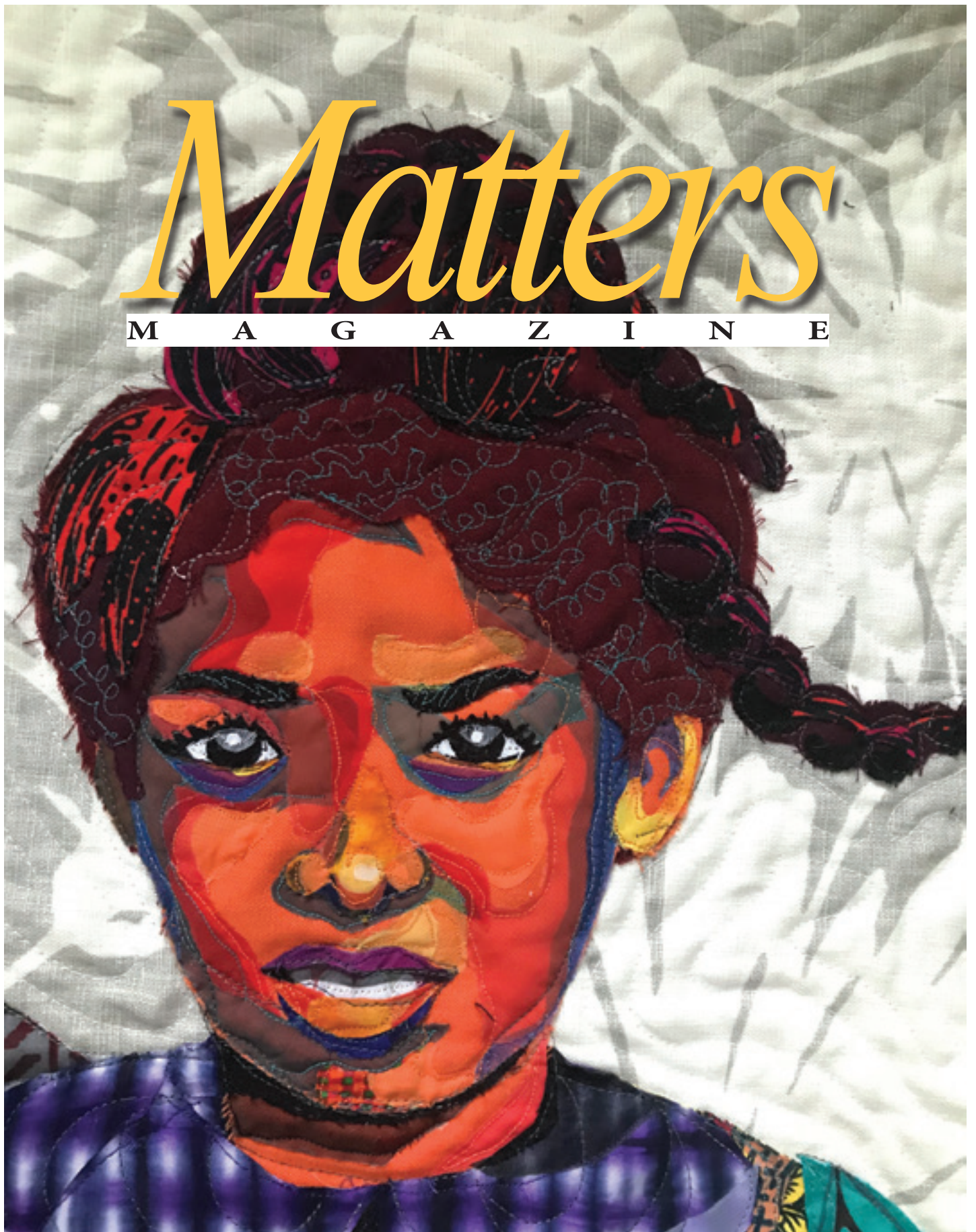


# Matters

M A G A Z I N E



2020 MEDIA KIT

# TWO TOWNS. ONE MAGAZINE.

Maplewood and South Orange are vibrant towns, attracting residents who value community, the arts and family. Town pride is off the charts and *Matters Magazine* celebrates that positive vibe.

*Matters Magazine* features the people, places and things that matter in Maplewood and South Orange. We've been doing it since 1990 with smart, thorough, and authentic content

that captures the essence of our towns and delivers what residents want to read. Our resources help them navigate living here and our unexpected glimpses into everyday life reveal the layers that make our towns endlessly interesting.

Delivered to every household in Maplewood and South Orange, *Matters Magazine* offers businesses the most cost-effective way to reach our residents.

