

Bergen

MAGAZINE

2025 MEDIA KIT

BERGEN MAGAZINE.

Bergen County's only audited publication—we're accountable to you.

Bergen County's only requestor publication—our readers ask for us.

Bergen County's only publication that conducts an annual, third-party research study—we provide current statistics about who our readers are and what they're all about.



And...*Bergen* magazine is the only county publication that is a member of the prestigious City & Regional Magazine Association (CRMA).

BERGEN MAGAZINE.

We are the number one publication in the county in terms of total ad pages, total editorial pages and total pages. Your ad in *Bergen* magazine will be in great company, and will be seen by an audience that is affluent and engaged.



BERGEN MAGAZINE REACHES...

Bergen County's most affluent households (average HHI of \$244,642*)

Nearly 100,000 total readers*

A total mailed circulation of 30,000+

Public places such as doctors' and dentists' offices, salons and spas

DEMOGRAPHICS

READER GENDER:

64% FEMALE
36% MALE

(MARKET DEMO IS 52/48)

AVERAGE READER AGE:

53.3

PURCHASING POWER:

68.1%

OF READERS SAY THEY FREQUENTLY
PURCHASE PRODUCTS AND SERVICES
FROM ADS SEEN IN BERGEN MAGAZINE

*Source: Bergen magazine supplemental readership study (January 2024), conducted by the Circulation Verification Council, St. Louis, MO.

2025 EDITORIAL CALENDAR

ISSUE

SPECIAL ADVERTISING SECTIONS

DEADLINES

JANUARY

THE HEALTH & FITNESS ISSUE

GROWING YOUR WEALTH (FINANCIAL PLANNING GUIDE)
HEALTHCARE PROFESSIONALS TO WATCH (PROFILE SECTION)

AD CLOSE: 12/2/2024
MATERIALS: 12/6/2024

FEBRUARY

THE LOVE ISSUE

BERGEN COUNTY'S TOP DENTISTS
MEET YOUR VETERINARIAN (PROFILE SECTION)

AD CLOSE: 1/7/2025
MATERIALS: 1/9/2025

MARCH

THE FASHION ISSUE

BERGEN COUNTY'S TOP DOCTORS
EDUCATION PLANNER
SENIOR LIVING GUIDE

AD CLOSE: 2/6/2025
MATERIALS: 2/10/2025

APRIL

THE HOME & REAL ESTATE ISSUE

BERGEN COUNTY'S TOP REAL ESTATE AGENTS
WOMEN IN DESIGN (PROFILE SECTION)
SPRING HOME SHOWCASE

AD CLOSE: 3/10/2025
MATERIALS: 3/12/2025

MAY

THE CELEBRATIONS ISSUE

CELEBRATIONS SHOWCASE
CONGRATULATIONS, GRADUATES
MEET THE DENTAL PROFESSIONAL (PROFILE SECTION)
OUTDOOR LIVING GUIDE
DINING GUIDE

AD CLOSE: 4/8/2025
MATERIALS: 4/10/2025

JUNE

THE SUMMER ISSUE

WOMEN IN LAW (PROFILE SECTION)
DAY TRIPS
SENIOR LIVING GUIDE

AD CLOSE: 5/6/2025
MATERIALS: 5/8/2025

2025 EDITORIAL CALENDAR

ISSUE

SPECIAL ADVERTISING SECTIONS

DEADLINES

JULY
THE SUMMER HEALTH & BEAUTY ISSUE

YOUR BEST SUMMER SMILE
WOMEN IN HEALTHCARE (PROFILE SECTION)
AL FRESCO DINING GUIDE

AD CLOSE: 6/9/2025
MATERIALS: 6/11/2025

AUGUST
THE BACK TO SCHOOL ISSUE

EDUCATION PLANNER
PET GUIDE

AD CLOSE: 7/8/2025
MATERIALS: 7/10/2025

SEPTEMBER
THE READERS' CHOICE AWARDS ISSUE

FACES OF BERGEN
SENIOR LIVING GUIDE

AD CLOSE: 8/7/2025
MATERIALS: 8/11/2025

OCTOBER
THE FALL HOME ISSUE

FALL HOME SHOWCASE
EDUCATION PLANNER

AD CLOSE: 9/9/2025
MATERIALS: 9/11/2025

NOVEMBER
THE FOOD ISSUE

BERGEN COUNTY'S TOP LAWYERS
DINING GUIDE
CHEF'S COOKBOOK
WHO'S WHO IN HEALTHCARE (PROFILE SECTION)

AD CLOSE: 10/7/2025
MATERIALS: 10/9/2025

DECEMBER
THE HOLIDAY ISSUE

HOLIDAY GIFT GUIDE
WOMEN TO WATCH IN 2026
SENIOR LIVING GUIDE
WHO'S WHO IN DENTISTRY (PROFILE SECTION)

AD CLOSE: 11/4/2025
MATERIALS: 11/6/2025

ADVERTISING RATES

2025 RATES

AD SIZE	3X	6X	12X	OPEN RATE
TWO-PAGE SPREAD	\$6,445	\$6,095	\$5,535	\$7,170
FULL PAGE	\$3,590	\$3,390	\$3,095	\$3,985
2/3 PAGE	\$2,725	\$2,570	\$2,330	\$3,030
1/2 PAGE	\$2,225	\$2,095	\$1,885	\$2,475
1/3 PAGE	\$1,580	\$1,490	\$1,285	\$1,755
1/4 PAGE	\$1,195	\$1,125	\$975	\$1,325

