Now in our 63rd year, NEW JERSEY BUSINESS is the Garden State’s longest-standing, largest, and only all-paid circulation business publication. With some 26,000 subscribers and over 115,000 readers*, we reach some of the most influential executive and legislative decision makers throughout New Jersey. Ninety-four percent of our readers hold key management positions and control the destiny of their firms. Blanket coverage also extends to the Governor and his staff, the State Senate and Assembly and to a majority of government officials on the county and municipal levels.

This is guaranteed through our parent company, the New Jersey Business & Industry Association (NJBIA), the largest and most influential state-level employer’s organization in the United States. With 20,000 member companies in all industries and in every region of the state, NJBIA’s membership represents over 1.1 million of New Jersey’s workforce. NJBIA provides information, services and advocacy for its member companies in order to build a more prosperous New Jersey.

Strategically headquartered located near the State House in Trenton, NJBIA is widely regarded as the most credible and effective advocate for business in the state. As such, it is truly the voice of business in New Jersey.
PAID CIRCULATION
NEW JERSEY BUSINESS is the only paid-for circulation business magazine in the Garden State.

TARGETED AUDIENCE
We mail directly to the membership of the New Jersey Business & Industry Association, the largest state-level employer’s organization in the United States. These firms represent more than one third of the state’s total workforce. The only way to target this influential group is through the advertising pages of NEW JERSEY BUSINESS magazine.

Reaching this market since 1954, NEW JERSEY BUSINESS has been reporting business news and information three times longer than any other publication in this market. We know New Jersey.

FULL MARKET REPRESENTATION
Eighty-seven percent of our audience is small business. We also reach nearly half of the total mid-sized firms in the state and all of the largest employers. In addition, blanket coverage extends to the Governor and his staff, the State Senate and Assembly and to a majority of government officials on the county and municipal levels.

TOTAL AVERAGE PRINT CIRCULATION: 26,754
(Miscellaneous: 1,645)
*4.3 Pass-Along Readership

2016 CIRCULATION VERIFICATION COUNCIL AUDIT For the 2016 NEW JERSEY BUSINESS media kit, the Circulation Verification Council interviewed readers in our primary market areas indicated in the CVC audit report. The purpose was to identify the number of individuals who indicate they receive the publication on a regular basis, identify the number of individuals who read or look through the publication and gather readership study information useful for advertising purchase decisions.
115,000 READERS

How long do you keep NJB magazine before discarding it?
- 41% More than one month
- 31% Two weeks or less
- 27% One month
- 1% Three weeks

Company size by employees:
- 79% 1-24 employees
- 8% 25-49 employees
- 6% 50-99 employees
- 4% 100-249 employees
- 3% 250-1000+ employees

Professional Title:
- 65% Executive
- 18% Managerial
- 11% Professional
- 3% Technical
- 3% Administrative/Sales

53.9 Median Age

$200,000+ Average Annual Household Income

87% Small Business

Do you make purchasing decisions for your company?
- 91% YES
- 9% NO

Titles of Decision Makers:
- 62% Exec. Level (C-Suite, President, VP)
- 9% Sales
- 7% Director/Manager
- 22% Other

Which of the following product/services purchases are you interested in?
- 93% Health Insurance
- 91% Office Equipment & Supplies
- 84% Cellular Phones / Smart Phones
- 61% Commercial Loans
- 54% Computer / Web Services
- 38% Financial Planners
- 33% Meeting Planning / Catering
- 27% Accountants
- 25% Advertising / PR
- 17% New Commercial Office
- 17% Alternative Energy Products
- 7% Legal Services

Readers by Industry:
- 27% Service Based
- 23% Construction
- 13% Manufacturing
- 10% Retail
- 8% Wholesale
- 4% Transportation
- 5% Finance, RE, Insurance
- 5% Health Services
- 3% Agriculture

Ownership Type:
- 29% Limited Liability Co.
- 32% S Corporation
- 17% C Corporation
- 11% Other
- 3% Not for Profit
- 3% Partnership
- 3% Professional Corp.
- 2% Sole Proprietor

Reader Gender:
- 68% Male
- 32% Female
DEPARTMENTS

Lock in a far forward, right-hand page by reserving your ad opposite one of our monthly departments

NJBIA

REPORT TO MEMBERS
Page 8
NJBIA President & CEO, Michele N. Siekerka, provides insights regarding issues affecting business in NJ.

AT ISSUE
Page 10
A close look at legislative issues in Trenton and how they affect business.

