



family

2009 media guide

about us



our mission

Our passion and purpose is to be the best and most trusted source on everything parenting in New Jersey. We strive to exceed the expectations of inquisitive moms and dads, and of our valued clients, vendors, colleagues, and employees. We build strong relationships through our commitment to excellence, and we honor our word in everything we do.

our values

- To create a fun and collaborative work environment that attracts and inspires excellence.
- To give our readers the confidence and resources they need to be successful parents.
- To stand above our competition with integrity and to pursue our commitment to excellence.
- To provide parents with relevant information in a playful, visually appealing style that is engaging and inspiring.
- To maintain the outstanding reputation of our company, our products, our services, and our staff.

why should you partner with **family**?

- **influence**—the leading magazine for New Jersey parents; it's a publication they have trusted for 18 years.
- **availability**—an audited circulation of more than 120,000 magazines in north and central New Jersey. We reach parents who want to be in-the-know.
- **quality**—widely recognized with more than 200 awards for outstanding editorial content and design. We are a leader in our field.
- **performance**—outperforms the competition in distribution, editorial, advertisers, and reader loyalty.
- **results**—our advertisers tell us, month after month, that **family** works.

call us at 908.232.2913



our readers

profile

Age 25 to 54	87%
Female	94%
College educated	88%
Homeowners	87%
Ages of children per household	
0 to 2 years	22%
2 to 4	43%
5 to 9	49%
10 to 12	19%
13 and over	15%

actions taken by our readers after reading **family**

- purchased products or services based on ads seen
- learned about products and services they weren't previously aware of
- researched to find out more about advertised products and services
- visited websites mentioned in ads and articles
- used information and ideas seen in the magazine
- asked doctors and professionals about something they read
- talked to other moms (Word of Mouth) about something they read

highly focused
reader involvement
means response
to your advertisements

76% save the issues

90% do not read any
other parenting publication

72% do not read a daily newspaper

98% do not read any direct
mail sent to their homes

98% are primary shoppers
for their family and home

This buying elite
is our reader!

proven results



advertisers keep coming back because **family** works!

Advertising for 15 years

Anthony James Construction
Apple B's Child
Development Center
Bowcraft Playland
Carolyn Klinger-Keuter
Music Studio
Castle Bootery
The Children's Academy
The Children's After
School Center
Cindy Smith Dance Studio
Community Nursery
School

Cranford Child Care
Center
Eastern Gymnastics
Far Brook School
Featherbed Lane School
Gymboree
Helen K. Baldwin
Nursery School
Image Maker
Imagine That!!!
Kent Place School
Martial Arts Institute
of America

Meadowbrook
Country Day Camp
Monday Morning, Inc.
Mount Saint Mary Academy
Mountain Top Preschool
at MJCC
Musical Discount Center
NJ Workshop for the Arts
Oak Knoll School
Paper Mill Playhouse
Plaza Child Care
Redeemer Lutheran School
Royal Baby Safety Corp.

Rutgers Preparatory School
Shalom Yeladim
Solomon Schechter Day
School of Essex & Union
Sundance School
Sylvan Learning Center
Temple Emanu-el Early
Childhood Education
Program
Visual Arts Center of NJ
The Wardlaw-Hartridge
School
Westfield Area Y

Westfield Cooperative
Nursery School
Westfield Day Care
Westfield School of Dance
Williams Nursery
YM-YWHA of Union

Advertising for 10 years

The Academy
Added Attractions
All Children's Theatre
Art of Dance, LLC
Baby Boom
The Bedding Shoppe
Benedictine Center
Preschool
Beth El Preschool
B'nai Shalom Nursery
School
C.S. Gymnastics Inc.
Calderone School of Music
Camp Horizons
Camp Invention
Camp Louemma
Camp Riverbend
Children's Circle
Day Care Center
Children's Dentistry
of Morristown
Choice Care
Christopher Academy
Clendinning Nursery
School
Color Me Mine
Community Presbyterian
Nursery School

Cradles to Crayons
Craig School
Deer Path Montessori
School
DeNogla School of
Irish Dance
Discovery Child Care
Donna's Kids & Company
Dr. Steven Sussman
Eastern Dance Academy
The Enrichment Center
Environmental
Montessori School
Fanwood-Scotch Plains
YMCA
Flanders Pediatric Dentistry
Florham Park Hardware
Floyd Hall
Gill St. Bernard's School
The Great & Small Shop
Harbor Haven Day Camp
Hebrew Academy
of Morris County
Hedwig Gruenewald
Nursery School
Hi Hills Day Camp
Imagine Tomorrow
In A Pinch, Inc.