SPECIAL POSITIONS

AD SIZE	3X	6X	12X	OPEN RATE
INSIDE FRONT COVER	\$4,120	\$3,895	\$3,455	\$4,585
PAGE ONE	\$4,120	\$3,895	\$3,455	\$4,585
OPPOSITE TOC	\$4,120	\$3,895	\$3,455	\$4,585
OPPOSITE EDITOR'S NOTE	\$3,945	\$3,725	\$3,325	\$4,385
OPPOSITE MASTHEAD	\$3,945	\$3,725	\$3,325	\$4,385
INSIDE BACK COVER	\$3,945	\$3,725	\$3,325	\$4,385
BACK COVER	\$4,295	\$4,065	\$3,875	\$4,785

ADVERTISING SPECIFICATIONS

AD SIZES (WXH/INCHES)

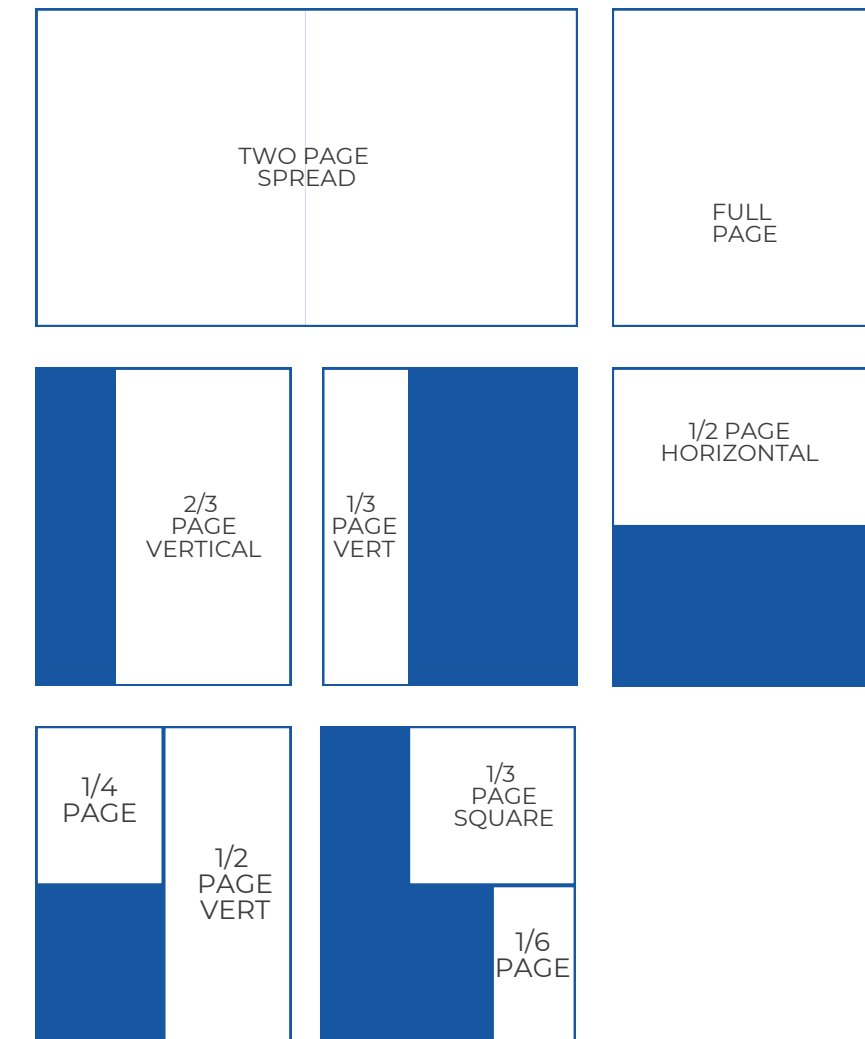
SPACE	NON-BLEED SIZE	SAFE AREA	TRIM SIZE	BLEED SIZE
TWO PAGE SPREAD	17.5 X 10.375	17.5 X 10.375	18 X 10.895	18.25 X 11.125
FULL PAGE	8.375 X 10.375	8.375 X 10.375	9 X 10.875	9.25 X 11.125
2/3 PAGE VERTICAL	5.428 X 10.375	5.177 X 10.375	5.677 X 10.875	5.927 X 11.125
1/2 PAGE HORIZONTAL	8.375 X 4.95	8.5 X 4.7	9 X 5.2	9.25 X 5.45
1/2 PAGE VERTICAL	3.95 X 10.375	3.7 X 10.375	4.2 X 10.875	4.445 X 11.125
1/3 PAGE VERTICAL	2.48 X 10.375	N/A	N/A	N/A
1/3 PAGE SQUARE	5.428 X 4.95	N/A	N/A	N/A
1/4 PAGE	3.95 X 4.95	N/A	N/A	N/A

MAGAZINE TRIM SIZE:

9" x 10.875"

SAFETY:

0.25" from trim and 0.5" from inside gutter. No text outside live area.



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of our
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