NJBIA IN ACTION
Page 12
A new monthly feature discussing NJBIA’s activities on the issues that are important to a member like you.

UPCOMING EVENTS
Page 13
Key event dates for members of NJBIA.

THIS WAY FORWARD

BUSINESS BRIEFS
Page 14
Dedicated to news items about business and government entities that make New Jersey’s economy grow. These timely “briefs” help our readers stay on top of what’s happening in all 21 counties of the Garden State.

SMART VENTURES
Page 16
Offering profiles of success, from entrepreneurs at fledgling companies to seasoned business owners at mid-sized firms, this regular monthly feature shows the challenges and breakthroughs business owners have faced on the road to success.

YOUR WEALTH
Page 18
Our financial column, written by a different investment advisor on a monthly basis, offers tips and advice on the stock market, mutual funds, trusts and estates, annuities, retirement and tax planning and more.

SMALL BUSINESS SOLUTIONS
Page 20
Helping entrepreneurs in New Jersey by offering expert advice on pertinent issues such as coping with taxes, laws and regulations, human resources issues, healthcare costs, the environment, choosing a service provider and more.

BEFORE YOU GO

BEFORE YOU GO:
Opposite inside back cover
The final page in the magazine, focusing attention on human interest stories.
The Money Issue: Advice for Baby Boomers & Millennials
- Short-term and long-term savings/investing
- Tax-savings tips
- Housing choices
- Healthcare insurance choices
- Will & inheritance planning

2017 Economic Forecasts: Employment, banking, energy, small business, healthcare, real estate, stock market, accounting

Trade-Talk Roundtable: Marketing professionals discuss industry trends

Higher Education: “Grants Work” – A report on the various federal grants colleges and universities receive and the groundbreaking work they are conducting with these funds

Banks and Community Development: 40th Anniversary of the Community Reinvestment Act
- Small Business: Record Retention – Advice on what documents to keep and for how long

Healthcare: Award-Winning Hospitals

Spotlight on Southern New Jersey

Spotlight on African-American-owned businesses
- Small Business: Buying Health Insurance
- Special Section: Anniversary Milestones

Small Business: Record Retention – Advice on what documents to keep and for how long

Workforce Development
- Community Colleges
- STEM education
- Vocational – technical schools
- NJ Department of Labor initiatives

Constructions trades training
- Utility company needs
- High-tech skills for manufacturing

Distributed at NJBIA’s Workforce Development Summit

NJ’s Food Industry: A tasteful look at food processors, manufacturers, researchers, distributors

Higher Education: Flexible MBA programs
- Small Business: Social media tips
- Special Section: Licensed Site Remediation Professionals Association (LSRPA)
# 2017 Editorial Calendar

Editorial calendar subject to change.

## April

**AD Reservation: 2/27/17**  
**AD Copy Deadline: 3/9/17**

- **Real Estate:** 59th Annual Industrial Review
- **Cybersecurity and Your Business:** Distributed at NJBIA’s Cybersecurity Summit
- **Trade-talk Roundtable:** Technology – Leading state associations and organizations discuss high-tech business trends
- **Spotlight on Camden:** Update on major city’s revitalization
- **Healthcare Law:** How lawyers are helping employers with health regulations, rules and benefits
  - ▶ **Small Business:** Marketing professionals discuss analyzing and leveraging “big data”
  - ▶ **Special Section:** New Jersey Hospital Association

## May

**AD Reservation: 3/31/17**  
**AD Copy Deadline: 4/12/17**

- **Diversity & Immigration**
  - Spotlight on minority- and women-owned businesses
  - Interviews with various ethnic/minority chambers of commerce
  - Profiles of major companies/industries that embrace diversity
  - Immigration and anti-discrimination law
  - Diversity on college campuses
- **Economic Development:** New Jersey’s Successful Business Improvement Districts
- **Tourism:** Report on New Jersey Conference on Tourism and Spotlight on New Jersey DMOs
- **Energy Cost Solutions**
  - ▶ **Small Business:** Bankers discuss what can be used as collateral today
  - ▶ **Special Section:** Unions – Investing in New Jersey

