



2023 Media Kit

Be A Part of the Future.... Let Us Tell Your Story

Print & Digital Media Visibility For Your Business

Over 45 Years Of Reporting Business News In The Meadowlands

It all started in July of 1976 with the first issue of Meadowlands USA. Meadowlands Magazine is among the largest business publications in New Jersey that offers prime targeted visibility opportunities for businesses looking to build their brand and connect with potential customers. 2023 brings expanded digital options and video integration with exposure to over 20,000+ viewers

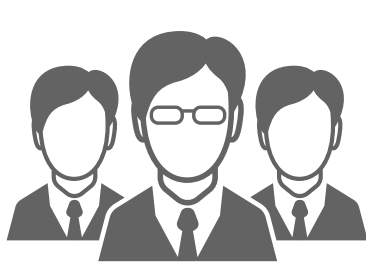


Advertising in Meadowlands Magazine is one of the best ways to reach the area's leading organizations and high profile executives.

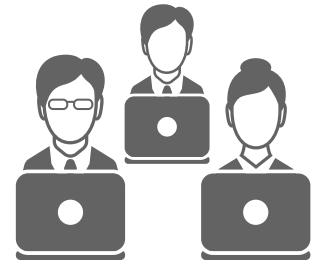
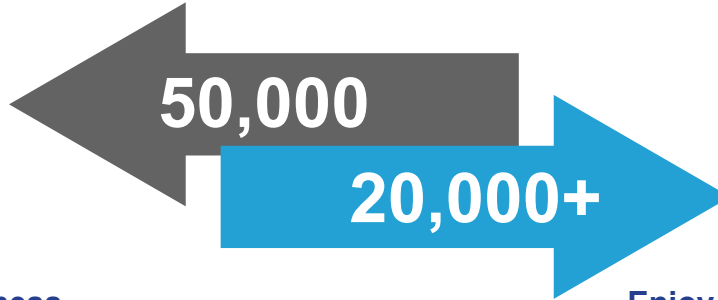


- ***B to B Visibility***
- ***Integrated Digital Media***
- ***Reach Targeted Audiences***
- ***Tell you Story***

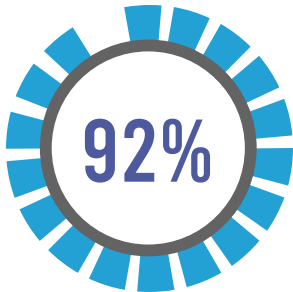
Impressive Audience. Impressive Impact.



Reach up to 50,000 business owners & executives



Enjoy additional exposure to our 20,000+ digital audience



Target the area's decision makers -- up to 92% of readers have decision-making power



Benefit from our direct mail footprint -- 80% of total magazines sent directly to the offices of business owners & executives

WE COVER THE FOLLOWING:

BUSINESS NEWS | REGIONAL PUBLIC AFFAIRS | LEGISLATIVE ADVOCACY | ENTREPRENEUR CASE STUDIES | ECONOMIC DEVELOPMENT | PROFESSIONAL COMMENTARY | TRAVEL & TOURISM | HUMAN INTERESTS | SPORTS | ENTERTAINMENT | QUALITY OF LIFE ISSUES | PERSONAL & PROFESSIONAL DEVELOPMENT TOPICS

2023 EDITORIAL CALENDAR:

February

Commercial Real Estate Trends, Accounting and Tax Changes,
HR and Benefit Programs, Personal Finance - Alternative Investments, Talent Acquisition

April

Digital Advertising and Marketing, Corporate Culture & Team Building
Travel & Tourism, Protecting Your Business, Building Services, Security Systems

June

MC 50th Anniversary Commemorative Issue
History of the Meadowlands, Executive Profiles, Emerging Leaders, DEIA Initiatives, Business Planning, Manufacturing- Made in the Meadowlands

August

Health & Wellness Resource Guide, Hospital Profiles, The Technology of Wellness,
Disaster & Continuity Planning, Life Sciences,

October

Holiday Planning Guide, Business Financing, High Tech Banking, Retirement & Estate Planning, Leadership

December

State of Higher Education, Legal Advisory for Business, Corporate Giving & Social Responsibility
Transportation and Aviation Spotlight

Regular Columns:

Thought Leaders & Commentary | Lessons In Leadership | Business Spotlight
Small Business Wise | Personal Development | Hospitality | Innovation & Technology

DEADLINES:

Feb: Space 1/8 – Materials 1/12

April: Space 2/14 – Materials 2/18

June: Space 4/18 - Materials 4/22

Aug: Space 6/20 – Materials 6/24

Oct: Space 8/21 – Materials 8/25

Dec: Space 10/16 – Materials 10/20

CONTACT:

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RATES & SPECS

ad specs:

PAGE LAYOUT:

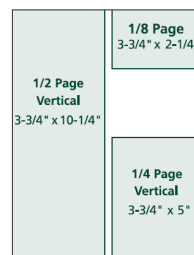
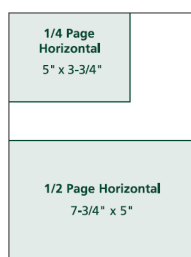
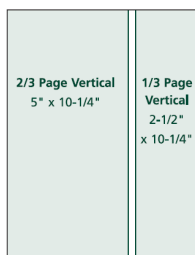
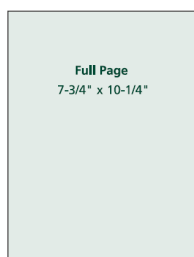
Trim: 8.5" x 10.875"
Bleed: 8.75" x 11.125"
Safety: 0.125" margin

AD UNIT SIZES:

Full Page Bleed: 8.75" x 11.25"
Full Page Non-Bleed: 7.75" x 10.25"
2/3 Page (V): 2.5" x 10.25"
1/3 Page (V): 2.5" x 10.25"
1/2 Page (H): 7.75" x 5"
1/2 Page (V): 3.75" x 10.25"
1/4 Page (H): 5" x 3.75"
1/4 Page (V): 3.75" x 5"
1/8 Page (H): 3.75" x 2.25"

ACCEPTABLE FORMATS:

- Electronic Files Only
- PDFs (preferred) - EMBED ALL FONTS IN PDF.
- USE ONLY "Type 1" fonts. (NO "True Type" Fonts.)
- ALL EMBEDDED IMAGES IN PDF MUST BE CMYK TIFFS OR EPS FILES (high resolution, 300dpi).
- NO RGB, Corell Draw images or Spot colors
- PC: Only Press Ready PDFs accepted (see above) or ads sent in JPEG or TIFF format.
- NO Microsoft Word Documents.
- Email PDF files to: stephanie@eighty6.agency



member advertising rates

STANDARD ADS

these rates are for members only & include a 20% discount

	1x	3x	6x
FULL PAGE	\$2080	\$1890	\$1650
2/3 PAGE	\$1530	\$1390	\$1150
1/2 PAGE	\$1190	\$1050	\$960
1/3 PAGE	\$990	\$875	\$790
1/4 PAGE	\$610	\$580	\$500
1/8 PAGE	\$250		

COVERS

Front Cover:	\$7,500	FRONT COVER RECEIVES SPECIAL STORY SPREAD
Inside Front Cover:	\$2,290	
Page 1:	\$2,290	
Inside Back Cover:	\$2,290	
Back Cover:	\$2,750	

FOR ADVERTISING AGENCIES

- Recognized ad agencies receive 15% commission from gross rate on all ad insertions
- Recognized ad agencies are exempt from credit card requirements