Jersey City households. This includes the historic districts of Paulus Hook, Van Vorst Park and Hamilton Park as well as most luxury waterfront complexes.
- Delivery to major Jersey City corporations and office buildings throughout the financial district
- Delivery to Jersey City real estate offices, including the rental offices of the area's large residential complexes
- Distribution to Jersey City hotels, Jersey City Museum and Liberty Science Center
- Distribution at ferry terminals & transportation center, as permitted in racks
- Available at City Hall for use by the Mayor's Office and Cultural Affairs Events

PHOTO BY KATE ROUNDS



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## ADVERTISING RATES

Full Color	One Time	Two Times
Full Page	2290	1950
2/3 Page	1560	1325
1/2 Page	1430	1215
1/3 Page	910	775
1/6 Page	495	420
1/12 Page	285	245

Spring/Summer 2011 — Deadline 2/15/11

Fall/Winter 2011— Deadline 8/10/11

PHOTO BY MARIA SALPIETRO



## MEASUREMENTS AND SPECIFICATIONS

PHOTO BY JOSH DEHONNEY

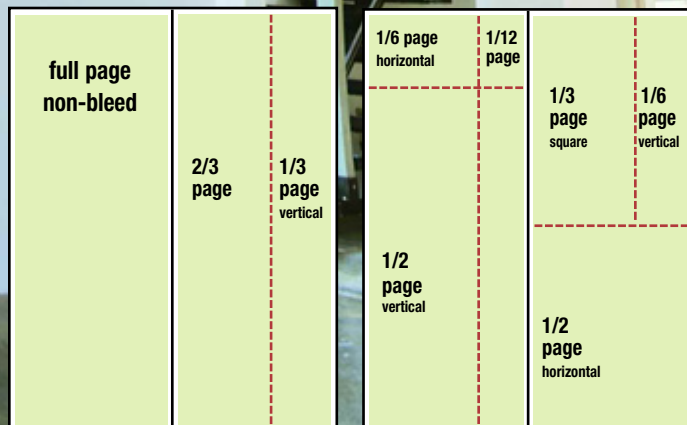
### Space Units (non bleed)

- 2 page spread
- 1 full page
- 2/3 page
- 1/2 page-vertical
- 1/2 page-horizontal
- 1/3 page-vertical
- 1/3 page-square
- 1/6 page-vertical
- 1/6 horizontal
- 1/12 page

### Width/Height

- 15" x 10"
- 7" x 10"
- 4 1/2" x 10"
- 4 1/2" x 7 1/2"
- 7" x 4 7/8"
- 2 3/16" x 10"
- 4 1/2" x 4 7/8"
- 2 3/16" x 4 7/8"
- 4 1/2" x 2 3/8"
- 2 3/16" x 2 3/8"

- A. Printing and binding process. Coated stock, web-offset, saddle stitch
- B. Publication trim size: 8 3/8" x 10 7/8"
- C. Width of column: 2 3/16"
- D. Height of column: 10"
- E. Bleed dimensions: Page 8.875" x 11.375"  
Trim: 1/4"  
trim taken off all sides.  
Keep live matter 1/4"  
from trim edge. Spread  
bleed: 17.75" x 11.375"



## DIGITAL SPECIFICATIONS

### **Please submit all advertising by Email, FTP or CD/DVD ROM.**

**Pdf files preferred** but must be made as PDF/X-1a:2001 (an ISO standard for graphic content exchange.)

**Fonts – Embed fonts in pdf file.** Include a copy of all fonts used in the job, both screen and postscript fonts. Please avoid Multiple Master and True Type fonts; they are known to cause problems when printing to high-end imagesetters. Avoid applying bold or italic attributes to your fonts; select the specific font face instead.

#### **Preparing Files**

- Check that document size is set to the actual bleed size of finished piece. **DO NOT** send files at trim size.
- Extend bleeds to 1/4" (.25) beyond trim.
- Convert colors to separate in CMYK.
- Please resize scans in Photoshop, not in layout program.

- Include a hard copy proof of final files.
- (We will shrink files sent in at exact trim size without proper bleeds to full page size only)

Email: [graphics@hudsonreporter.com](mailto:graphics@hudsonreporter.com) or  
FTP Site: [ftp.hudsonreporter.com](ftp://ftp.hudsonreporter.com)  
(call for username & password)

All material for printing and reproduction  
must be accompanied by a proof.

#### **Please!**

If you should have any questions or would like to know additional information, please call (201) 798-7800 and ask for Tish Kraszyk. We encourage questions.

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PHOTO BY WIL KUBERSKI