## June

**AD Reservation: 4/28/17**  
**AD Copy Deadline: 5/11/17**

- **26th Annual Innovative State:** Science and Technology Issue
  - Life Sciences
  - Medical Technology
  - Healthcare
  - Data Centers
  - Military Technology
  - Tech Meet-Ups
  - Venture Capital
  - State Tech Trade Associations and Organizations
  - Financial Technology (FinTech)
  - Law: Intellectual Property
- **CPAs:** Helping Businesses With their Employee Benefit Plan Needs
  - ▶ **Small Business:** Taking part in the sharing economy
  - ▶ **Special Section:** Annual Innovation Ecosystem – Forging Academic & Industry Collaborations
2017 EDITORIAL CALENDAR

AD RESERVATION: 5/30/16

JULY

AD COPY DEADLINE: 6/9/17

Trade-talk Roundtable: Entrepreneurs discuss doing business in New Jersey
Real Estate: Annual office review
Banking: Profile on the SBA/EDA lenders
Newark: A spotlight on business and higher education initiatives that improve the lives of city residents (in observance of 50th Anniversary of Newark Riots this month)

NJBIA’s New Good Neighbor Awards: Profiling companies that contribute to the economic value of their communities via new construction or renovation projects – Distributed at New Good Neighbor Awards Reception

‣ Small Business: International Trade Assistance – A look at the organizations that help businesses import and export

AD RESERVATION: 6/30/16

AUGUST

AD COPY DEADLINE: 7/11/17

Employment Matters
• Top 100 employers listing
• Best degrees for college students
• The value of a liberal arts degree
• Succession planning
• Answering common HR questions
• Attracting top talent

Healthcare: The Economic impact of hospitals – A look at the economic benefits hospitals have on the state and the challenges and opportunities they face today

Utilities: A focus on infrastructure resiliency

‣ Small Business: Procurement contract prep work

‣ Special Section: Higher Education Leadership

AD RESERVATION: 7/28/17

SEPTEMBER

AD COPY DEADLINE: 8/10/17

NJBIA’s Women Business Leaders Forum: Distributed at 2017 NJBIA’s Women Business Leaders Forum

Construction Trade Unions: Their Economic Impact on New Jersey

Real Estate: Major Works in Progress – A look at the major commercial, industrial and transportation projects that are currently being built/refurbished in New Jersey

Southern New Jersey: Economic profile of eight-county region

Financial Literacy: Credit Unions, Banks and Junior Achievement help students

‣ Small Business: Lawyers discuss the proper procedures of business closing and lay off notifications
## 2017 Editorial Calendar

**OCTOBER**

**AD RESERVATION: 8/31/17**

<table>
<thead>
<tr>
<th>Event</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>The Gubernatorial Battle</td>
<td>A Q&amp;A and profile of the major candidates</td>
</tr>
<tr>
<td>Annual Guide for Small Businesses</td>
<td>Assistance from banks, law and CPA firms, plus public-sector agencies that provide help: NJBAC; NJBIA; NJBIN, US-SBA, NJSBDC, NJEDA and more</td>
</tr>
<tr>
<td>Healthcare</td>
<td>Hospitals and NJ Quality Healthcare Institute discuss the delivery of top-notch care</td>
</tr>
<tr>
<td>Higher Education</td>
<td>The new facilities colleges and universities are building to attract and keep students; plus a sidebar on “How to stem the brain drain”</td>
</tr>
<tr>
<td>Trade-talk Roundtable</td>
<td>NJ’s Major Cities – The successes / challenges of these urban towns</td>
</tr>
<tr>
<td>NJBIA’s Awards for Excellence</td>
<td>NJBIA member companies honored for major achievements – Distributed at Awards for Excellence Reception</td>
</tr>
</tbody>
</table>

**AD COPY DEADLINE: 9/11/17**

- Special Section: NJMEP’s 2017 Manufacturing Awards, Manufacturing in New Jersey Distributed at NJMEP’s 2017 Manufacturing Awards Reception

**NOVEMBER**

**AD RESERVATION: 9/29/17**

<table>
<thead>
<tr>
<th>Event</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>The Logistics Industry in New Jersey</td>
<td>A look at road, sea, rail, air and warehousing amenities</td>
</tr>
<tr>
<td>Top Contractors</td>
<td>New Jersey builders of note, based on ENR’s Top 400 Contractors’ listing</td>
</tr>
<tr>
<td>Environmental Roundup</td>
<td></td>
</tr>
<tr>
<td>Spotlight on Innovation NJ</td>
<td>Distributed at NJBIA’s Innovation Summit</td>
</tr>
<tr>
<td>Small Business</td>
<td>Shopping for a communications network provider</td>
</tr>
<tr>
<td>Special Section: Profiles in Success</td>
<td></td>
</tr>
<tr>
<td>Special Section: New Jersey Bankers Association</td>
<td></td>
</tr>
</tbody>
</table>

