



CONNECTING COMMUNITIES:  
EDGEWATER, GUTTENBERG, HOBOKEN, JERSEY CITY, NORTH BERGEN  
SECAUCUS, UNION CITY, WEEHAWKEN, AND WEST NEW YORK.

# palisade

HOBOKEN & BEYOND

## NOW...

YOU CAN REACH THOUSANDS OF NEW UPSCALE RESIDENTS ALONG THE WATERFRONT.

### Palisade

Hoboken & Beyond, offers an exciting, full color view of life in the communities along the Hudson. We have a great look, attention-grabbing stories, and the community spirit that you've come to expect from your favorite lifestyle magazine. *Palisade* targets the area's most discerning readers. Reaching out to both new and established residents, *Palisade* is the region's only local lifestyle magazine covering the cultural affairs, natural beauty and boutique shopping our readers crave – right in their own backyard. The *Palisade* audience lives at prestigious addresses on or near the waterfront in lower Bergen and Hudson Counties.

A PUBLICATION OF THE HUDSON REPORTER  
1400 WASHINGTON STREET, HOBOKEN, NEW JERSEY 07030  
PHONE (201) 798-7800 • FAX (201) 798-0018  
palisade@hudsonreporter.com

[www.palisademagazine.com](http://www.palisademagazine.com)



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## Audience Overview

Rich in demographic diversity and cultural savvy, our audience is comprised of young, professional singles, well-heeled families with small children, and sophisticated empty nesters. The interests of *Palisade* readers are as diverse as their communities, whether they live in the new bustling waterfronts from Jersey City to the George Washington Bridge or the enclaves of older homes in the Heights and on the Palisades.

## Distribution

Distribution 40,000. Delivered to more than 32,000 of the market's most affluent households and to more than 100 strategic distribution points along the waterfront.

## The Power of Local Knowledge

Founded in 1983, The Hudson Reporter publishes nine weekly newspapers, capturing the highest home-delivered circulation of any newspaper in Hudson County. Our award-winning periodicals also include various specialty publications and glossy magazines: *Explore*, *Hoboken 150th Anniversary Journal*, *Jersey City Magazine*, *Palisade*, and *Weehawken 150th Anniversary Journal*.

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## Single Issue Rates

	Palisade	Palisade/JC
Full Page	2,950	4,670
2/3	2,175	3,300
1/2	1,795	2,850
1/3	1,150	1,820
1/6	645	995
1/12	390	595

## Four Issue Contract

	Palisade	Palisade/JC
Full Page	2,360	3,735
2/3	1,770	2,640
1/2	1,355	2,280
1/3	920	1,455
1/6	515	795
1/12	315	475

## Two Issue Contract

	Palisade	Palisade/JC
Full Page	2,655	4,205
2/3	1,990	2,970
1/2	1,615	2,565
1/3	1,035	1,635
1/6	580	895
1/12	350	535

## Covers

Inside Front	Add 15%
Inside Back	Add 15%
Back	Add 20%

*Preferred pages add 15%. Sold only as full pages. Subject to availability.*

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## digital

Please submit all creative in PDF format, email:  
graphics@hudsonreporter.com or  
FTP Site: ftp.hudsonreporter.com  
(call for your username & password)

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

### Preparing Files

- Check that document size is set to the actual size of finished piece. No marks.
- Extend bleeds to 1/4 (.25) all around beyond trim.
- Convert colors to CMYK.
- Multi pages should be set up in a single document as facing pages in readers' spreads, not printers' spreads.
- Be sure all fonts and images are embedded.
- All scans should be 300 dpi, CMYK mode, saved as TIFF or EPS; with LZW compression off.
- Please resize scans in Photoshop, not in layout program.

Production charges: Typesetting, composition, artwork, color separations, digital file output, reverses and strip-ins will be done upon request, and charged back to the client. This includes advertising submitted from any source that has to be resized to fit our specs. All such charges are not agency commissionable.

All camera-ready material for printing and reproduction must be accompanied by a proof. Camera-ready material is the responsibility of the client.

We reserve the right to reduce any incorrect files submitted without proper bleeds to full page, live image area. Be sure not to submit files to exact trim size only!

If you have questions or would like additional production information, please call (201) 798-7800 x.209 or email graphics@hudsonreporter.com, Jennifer Martiak, Art Director. We encourage questions. Email camera-ready files to graphics@hudsonreporter.com.

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## specs

- A. Printing and binding process.  
Coated stock, web-offset, perfect binding.
  - B. Publication trim size: 8 3/8" (8.375) x 10 7/8" (10.875)
  - C. Width of column: 2 3/16" (2.187)
  - D. Height of column: 10"
  - E. Bleed dimensions: Page 8.875" x 11.375"  
Trim: 1/4" (.25) trim taken off all sides.  
Keep live matter at least 1/4" (.25) from trim edge.  
Spread bleed: 18" x 11.5"
- We reserve the right to reduce any incorrect full page bleeds to a 7" x 10" Live image matter full page.

Space Units (non bleed)	Width X Height
2 page spread	15" x 10" (Live matter) 17.75" x 11.375" (Bleed)
1 full page	7" x 10"
2/3 page	4 1/2" x 10"
1/2 page-vertical	4 1/2" x 7 1/2"
1/2 page-horizontal	7" x 4 7/8" (4.875)
1/3 page-vertical	2 3/16" (2.187) x 10"
1/3 page-square	4 1/2" x 4 7/8" (4.875)
1/6 page-vertical	2 3/16" (2.187) x 4 7/8" (4.875)
1/6 horizontal	4 1/2" x 2 3/8" (2.375)
1/12 page	2 3/16" (2.187) x 2 3/8" (2.375)

TRIM AREA  
8.375 X 10.875



LIVE IMAGE AREA  
Keep text, Images,  
& non-bleed items  
in this 7x10 area.

BLEED AREA  
8.875 X 11.375

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