In the Spotlights
JCC of Central Jersey
Jewish Community
Center/Metro West
Kids Kingdom Jubilee
Kindercare Learning
Center
Kinderprep
Ledgewood Mall
Linda's Pumpkin Patch
Little Village Country
Day School
Mad Science of NW NJ
Madison Area YMCA
Maxwell Sang
Metropolitan YMCA
of the Oranges
Mickey Fried School
of Oheb Shalom
Montessori School
of Millburn/Short Hills
Morris Center YMCA
Morris County Art
Association
Morristown Beard
Mother Seton Regional
High School
Music Together

My Special Spot
Nicholas Montessori
NJ Rock Gym
Noah's Ark
Learning Center
North Jersey Dance
& Gymnastics
Over the Rainbow
Nursery School
The Pediatric Center
Pediatric Dental
Associates of Randolph
Positive Image
Photography
Precious People Early
Learning Center
Rainbow Direct
The Red Oaks School
Rettig's Gymnastics
S.E.E. Camp
Scribbles Preschool
Small Society Academy
Space Farms Zoo
Speech and Hearing
Associates
Speech Therapy Center
Sprout House
Square Luggage

St. Andrews Nursery
School and Kindergarten
St. Rose of Lima
Early Childhood Center
Stars of Tomorrow
The State Theatre
Sugar 'n' Spice
Nursery School
Summit Area YMCA
Summit JCC
Teddy and Me Day Care
Temple Beth Shalom
Preschool
Temple Shalom of
West Essex Early
Childhood Center
Watch Me Grow
Nursery School
West Morris Area YMCA
Westfield Pediatric
Dental Group
Westfield Pediatric
Therapy Center
Whippany Railway
Museum
Willow Lake Day Camp
The Winston School



circulation

more readers than any other New Jersey parenting magazine

family is the ONLY audited parenting publication serving Union, Morris, Essex, Middlesex, Mercer, and Somerset counties.

As an advertiser, you should demand that any publication where you spend your advertising dollars be audited. An independent auditing organization guarantees that you are getting what you pay for. An auditing firm verifies and insures all circulation claims and has complete access to all internal records.

family's 2008 circulation audit was performed by Circulation Verification Council of St. Louis, Missouri.

strategic distribution

Direct control over distribution means **family** is delivered consistently on time to the locations frequented most often by families in north and central New Jersey. Over 2,000 distribution sites, including:

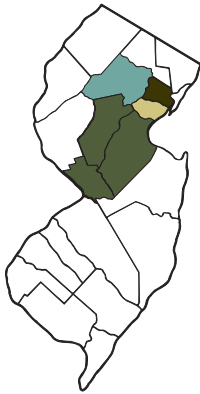
Childcare centers	Public schools	Physicians' offices	Preschools
YMCA's	Private schools	Realtors	Restaurants
Libraries	Hospitals	Retail stores	Recreation centers

family publishes four separately zoned editions:

Union County **family** Morris County **family**
Essex County **family** Central Jersey **family**

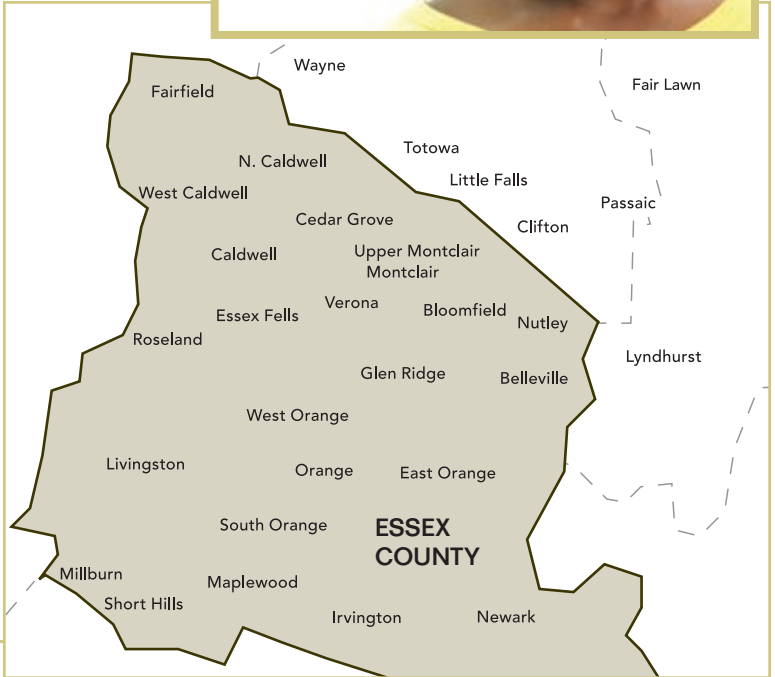
every month **family** publishes more than
120,000 magazines, reaching 270,000 readers
in north and central New Jersey.

