2018 MEDIA KIT

NEW JERSEY BUSINESS
A Publication of the New Jersey Business & Industry Association

ABOUT US
PRINT CIRCULATION
DEMOGRAPHICS
DEPARTMENTS
EDITORIAL CALENDAR
PRINT RATES
PRINT SPECS
WEBSITE RATES & SPECS
E-MAIL RATES & SPECS
DIGITAL EDITION
PACKAGED DEALS
CONTACT INFORMATION
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
120,000 READERS

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

53.9 Median Age

$200,000+ Average Annual Household Income

88% Small Business

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
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.
2018 EDITORIAL CALENDAR

Editorial calendar subject to change.

JANUARY

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

FEBRUARY

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

2018 Economic Forecasts

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

MARCH

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

2018 Economic Forecasts

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

Editorial calendar subject to change.

AD RESERVATION: 2/27/18  APRIL  AD COPY DEADLINE: 3/9/18

Cybersecurity Update: Distributed at NJBIA’s Cybersecurity Summit

Annual Industrial Real Estate Review

Environmental Firms/Utilities: Discussing Regulations

Spotlight on New Governor’s Cabinet

► Small Business: Celebrating National Small Business Week – SBA lending
► Special Section: New Jersey Hospital Association (NJHA)

AD RESERVATION: 3/30/18  MAY  AD COPY DEADLINE: 4/11/18

Diversity: Award-Winning businesses for diversity leadership

Immigration Law

Accounting: The CPA Landscape – Overview of trends and changing business services

Seaports

Tourism / Atlantic City’s Casino Industry

► Small Business: Law – Legal Liabilities
► Special Section: Construction Trade Unions

AD RESERVATION: 4/30/18  JUNE  AD COPY DEADLINE: 5/11/18

27th Annual Innovative State: The Changing Face of Innovation

► Listing of key inventions/patents from NJ
► Using technology to your business’s advantage
► State tech trade association and organizations
► Hospitals/medical technology
► Telecom
► Life sciences
► Intellectual Property law
► Military tech

CPAs: Using state-of-the-art technology

► Small Business: Venture capital
► Special Section: Higher Education’s Role in NJ’s Innovative Ecosystem

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>
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<th>JULY</th>
<th>AD COPY DEADLINE: 6/8/18</th>
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<tbody>
<tr>
<td>How Banks Support Local Governments</td>
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<tr>
<td>Annual Office Real Estate Review</td>
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<tr>
<td>Healthcare Insurance Industry Trends</td>
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<tr>
<td><strong>NJBIA's New Good Neighbor Awards:</strong> Distributed at NJBIA's New Good Neighbor Awards</td>
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<td>▶ Small Business: Outsourcing IT</td>
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<tr>
<td>Employment Matters</td>
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<tr>
<td>▪ Workforce: Top 100 employers listing, Employee benefits, Corporate retreats/team building</td>
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<tr>
<td>▪ Education: Best college degrees for today’s workforce, business school boot camps</td>
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<tr>
<td>Healthcare: Joint replacement and rehab care</td>
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<tr>
<td>Law: Divorce in NJ</td>
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<tr>
<td>Utilities: Natural gas</td>
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<tr>
<td>▶ Small Business: CPAs help with budgets and forecasts</td>
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<tr>
<td><strong>NJBIA's Women Business Leaders Forum:</strong> Distributed at NJBIA's WBLF Event</td>
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<td>Nursing and Education</td>
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<tr>
<td>South Jersey Business Trends</td>
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<tr>
<td>Construction Trade Unions</td>
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<td>Award-Winning Law Firms</td>
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<tr>
<td>▶ Small Business Law: Compensation best practices</td>
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<tr>
<td>▶ Special Section: Microbreweries, wineries, distilleries</td>
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<tr>
<td>▶ Special Section: Newark Regional Business Partnership (NRBP)</td>
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**CELEBRATING AN ANNIVERSARY?**

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2018 EDITORIAL CALENDAR

OCTOBER

AD RESERVATION: 8/31/18  AD COPY DEADLINE: 9/11/18

Small Business Resources: Public- and Private-sector assistance
Healthcare: Breast Cancer Awareness Month
The Opioid Crisis
Nov. Election: The Senatorial Battle
Higher Education: Careers in Cybersecurity – Spotlight on Cybersecurity Month
NJBIA's Health Benefits Survey
NJBIA's Awards for Excellence Gala: Distributed at NJBIA's Awards for Excellence Reception

▶ Special Section: NJMEP's 2018 Manufacturing Awards
  • Distributed at NJMEP’s 2018 Manufacturing Awards Reception