## WHO IS THE MATTERS MAGAZINE READER?



average family income in  
Maplewood

**\$169,417**

average family income in South  
Orange

**\$175,205**



more than **63%**  
are college-educated



median home value in  
Maplewood

**\$576,800**

median home value in  
South Orange

**\$637,700\***

more than  
**73%**  
of housing units are  
owner-occupied

**Sophisticated  
urban-transplanted,  
arts-minded**

median age

**36**

circulation

**15,600**

**51%**  
women



**49%**  
men



\*Data provided by Zillow

## WHY CHOOSE MATTERS MAGAZINE?

- Reaches every household: **ONLY** publication delivered to every home in Maplewood and South Orange and distributed to surrounding towns
- High readership, long shelf life: readers find our content interesting, informative and useful, often keeping issues for months as a reference
- Custom opportunities: ask your salesperson how your business can be highlighted in targeted editorial features
- Affordable rates: many options to reach readers who are passionate about our community and reward advertisers with their patronage
- **TWO** ways for your ad to be seen: every issue in print and online
- What's New Review: new businesses are highlighted with their second ad placement
- Reasonable design services: let our advertising experts design a targeted and compelling ad to generate awareness and sales



# 2020 ADVERTISING CALENDAR



## WINTER – 2/3

### HEALTH & WELLNESS ISSUE

**Advertising:**  
*Winter Wellness*  
*Summer Camp Guide*  
*Finding Home*

Space close: January 10  
Ads due: January 17



## HEARTH & HOME 3/16

### HOME & FOOD ISSUE

**Advertising:**  
*Restaurant Profiles*  
*Finding Home*

Space close: February 21  
Ads due: February 28



## SPRING – 5/4

### LOCAL BUSINESS ISSUE

**Advertising:**  
*Finding Home*

Space close: April 10  
Ads due: April 17



## SUMMER – 6/22

### SUMMER ISSUE

**Advertising:**  
*Realtor Profiles*  
*Summer Camp Guide*  
*Finding Home*

Space close: May 29  
Ads due: June 5



## SCHOOL – 8/17

### SCHOOL ISSUE

**Advertising:**  
*School Guide*  
*Kids' Space*  
*Finding Home*

Space close: July 24  
Ads due: July 31



## FALL – 10/5

### WOMEN IN BUSINESS

**Advertising:**  
*Women in Business*  
*School Open House*  
*Finding Home*

Space close: Sept. 11  
Ads due: Sept. 18



## HOLIDAY – 11/30

### HOLIDAY ISSUE

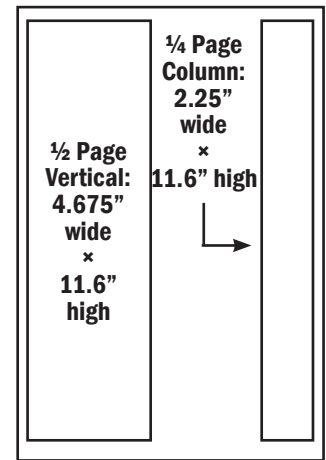
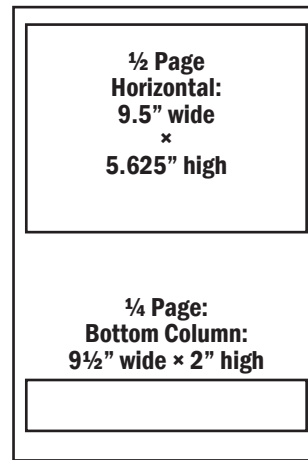
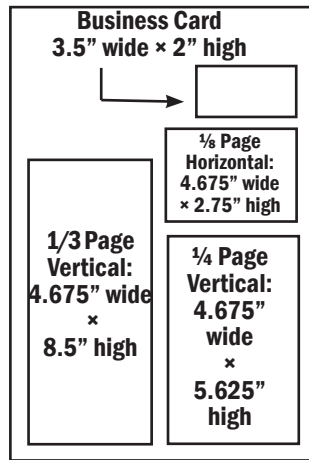
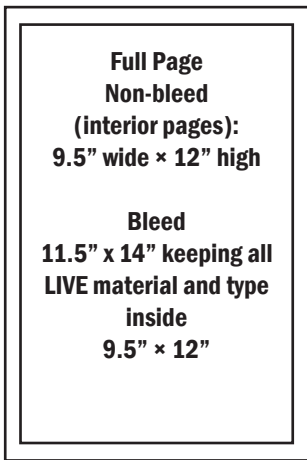
**Advertising:**  
*Annual Gift Guide*  
*Finding Home*

Space close: Nov. 6  
Ads due: Nov. 13

## IN EVERY ISSUE

Local Matters  
What's New Review  
Book Report  
Food Matters  
Shopping Page  
Resource Guide

# 2020 RATE CARD



SIZE/CONTRACT	SINGLE ISSUE	3 OR MORE ISSUES	NONPROFIT*
Business Card	\$235	\$220	\$185
1/8 Page	\$475	\$415	\$345
1/4 Page	\$630	\$575	\$475
1/3 Page	\$835	\$750	\$645
1/2 Page	\$1075	\$985	\$845
Full Page	\$1875	\$1665	\$1500
IFC/IBC Page	\$1995	\$1765	NA
Back Cover	\$2050	\$1850	NA

**\*Organizations must have legitimate nonprofit or charitable status.**

## Submitting Digital Ads

Ads should be submitted as a PDF file via e-mail or a cloud service. We can accept TIFF and JPEG files but prefer PDF. Ads must be to exact ad size specifications listed on our rate card **with NO crop marks**. Please note that black should be created as black and not as 4-color. All color photos should be 300 dpi; line copy ads should be 1200 dpi.