where to find us

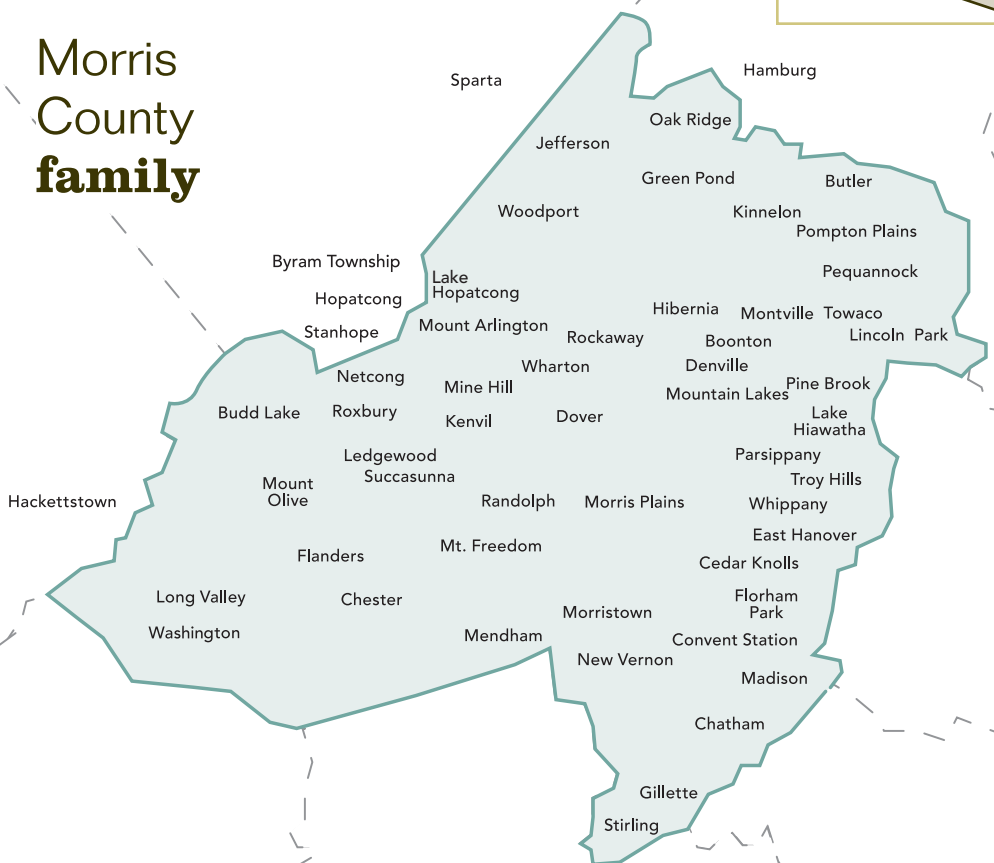


Essex County family

all these towns
receive the Essex
County edition



Morris County family



