Now in our 64th year, NEW JERSEY BUSINESS is the Garden State’s longest-standing business publication. Published monthly, with over 120,000* readers, no other statewide business publication has our reach and influence. 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, the most influential and impactful state-level employer’s organization in the United States, thanks to highly-engaged member companies in all industries and in every region of the state. NJBIA provides information, services and advocacy for its member companies in order to build a more prosperous New Jersey.

Strategically headquartered 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.
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: 26,750
(Miscellaneous: 2,323)

*4.5 Pass-Along Readership

2017 CIRCULATION VERIFICATION COUNCIL AUDIT For the 2017 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.
120,000 READERS

**DEMOGRAPHICS**

- **How long do you keep NJB magazine before discarding it?**
  - 39% More than one month
  - 25% Two weeks or less
  - 34% One month
  - 2% Three weeks

- **Company size by employees:**
  - 80% 1-24 employees
  - 8% 25-49 employees
  - 5% 50-99 employees
  - 4% 100-249 employees
  - 3% 250-1000+ employees

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

- **Median Age:** 53.9
- **Average Annual Household Income:** $200,000+
- **Small Business:** 88%

- **Do you make purchasing decisions for your company?**
  - 89% YES
  - 11% 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?

- 96% Office Equipment & Supplies
- 95% Health Insurance
- 90% Cellular Phones / Smart Phones
- 69% Commercial Loans
- 48% Computer / Web Services
- 35% Meeting Planning / Catering
- 33% Accountants
- 32% Financial Planners
- 27% Advertising / PR
- 20% New Commercial Office
- 15% Legal Services
- 11% Alternative Energy Products

Members by Industry:
- 28% Service Based
- 23% Construction
- 13% Manufacturing
- 9% Retail
- 8% Wholesale
- 6% Finance, RE, Insurance
- 5% Agriculture
- 5% Health Services
- 4% Transportation

Ownership Type:
- 33% S Corporation
- 30% Limited Liability Co.
- 17% C Corporation
- 10% Sole Proprietor
- 4% Not for Profit
- 3% Other
- 2% Partnership
- 1% Professional Corp.

Reader Gender:
- 70% Male
- 30% 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 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.

www.njbmagazine.com  |  5
2018 EDITORIAL CALENDAR

AD RESERVATION: 11/29/17  JANUARY  AD COPY DEADLINE: 12/11/17

2018 Economic Forecasts
Law: Legal Landscape Update
Utilities: Water Infrastructure
Higher Education: Colleges and universities partnering with hospitals
  ▶ Small Business: Banking Services

AD RESERVATION: 12/29/17  FEBRUARY  AD COPY DEADLINE: 1/12/18

Annual Southern New Jersey Spotlight
Manufacturing/Higher Education: High-tech skills
Award-Winning Hospitals
Report on NJBIA’s Impact Symposium
  ▶ Small Business: Outsourcing CFO services
  ▶ Special Section: Executive Leadership

AD RESERVATION: 1/31/18  MARCH  AD COPY DEADLINE: 2/9/18

Banking: Serving the needs of large, middle and small market companies
Construction: Urban Centers
Workforce Development
Higher Education: MBA programs
The Food Industry
  ▶ Small Business: Creating a board of directors for the small business
  ▶ Special Section: Licensed Site Remediation Professionals Association (LSRPA)

CELEBRATING AN ANNIVERSARY?
We will publish a full pg company profile in the month of your anniversary. See pg 10 for more info.
2018 EDITORIAL CALENDAR

April

<table>
<thead>
<tr>
<th>AD RESERVATION: 2/27/18</th>
<th>APRIL</th>
<th>AD COPY DEADLINE: 3/9/18</th>
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</thead>
<tbody>
<tr>
<td>Cybersecurity Update:</td>
<td>Distributed at NJBIA’s Cybersecurity Summit</td>
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<tr>
<td>Annual Industrial Real Estate Review</td>
<td></td>
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<tr>
<td>Environmental Firms/Utilities:</td>
<td>Discussing Regulations</td>
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<tr>
<td>Spotlight on New Governor’s Cabinet</td>
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<tr>
<td>▶ Small Business: Celebrating National Small Business Week – SBA lending</td>
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<tr>
<td>▶ Special Section: New Jersey Hospital Association (NJHA)</td>
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May

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<tr>
<td>Diversity:</td>
<td>Award-Winning businesses for diversity leadership</td>
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<tr>
<td>Immigration Law</td>
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<tr>
<td>Accounting: The CPA Landscape – Overview of trends and changing business services</td>
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<td>Seaports</td>
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<tr>
<td>Tourism / Atlantic City’s Casino Industry</td>
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<tr>
<td>▶ Small Business: Law – Legal Liabilities</td>
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<tr>
<td>▶ Special Section: Construction Trade Unions</td>
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June