NOVEMBER

AD RESERVATION: 9/28/18  AD COPY DEADLINE: 10/11/18

Management Matters
Award-Winning Banks
Top Contractors
Law & Environmental Engineers

▶ Small Business: CPAs – Preparing for an audit
▶ Special Section: Profiles in Success

DECEMBER

AD RESERVATION: 10/30/18  AD COPY DEADLINE: 11/9/18

NJBIA's 60th Annual Business Outlook Survey
Banking Trends
Utilities

▶ Small Business: Higher education career services
▶ Special Section: Combating Cancer
▶ Special Section: Hotels and convention and conference centers

CELEBRATING AN ANNIVERSARY?
We will publish a full pg company profile in the month of your anniversary. See pg 10 for more info.
AD RATES 1x 3x 6x 9x 12x

Full Page $4,614 $4,114 $3,771 $3,494 $3,284
2/3 page $3,266 $2,895 $2,489 $2,342 $2,207
1/2 page $2,578 $2,336 $2,062 $1,922 $1,828
1/3 page $1,799 $1,549 $1,359 $1,291 $1,220
1/6 page $1,041 $904 $829 $794 $737

COVER RATES 1x 3x 6x 9x 12x

Outside Back $5,787 $5,298 $4,811 $4,675 $4,208
Inside Front $5,536 $4,943 $4,586 $4,389 $3,961
Inside Back $5,399 $4,762 $4,520 $4,379 $3,949

The above are gross costs. The standard 15% advertising agency discount applies for all recognized advertising agencies.

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.

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.

SAVE MORE!
See our Packaged Bundles PGS 35

PRINT RATES

COVER RATES
Price includes color

FAR FORWARD POSITIONS

ANNIVERSARY MILESTONES

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**

<table>
<thead>
<tr>
<th>Size</th>
<th>Width</th>
<th>Height</th>
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<tbody>
<tr>
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<td>8.375&quot;</td>
<td>11.125&quot;</td>
</tr>
<tr>
<td>Full Page <em>(no bleed)</em></td>
<td>7&quot;</td>
<td>10&quot;</td>
</tr>
<tr>
<td>2/3 Page</td>
<td>4.625&quot;</td>
<td>10&quot;</td>
</tr>
<tr>
<td>1/2 Vertical Page</td>
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<tr>
<td>1/6 Horizontal Page</td>
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**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.
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

<table>
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<th>Frequency</th>
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<th>3x</th>
<th>6x</th>
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<td>$825</td>
<td>$772</td>
<td>$747</td>
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HALF BANNER
Visible only on njbmagazine.com

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<th>Frequency</th>
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<th>6x</th>
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<tr>
<td>Rate Per Month</td>
<td>$209</td>
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SPECS

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<tr>
<td>Half</td>
<td>234 pixels</td>
<td>x</td>
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<tr>
<td>Rectangle</td>
<td>300 pixels</td>
<td>x</td>
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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

<table>
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<tr>
<th>Frequency</th>
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<th>6x</th>
<th>9x</th>
<th>12x</th>
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<tbody>
<tr>
<td>1 Week/Mo</td>
<td>$1,900</td>
<td>$1,700</td>
<td>$1,500</td>
<td>$1,300</td>
<td>$1,200</td>
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<tr>
<td>2 Weeks/Mo</td>
<td>$3,600</td>
<td>$3,200</td>
<td>$2,800</td>
<td>$2,500</td>
<td>$2,200</td>
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<tr>
<td>3 Weeks/Mo</td>
<td>$5,000</td>
<td>$4,200</td>
<td>$4,000</td>
<td>$3,500</td>
<td>$3,200</td>
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<tr>
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<td>$6,400</td>
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<td>$4,500</td>
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Rectangle Banner Rates – Static Only

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<tbody>
<tr>
<td>1 Week/Mo</td>
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<td>$1,350</td>
<td>$1,200</td>
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<tr>
<td>2 Weeks/Mo</td>
<td>$2,800</td>
<td>$2,500</td>
<td>$2,300</td>
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<tr>
<td>3 Weeks/Mo</td>
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<td>$3,600</td>
<td>$3,200</td>
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<tr>
<td>Entire Month</td>
<td>$5,100</td>
<td>$4,500</td>
<td>$4,100</td>
<td>$3,700</td>
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SPECS

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<tbody>
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STATIC ONLY FORMAT: JPEG saved for web / 200k max size

NEW: SPONSORED CONTENT

Now Available on the NJBT Newsletter!

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”

<table>
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<tr>
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Add Video
Contact your sales rep for more information

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.
PACKAGE 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.