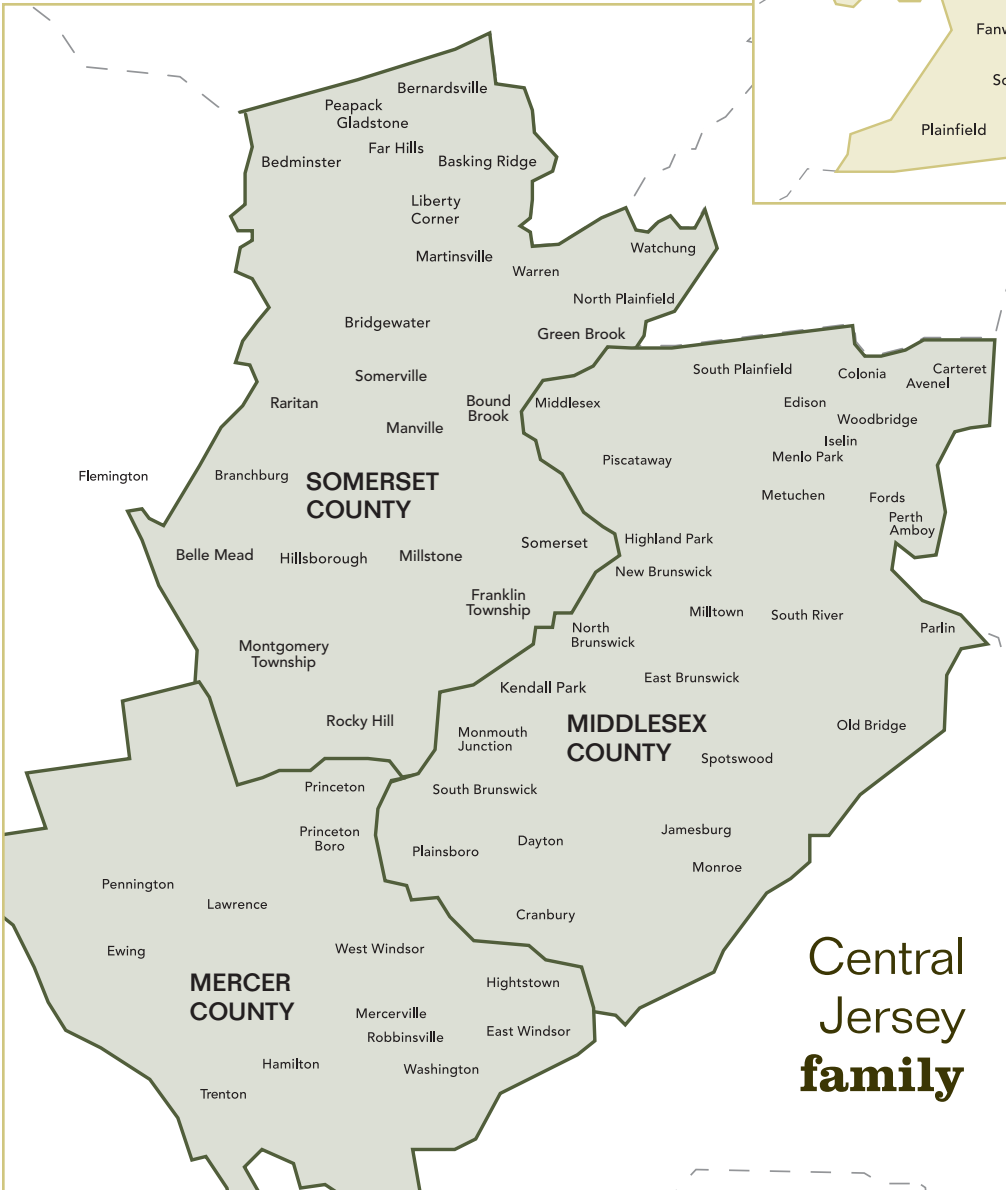
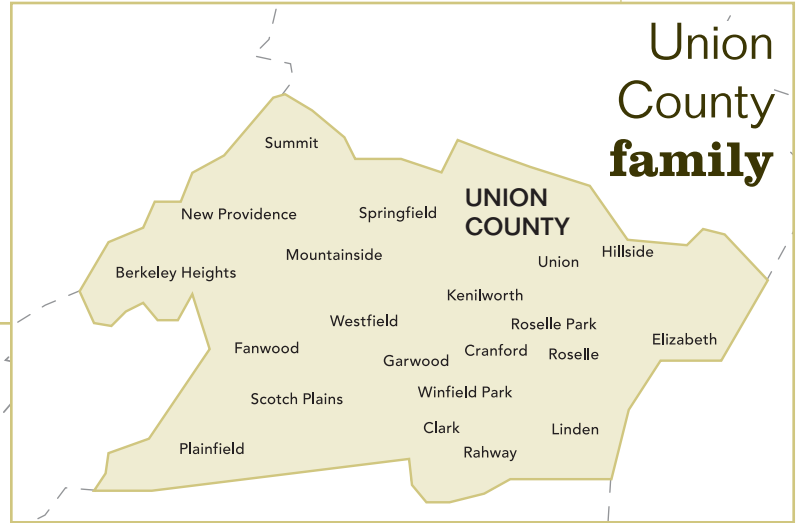
all these towns
receive the Morris
County edition

Your customers
will find us
all over the map!