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<tr>
<th>AD RESERVATION: 4/30/18</th>
<th>JUNE</th>
<th>AD COPY DEADLINE: 5/11/18</th>
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<tr>
<td>27th Annual Innovative State: The Changing Face of Innovation</td>
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<tr>
<td>▶ Listing of key inventions/patents from NJ</td>
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<tr>
<td>▶ Using technology to your business’s advantage</td>
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<tr>
<td>▶ State tech trade association and organizations</td>
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<tr>
<td>▶ Hospitals/medical technology</td>
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<td>▶ Telecom</td>
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<tr>
<td>▶ Life sciences</td>
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<tr>
<td>▶ Intellectual Property law</td>
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<tr>
<td>▶ Military tech</td>
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<tr>
<td>CPAs: Using state-of-the-art technology</td>
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<tr>
<td>▶ Small Business: Venture capital</td>
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<tr>
<td>▶ Special Section: Higher Education’s Role in NJ’s Innovative Ecosystem</td>
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</tbody>
</table>

Celebrating an Anniversary?

We will publish a full pg company profile in the month of your anniversary. See pg 10 for more info.
# 2018 Editorial Calendar

## July

**AD Reservation:** 5/30/18  
**AD Copy Deadline:** 6/8/18

- How Banks Support Local Governments
- Annual Office Real Estate Review
- Healthcare Insurance Industry Trends

**NJBIA's New Good Neighbor Awards:** Distributed at NJBIA's New Good Neighbor Awards

- Small Business: Outsourcing IT

## August

**AD Reservation:** 6/29/18  
**AD Copy Deadline:** 7/11/18

- Employment Matters
  - Workforce: Top 100 employers listing, Employee benefits, Corporate retreats/team building
  - Education: Best college degrees for today's workforce, business school boot camps

- Healthcare: Joint replacement and rehab care
- Law: Divorce in NJ
- Utilities: Natural gas

- Small Business: CPAs help with budgets and forecasts

## September

**AD Reservation:** 7/30/18  
**AD Copy Deadline:** 8/10/18

- NJBIA's Women Business Leaders Forum: Distributed at NJBIA's WBLF Event
- Nursing and Education
- South Jersey Business Trends
- Construction Trade Unions
- Award-Winning Law Firms

- Small Business Law: Compensation best practices
- Special Section: Newark Regional Business Partnership (NRBP)

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**Celebrating an Anniversary?**

We will publish a full pg company profile in the month of your anniversary. See pg 10 for more info.
## 2018 EDITORIAL CALENDAR

Editorial calendar subject to change.

<table>
<thead>
<tr>
<th>AD RESERVATION: 8/31/18</th>
<th>OCTOBER</th>
<th>AD COPY DEADLINE: 9/11/18</th>
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<tbody>
<tr>
<td><strong>Small Business Resources:</strong> Public- and Private-sector assistance</td>
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<tr>
<td><strong>Healthcare:</strong> Breast Cancer Awareness Month</td>
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<td><strong>The Opioid Crisis</strong></td>
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<td><strong>Nov. Election:</strong> The Senatorial Battle</td>
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<tr>
<td><strong>Higher Education:</strong> Careers in Cybersecurity – Spotlight on Cybersecurity Month</td>
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<tr>
<td><strong>NJBJA’s Health Benefits Survey</strong></td>
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<tr>
<td><strong>NJBJA’s Awards for Excellence Gala:</strong> Distributed at NJBJA’s Awards for Excellence Reception</td>
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<tr>
<td>▶ <strong>Special Section: NJMEP’s 2018 Manufacturing Awards</strong></td>
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<tr>
<td>▶ Distributed at NJMEP’s 2018 Manufacturing Awards Reception</td>
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<th>NOVEMBER</th>
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<tr>
<td><strong>Management Matters</strong></td>
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<tr>
<td><strong>Banking</strong></td>
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<tr>
<td><strong>Top Contractors</strong></td>
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<tr>
<td><strong>Law &amp; Environmental Engineers</strong></td>
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<tr>
<td>▶ <strong>Small Business:</strong> CPAs – Preparing for an audit</td>
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<tr>
<td>▶ <strong>Special Section: Profiles in Success</strong></td>
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<tr>
<td>▶ <strong>Special Section: Law</strong></td>
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<th>AD COPY DEADLINE: 11/9/18</th>
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<tr>
<td><strong>NJBJA’s 60th Annual Business Outlook Survey</strong></td>
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<td><strong>Banking Trends</strong></td>
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<td><strong>Utilities</strong></td>
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<tr>
<td>▶ <strong>Small Business:</strong> Higher education career services</td>
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<tr>
<td>▶ <strong>Special Section: Combating Cancer</strong></td>
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<tr>
<td>▶ <strong>Special Section: Hotels and convention and conference centers</strong></td>
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### CELEBRATING AN ANNIVERSARY?

We will publish a full pg company profile in the month of your anniversary. See pg 10 for more info.
PRINT RATES

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. This ensures a greater number of impressions for your advertisement.