**AD COPY DEADLINE: 10/11/17**

**DECEMBER**

**AD RESERVATION: 10/30/17**

<table>
<thead>
<tr>
<th>Event</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>CPAs</td>
<td>Forensic Accounting</td>
</tr>
<tr>
<td>NJBIA’s 59th Business Outlook Survey</td>
<td></td>
</tr>
<tr>
<td>Hotel Conferences</td>
<td>The Meeting Places</td>
</tr>
<tr>
<td>New Jersey’s Foreign Trade Partners</td>
<td></td>
</tr>
<tr>
<td>Opportunity New Jersey Summit report</td>
<td></td>
</tr>
<tr>
<td>FDU’s Rothman Institute’s Family Business Awards</td>
<td></td>
</tr>
<tr>
<td>Small Business</td>
<td>Holiday Party “Do’s and Don’ts”</td>
</tr>
<tr>
<td>Special Section: Combatting Cancer</td>
<td></td>
</tr>
</tbody>
</table>

**AD COPY DEADLINE: 11/9/17**

Editorial calendar subject to change.
FAR FORWARD POSITIONS

Lock your full-page, color advertisement into a Far Forward right-hand page. Your ad will be facing full editorial and will be visible within the first 21 preview pages of the digital edition of the magazine. This ensures a greater number of impressions for your advertisement.

All Far Forward right-hand pages. Guaranteed monthly position on a specific page. Guaranteed positioning opposite full page editorial. A minimum of a 3-Time contract required for positioning opposite Far Forward positions.
### PRINT SPECS

**Size** | **Width** | **Height**
---|---|---
Full Page Bleed *(See specs on right hand side)* | 8.375" x 11.125" |
Full Page *(No bleed)* | 7" x 10" |
2/3 Page | 4.625" x 10" |
1/2 Vertical Page | 4.625" x 7.375" |
1/2 Horizontal Page | 7" x 4.875" |
1/3 Vertical Page | 2.125" x 10" |
1/3 Horizontal Page | 4.625" x 4.875" |
1/6 Vertical Page | 2.125" x 4.875" |
1/6 Horizontal Page | 4.625" x 2.375"

### IMPORTANT!

**FONTS:**
All fonts must be embedded or created into outlines

**COLOR:**
All files must be CMYK

**IMAGES:**
Art must be 300 DPI at 100% of placement size

**CROP MARKS:**
Offset should be set at 0.15” on Full Page Bleed Ads

### FILE SPECIFICATIONS

**PDF FILES:**
Preferred format is a high-resolution PDF. Fonts must be embedded or created into outlines; color photographs must be set to CMYK.

**FULL PAGE BLEED SET UP:**
- Page document presets: 8.125” x 10.875”
- Bleed: 0.125” all around
- Live area: 7” x 10”
  - Set margins to:
    - Top & Bottom: 0.4375”;
    - Left & right: 0.5625”
- Crop marks: Set offset at 0.15”
  - *Crop marks should not appear inside of bleed area.*

Important: All electronic files must include a laser print or color proof of the advertisement.

NEW JERSEY BUSINESS is not responsible for the quality of supplied photographs or scans. All document files used in creating the advertisement, such as fonts, eps and tiffs, must be included. All ads subject to publisher’s approval. No cancellation after reservation deadline.

Commissions: No commission on production, art work, conversions, printing or special handling charges. 15% non-profit discount upon publisher’s approval. Non-profit discount cannot be used in conjunction with advertising agency commission.

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Ad copy should be e-mailed to:
ads@njbmagazine.com

If you have any questions regarding file specifications, contact our Production Department for more information at 973-852-6224.

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**FULL PAGE NO BLEED**

**2/3 PAGE**

**1/2 VERTICAL PAGE**

**1/2 HORIZONTAL PAGE**

**1/3 VERTICAL PAGE**

**1/3 HORIZONTAL PAGE**

**1/6 VERTICAL PAGE**

**1/6 HORIZONTAL PAGE**
WEBSITE RATES & SPECS

2 Websites, 1 Price!
1 MILLION PAGES VIEWS PER YEAR!

Average Monthly Pageviews: 81,316
Average Monthly Sessions: 31,444
Average Monthly Users: 20,077