Every month, more than 120,000 **family** magazines are distributed to these north and central New Jersey towns

all these towns
receive the Union
County edition



all these towns
receive the
Central Jersey
edition

2009 planner



January

Annual Education Guide
Winter Fun

Space Reservation Due November 17, 2008
Ad Copy Due November 18, 2008
Camera-Ready Art Due November 21, 2008

February

Summer Camp Guide*
Dental Health

Space Reservation Due December 19, 2008
Ad Copy Due December 22, 2008
Camera-Ready Art Due January 9, 2009

March

Your Special Needs Child
Finding the Right Sport for Your Child

Space Reservation Due January 30, 2009
Ad Copy Due February 2, 2009
Camera-Ready Art Due February 6, 2009

April

Childcare Options That Work*
Asthma & Allergies

Space Reservation Due February 27, 2009
Ad Copy Due March 3, 2009
Camera-Ready Art Due March 9, 2009

May

Speech & Language Development
Dealing with Divorce

Space Reservation Due April 1, 2009
Ad Copy Due April 3, 2009
Camera-Ready Art Due April 9, 2009

June

Everything Baby*
Summertime in NJ

Space Reservation Due April 30, 2009
Ad Copy Due May 1, 2009
Camera-Ready Art Due May 7, 2009



July

Our Annual Resource Guide to Everything for the Family: Health, Shopping & Services, Family Fun, Kids' Programs, Education, Childcare, Parties*

Space Reservation Due June 1, 2009
 Ad Copy Due June 5, 2009
 Camera-Ready Art Due June 11, 2009

August

Back-to-School Planner
 Full-Day Kindergarten

Space Reservation Due June 29, 2009
 Ad Copy Due July 1, 2009
 Camera-Ready Art Due July 9, 2009

September

Afterschool Program Sampler
 Education & Enrichment for Moms Only

Space Reservation Due July 30, 2009
 Ad Copy Due August 4, 2009
 Camera-Ready Art Due August 7, 2009

October

Private School Preview*
 Fall Fun in NJ

Space Reservation Due August 28, 2009
 Ad Copy Due August 31, 2009
 Camera-Ready Art Due September 8, 2009

November

Party Time*
 Tutoring

Space Reservation Due September 29, 2009
 Ad Copy Due October 1, 2009
 Camera-Ready Art Due October 8, 2009

December

Hot Toys & Gifts
 Cool Winter Getaways
 Pediatric Health/NJ's Best Doctors*

Space Reservation Due October 29, 2009
 Ad Copy Due November 2, 2009
 Camera-Ready Art Due November 5, 2009

* Advertiser Profile Opportunities

in every issue

- Health
- Education
- Party
- Media Matters
- Jersey Jaunts
- Local Calendar of Events
- Personal Essay



strengthen the relationship
with your audience at

njfamily.com

njfamily.com is dedicated to being *the* resource for local parenting needs, local events, local services, and local businesses. This makes our site an indispensable tool for our community of New Jersey moms. We believe strongly in supporting our local economy, offering local businesses the opportunity to communicate with receptive consumers right in their own neighborhoods. They want what you have! We have several options for you to deliver your message to this community.

online opportunities

banner & big box advertising

To ensure your banner or box display ad will always make an impression, we've created an uncluttered environment for your message.

directories

Directories are designed and organized for the family decision-makers—moms. Each enhanced business listing incorporates a full description of your products and services, and it may include testimonials, promotions, directions, schedules, your logo, pictures or videos, a link to your website, and more. There are options to manage your listing yourself. Directories represent an inexpensive, yet dynamic, way to spotlight your business.

contests & giveaways

Online contests, quizzes, polls, scavenger hunts, and giveaways effectively drive traffic to your website or business. Contests and giveaways allow you to offer merchandise, services, or value-added upgrades. They familiarize consumers with your company and develop brand recognition. Building relationships with decision-makers will ultimately win you business.

targeted placement

On occasion, njfamily.com offers special placement following online editorial content pertaining to your category. Put your business in front of your target audience so you are seen as an area resource. This inexpensive, highly targeted marketing is a great addition to any advertising campaign.

eCoupons

eCoupons are an inexpensive way to reach moms who shop for products and services for their families. Your printable coupon will help to persuade savvy buyers to give your business added attention.



interactive + informative = essential



letter sponsorships

Reach qualified buyers when you've got their full attention. Deliver your marketing message at proven peak times to our loyal subscribers. Only three positions available per issue; exclusivity available at a premium.