Celebrating a company anniversary in 2018? We will publish a full-page company profile in the month your anniversary falls to market your organization to a key audience of 120,000* business and government leaders, who want to know what makes your company a success.

Save 45% off our regular rate. Call for details.
## PRINT SPECS

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<tr>
<th>Size</th>
<th>Width</th>
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<td>Full Page <em>(no bleed)</em></td>
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<tr>
<td>2/3 Page</td>
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<tr>
<td>1/2 Vertical Page</td>
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<td>1/2 Horizontal Page</td>
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<tr>
<td>1/6 Horizontal Page</td>
<td>4.625&quot;</td>
<td>2.375&quot;</td>
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</tbody>
</table>

### 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 Ad.

### 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: Failure to follow the above guidelines may cause unknown color output or poor image resolution in the final printed page. NEW JERSEY BUSINESS is not responsible for the print quality outcome if the above file guidelines are not followed. If you are concerned about print quality, please let your sales rep know. For an additional charge, an Epson proof can be requested from the printer for your approval before going to press. There is a five business day turnaround for proofs. Our color target range without customer supplied guidance, such as from an Epson proof, is SWOP midpoint +/- 10%.

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.

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.

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.

---

**SAVE UP TO 30%**

With Print & Digital Bundle Discounts!

For further details please contact the advertising department at 973 852-6225.
3 Websites, 1 Price!

OVER 1 MILLION PAGE VIEWS PER YEAR!

Visible on njbmagazine.com, njbia.org & my.njbia.org

Average Monthly Page Views: **100,000**
Average Monthly Sessions: **40,000**
Average Monthly Users: **32,000**

Source: www.googleanalytics.com

WEB BANNER PACKAGE

Includes a Leaderboard & Rectangular banner visible on 3 websites; njbmagazine.com, njbia.org & the NEW my.njbia.org. My.njbia.org is home to our NJBIA Communities designed and built just for you. It’s the perfect place for knowledge exchange, content curation, idea incubation and professional networking. Pages include small business, IT, young professionals and more.

BANNER PACKAGE: Leaderboards plus Rectangle
Visible on njbmagazine.com, njbia.org & my.njbia.org

HALF BANNER

Visible only on njbmagazine.com

SPECS

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<tr>
<th>Size</th>
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CALL 973-852-6225 FOR WEB RATES

Format: JPEG saved for web  Size: 200k max size  Rotating Ads: 3 rotations max

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

Leaderboard Banner – Static Only
EXCLUSIVE POSITIONING! Your message will be the first one subscribers see when they open the NJBT e-newsletter

Rectangle Banner – Static Only

SPECS

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FORMAT: JPEG saved for web
SIZE: 200k maximum size
STATIC ONLY

CALL 973-852-6225 FOR NJBT RATES

SAVE UP TO 30% With Print & Digital Bundle Discounts!
For further details please contact the advertising department at 973 852-6225.
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 iPhone and iPad app. More than 2,800 NEW JERSEY BUSINESS apps have been downloaded. Go to: www.njbmagazine.com/app.html

The digital issue 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.

You will also be featured as the Digital Sponsor, with your linked logo, on our daily e-newsletter NJBT, which goes out to more than 20,000 opt-in subscribers.

Average Monthly Page Views: 10,500
Average Monthly Visitors: 1,500

VIRTUAL SPONSORSHIP SPEC: 7” x 10”

CALL 973-852-6225 FOR DIGITAL RATES
NEW SPONSORED CONTENT

NOW AVAILABLE ON OUR DAILY E-NEWSLETTER!

Sponsored articles will run on NEW JERSEY BUSINESS TODAY, which is e-mailed out to 20,000 subscribers each day. When clicked on, readers will be redirected to www.njbmagazine.com to read the full article. Include an image, your logo, contact information and links to your website. Also on that page will be your exclusive ads: a leaderboard & two rectangle banners. Banners will link to the sponsors website. The article will also feed into our News Tracker section on the home page.

SPECS

Sponsored Content
Feature Article: Max 300 words recommended
1 Image: 645 x 350px (landscape), high res jpeg
1 Logo: high res jpeg

Banner

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<tr>
<td>Leaderboard (New Bigger Size)</td>
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<td>Rectangle</td>
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<td>250 pixels</td>
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SPECIAL OFFER

- Exclusive Sponsored Article runs daily for 1 week (Monday - Saturday)*
- Article will appear on www.njbmagazine.com with links, logo and image
- 1 Exclusive Leaderboard Banner
- 2 Exclusive Rectangle Banners

CALL 973-852-6225 FOR RATES

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

* Call for availability

Source for impressions & click-through statistics for all banners: www.adbutler.com

Format: JPEG saved for web  Size: 200k max size  Rotating Ads: 3 rotations max
Deadline: Supply content and banners 1 week prior to scheduled run.