



MEDIA KIT 2022

Matters

M A G A Z I N E



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

\$182,628

average family income in South
Orange

\$197,580



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



median home value in
Maplewood

\$722,108

median home value in
South Orange

\$748,491**

more than
73%
of housing units are
owner-occupied

Sophisticated
urban-transplanted,
arts-minded

median age

38

circulation

15,600

52%

women



48%

men



*Income statistics from the US Census Bureau and are from the 2019 American Community Survey.

**Values from Neighborhood Scout, Q32021.

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

2022

ADVERTISING CALENDAR

WINTER
JANUARY 28

HEALTH & WELLNESS ISSUE

Advertising Features

Winter Wellness
Summer Camp Guide
Finding Home

Space close: January 7
Ads due: January 14

HEARTH & HOME
MARCH 11

HOME & FOOD ISSUE

Advertising Features

Restaurant Profiles
Finding Home

Space close: February 18
Ads due: February 25

SPRING
APRIL 29

LOCAL BUSINESS ISSUE

Advertising Features

Meet the Merchants
Head of School Profiles
Finding Home

Space close: April 8
Ads due: April 15

SUMMER
JUNE 17

SUMMER ISSUE

Advertising Features

Realtor Profiles
Summer Camp Guide
Finding Home

Space close: May 27
Ads due: June 3

SCHOOL
AUGUST 12

SCHOOL ISSUE

Advertising Features

School Guide
Kids' Space
Finding Home

Space close: July 22
Ads due: July 29

FALL
OCTOBER 7

WOMEN IN BUSINESS

Advertising Features

Women in Business
School Open House
Finding Home

Space close: September 16
Ads due: September 23

HOLIDAY
NOVEMBER 25

GIFT GUIDE ISSUE

Advertising Features

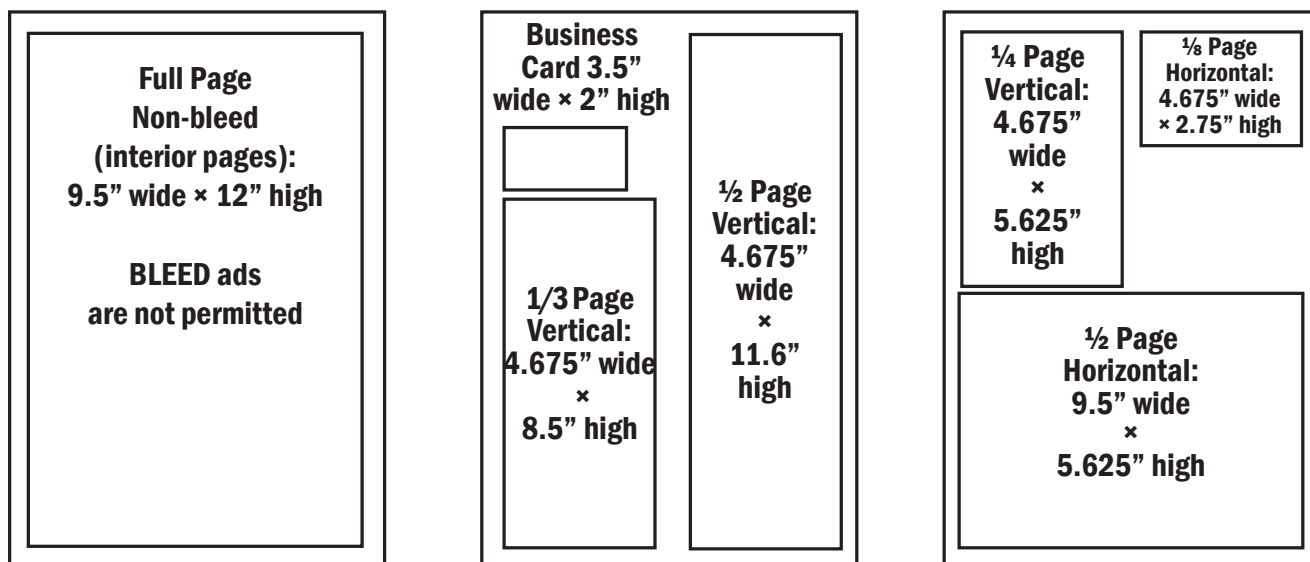
Annual Gift Guide
Finding Home

Space close: November 4
Ads due: November 11

IN EVERY ISSUE

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

2022 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
Insert	\$1500	\$1500	\$1500

*Organizations must have legitimate nonprofit or charitable status.

Submitting Digital Ads

Ads should be submitted as a PDF file via e-mail or a Dropbox 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.