- efamily fun—provides decision-making New Jersey moms and dads with up-to-the-minute local happenings for their young families. Plus: new products for kids, puzzles, giveaways, and more.
- eParty Central—for families specifically searching for everything about parties: places, gifts, food, goodies, and entertainers.
- NJKids' Education and Enrichment—current features about education and enrichment, plus tips, solutions, suggestions, new products, and how-tos.
- NJKids' Health and Safety—original health and safety news that goes straight to the in-boxes of New Jersey moms and dads who are constantly seeking this family-focused content.
- eSummer Options—must-read features about summer camps and programs, vacations, childcare, and more.

custom packages

Interested in creating your own customized packages? Contact us to discuss a solution designed especially for you.

special sections



advertiser profiles

Unique advertising opportunities allow you to profile your business with a personalized write-up.

- Camp
- Childcare
- Everything Baby
- Resource Guide
- Private School Preview
- Party Time
- Pediatric Health/NJ's Best Docs



directory advertising

Small budgets can reach a big readership with special placement in our readers' favorite section—our Calendar of Events.

ad dimensions

2.33" x 3" (width by height)

rates

# of zones	1x	3x	6x	12x
1 zone	\$334	\$283	\$261	\$204
2 zones	\$557	\$467	\$423	\$331
3 zones	\$762	\$634	\$573	\$462
4 zones	\$990	\$818	\$734	\$601





in addition

njfamily.com

92%
of parents use the Internet to find answers
about children and families because:

- it saves them time and money
- they believe that it provides the most up-to-date information in the fastest time



njfamily.com is a powerful source of information with a local reach.

Special integrated packages are available for print advertisers. Contact us to discuss a solution designed especially for you.

raising teens

Raising Teens magazine directly connects you to your local market—the expensive and complex world of parenting teens. It is the *only* magazine devoted to New Jersey families parenting through these challenging adolescent years, making it the most cost-efficient way to reach this important target market.

February 2009 & October 2009



rates	1x	2x
full page	\$1785	\$1650
2/3 page	\$1345	\$1245
1/2 page	\$1105	\$1025
1/3 page	\$785	\$725
1/4 page	\$675	\$625
1/6 page	\$490	\$450
process color	\$100	\$50
spot color	\$75	\$25
design \$50/hour (includes one proof)		

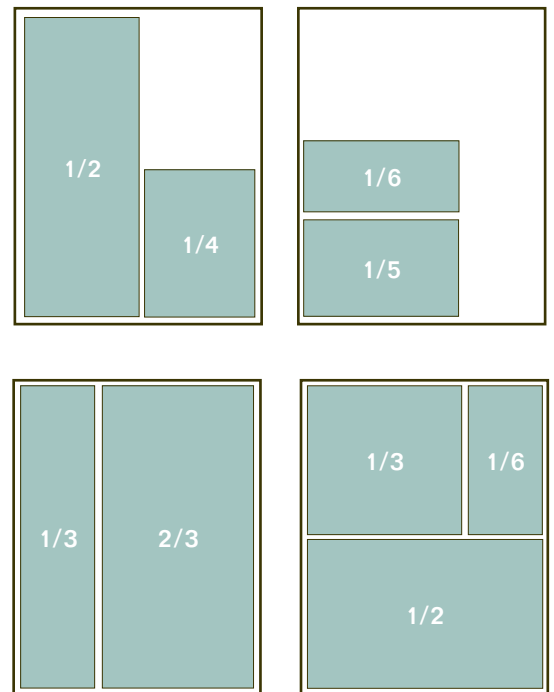


sizes & specs



ad dimensions

	Wide		Deep
full page	8.375"	x	10.875"
	[MUST add .125" bleed to all sides]		
2/3 page	4.9"	x	9.75"
1/2 page	3.625"	x	9.75"
	7.5"	x	4.75"
1/3 page	4.9"	x	4.75"
	2.33"	x	9.75"
1/4 page	3.625"	x	4.75"
1/5 page	4.9"	x	3.1"
1/6 page	2.33"	x	4.75"
	4.9"	x	2.25"