Source: www.googleanalytics.com

Device Usage
- 76% DESKTOP
- 18% MOBILE
- 4% TABLET

Reader Gender
- 64% MALE
- 36% FEMALE

RATES

2 BANNER PACKAGES
(Leaderboard plus Rectangle)

OR

1 BANNER PACKAGES
(Half Banner)

CALL 973-852-6225 FOR WEB RATES

SPECS

<table>
<thead>
<tr>
<th>Size</th>
<th>Width</th>
<th>Height</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard (New Bigger Size)</td>
<td>728 pixels x 90 pixels</td>
<td></td>
</tr>
<tr>
<td>Half</td>
<td>234 pixels x 60 pixels</td>
<td></td>
</tr>
<tr>
<td>Rectangle</td>
<td>300 pixels x 250 pixels</td>
<td></td>
</tr>
</tbody>
</table>

FORMAT: JPEG saved for web
SIZE: 200k maximum size
ROTATING ADS: 3 rotations maximum

Ad copy should be e-mailed to:
ads@njbmagazine.com

If you have any questions regarding file specifications, contact our Production Department for more information at 973-852-6224.

Source for impressions & click-through statistics for all banners: www.adbutler.com
New Jersey Business Today

20,000 Opt-In Subscribers

Our newsletter is e-mailed daily. It circulates to more than 20,000 opt-in subscribers consisting of business professionals throughout New Jersey. Scheduling is based on a first-come, first-served basis.

Each placement runs for 6 consecutive days: Monday – Saturday

NEW Leaderboard Banner – Static Only

EXCLUSIVE POSITIONING! Your message will be the first one subscribers see when they open the NJBT e-newsletter

Rectangle Banner Rates – Static Only

SPECS

<table>
<thead>
<tr>
<th>Size</th>
<th>Width</th>
<th>Height</th>
</tr>
</thead>
<tbody>
<tr>
<td>New Leaderboard (Static only)</td>
<td>650 pixels</td>
<td>90 pixels</td>
</tr>
<tr>
<td>Rectangle (Static only)</td>
<td>300 pixels</td>
<td>250 pixels</td>
</tr>
</tbody>
</table>

FORMAT: JPEG saved for web

SIZE: 200k maximum size

STATIC ONLY

CALL 973-852-6225 FOR NJBT RATES

Ad copy should be e-mailed to: ads@njbmagazine.com

If you have any questions regarding file specifications, contact our Production Department for more information at 973-852-6224.
NEW JERSEY BUSINESS magazine is available in a page-turn, digital format, delivered to desktops and mobile devices.

View the Digital edition directly at www.njbmagazine.com, or use our iPad app. Over 2,000 NEW JERSEY BUSINESS apps have been downloaded through Apple’s Newsstand app. Go to: www.njbmagazine.com/app.html

DIGITAL SPONSORSHIP

Become the Digital Sponsor of the NEW JERSEY BUSINESS magazine digital issue. The digital issue of the magazine will be offered for free for the month with your sponsorship. A full page ad for your company will be visible on the left, opposite the cover of the magazine, and includes a live link directly to your website.

Sponsored issues receive over 1,500 visitors per month and 10,442 page views!

VIRTUAL SPONSORSHIP SPEC: 7” x 10”

CALL 973-852-6225 FOR DIGITAL RATES

1ST Ad next to cover

HOT-LINKED DIRECTLY TO YOUR WEBSITE!
All advertisements in the print edition are automatically hot-linked in our digital formats. This gives our advertisers added exposure and the bonus element of interactivity.
PACKAGED DEALS

MAXIMIZE YOUR IMPRESSIONS

BUNDLE PRINT & DIGITAL

PRINT  +  WEB  +  E-MAIL

SAVE UP TO 20%

Save up to 20% on your advertising campaign by utilizing an integrated marketing approach. See some options below.

MAKE UP TO 250,000 IMPRESSIONS TO THE NJ BUSINESS COMMUNITY EACH MONTH.

6 MONTH OPTION
6 Full-Page, Color Print Ads
6 Month Online Schedule
6 Month E-mail Schedule
Over 10% in Savings*

9 MONTH OPTION
9 Full-Page, Color Print Ads
9 Month Online Schedule
9 Month E-mail Schedule
Over 15% in Savings*

12 MONTH OPTION
12 Full-Page, Color Print Ads
12 Month Online Schedule
12 Month E-mail Schedule
Over 20% in Savings*

CALL 973-852-6225 FOR YOUR CUSTOMIZED BUNDLE

*Total savings based on open rates vs. frequency and bundle discounts.