production requirements

- Submit materials on a CD or email to art@njfamily.com.
- Files are preferred in Adobe Acrobat PDF format, or in a Mac-compatible program, such as The Adobe Creative Suite CS3 or earlier (InDesign, Illustrator, Photoshop), or QuarkXPress 6.0 or earlier.
 - Ads must be sized to exact dimensions.
 - Files must be high resolution (no smaller than 300 dpi at ad size).
 - Files must be CMYK (any RGB or PMS files will be converted to CMYK, resulting in a possible color shift)
 - All images and fonts must be embedded (screen and printer).
- All camera-ready ads MUST be accompanied by a hard copy or laser proof for EXACT color reproduction. We can only guarantee color accuracy with a color proof. For a \$20 fee per zone, we can supply a proof that our printer will use for color accuracy.



rates & policies

display ads

	zones	1x	3x	6x	12x
full page	1 zone	\$2398	\$1714	\$1525	\$1318
	2 zones	\$3951	\$2793	\$2487	\$2056
	3 zones	\$5454	\$4007	\$3461	\$2872
	4 zones	\$6978	\$5091	\$4462	\$3732
2/3 page	1 zone	\$1769	\$1458	\$1274	\$1096
	2 zones	\$2838	\$2432	\$2142	\$1835
	3 zones	\$3779	\$3356	\$3039	\$2612
	4 zones	\$4774	\$4174	\$3767	\$3223
1/2 page	1 zone	\$1346	\$1052	\$941	\$787
	2 zones	\$2226	\$1714	\$1514	\$1267
	3 zones	\$3054	\$2376	\$2131	\$1764
	4 zones	\$3951	\$3177	\$2749	\$2266
1/3 page	1 zone	\$1079	\$845	\$751	\$628
	2 zones	\$1774	\$1380	\$1235	\$1018
	3 zones	\$2487	\$1953	\$1737	\$1416
	4 zones	\$3161	\$2487	\$2298	\$1819
1/4 page	1 zone	\$813	\$651	\$556	\$468
	2 zones	\$1341	\$1035	\$912	\$755
	3 zones	\$1852	\$1457	\$1235	\$1047
	4 zones	\$2376	\$1903	\$1641	\$1361
1/5 page	1 zone	\$651	\$556	\$489	\$419
	2 zones	\$1074	\$861	\$790	\$672
	3 zones	\$1474	\$1196	\$1101	\$913
	4 zones	\$1908	\$1547	\$1442	\$1179
1/6 page	1 zone	\$511	\$412	\$378	\$314
	2 zones	\$846	\$661	\$617	\$507
	3 zones	\$1174	\$934	\$850	\$706
	4 zones	\$1514	\$1191	\$1096	\$892

All rates are per insertion. All rates are net. No cash discounts. Four separately zoned editions of **family** are published monthly.

specialty charges

Placement

Ads in **family** are placed by category. Guaranteed placement and premium positioning are available for an additional fee.

Color Charges

Frequency	Process	Spot
1x	\$450	\$300
3x	\$300	\$150
6x	\$200	\$75
12x	\$50	free

Preprinted Inserts

Inserts may be included in **family** at \$100 per thousand, with a minimum of one full zone.

Frequency Discounts

Discounts for frequency contracts and multi-zone buys are noted here in the rates. Rebates are given to advertisers who exceed their frequency contract. Discounts will be back-rated if contracts are broken.

Payment Policy

First-time advertisers are required to pay with their space reservation. Payment is due in full by the 10th of the month. After 30 days, a late charge will be assessed at the rate of 2% per month. After 60 days, all discounts cease to apply. All collection costs necessary to collect any amount due **family** will be paid by the advertiser, including attorney fees. Advertiser and agency are jointly responsible and liable for payment. **Errors:** Claims for adjustments must be made on or before the invoice due date. **Withdrawal:** Ads that pull out of an issue after space-reservation deadline will incur a cancellation fee.



family magazine

1122 Route 22 West • Mountainside, NJ 07092 • 908.232.2913 fax 908.317.9518 • njfamily.com