

CIRCULATION

JERSEY SHORE's direct mail, complimentary distribution, paid circulation, and online presence insure that your message will be seen throughout the Spring and Fall/Holiday seasons by local residents and visiting customers. More than 340,000 readers (100,000+ in print and more than 240,000* individual visitors online) will see your advertisement through our four methods of distribution. That's more than 42,500 readers every two weeks! We estimate that the content and quality of our magazine/guide give it a shelf life of more than a year—it is a resource that is used again and again.

DIRECT MAIL:

JERSEY SHORE Magazine is direct mailed to 26,000+ of Monmouth and Ocean counties' most affluent residents. Our "ultra-affluent" mailing list includes homes that have average incomes in excess of \$200,000. per year. Our direct mail readers are included based on their personal and professional endeavors. These "ultra-affluent" Ocean and Monmouth county residents indulge in luxurious lifestyles, expensive hobbies, and exclusive vacations. Significant discretionary income, higher educations, and a taste for the finer things in life set our mailing list apart. In addition, JERSEY SHORE is direct mailed to 2,000+ businesses in Monmouth and Ocean counties.

COMPLIMENTARY DISTRIBUTION:

Every two weeks, from March through mid-June in Spring, and from October through early January during the Fall and Holiday seasons, JERSEY SHORE is distributed complimentary at over 600 locations in Ocean and Monmouth counties ensuring that your message will be seen again and again. Approximately 325 locations receive deliveries every two weeks; another 275 locations receive a one-time delivery for distribution throughout the seasons. Our distribution includes the following locations:

- Stores, Shops, Galleries, Restaurants, and Shopping Malls
- Hotels, Motels, Bed & Breakfast Inns, and Campgrounds
- Real Estate Offices • Parkway and Turnpike Rest Stops
- Chambers Of Commerce • County Tourism Offices
- County Park Info Centers • Borough Halls • Post Offices
- Golf Courses • Adult Communities • AAA Offices
- Special Promotions by Request (Weddings, Parties, etc.)

PAID CIRCULATION:

Our five publications are available by paid subscription. Our subscribers come from:

- our complimentary readership who respond to subscription offers inside the magazine
- our homepage on the internet
- our toll-free subscription hotline: 888-22-SHORE
- advertising campaigns in regional media

Our paid subscribers want the information our magazines, guidebooks, and maps provide and are insuring that they receive our issues throughout the year.

ONLINE READERSHIP:

JERSEY SHORE Publications Online (www.jerseyshorevacation.com) is the largest website about the Ocean and Monmouth county area of the Jersey Shore on the internet. More than 240,000* individual readers visit our site each year, downloading our complete magazines onto their computers or viewing our numerous pages of information. In addition, readers can find up-to-the-hour weather forecasts, a comprehensive events calendar, a library of Jersey Shore artwork, live chat room forums where our mediator can recommend your business, and much more!

* based on January 1, 2010 – February 28, 2011: individual visitors: 233,618; hits: 2,138,350

After reviewing our magazine, you will find that since 1984 we have been offering HIGHER QUALITY publication standards compared to other publications in our area, plus MORE CONTENT, FEATURES, and BONUSES than other magazines as well.

In addition, we have the HIGHEST CIRCULATION—more than 340,000 readers—100,000 in print throughout Ocean and Monmouth Counties plus more than 240,000 individual readers online! This is multiple times more readers than other magazines in our area!

Unlike other magazines and guides that are uninviting "ad books" or "ad journals," with page after page of ads and no useful or interesting editorial content, our magazine offers INTERESTING FEATURE ARTICLES and EASY TO USE and USEFUL editorial CONTENT and INFORMATION about our area of the Jersey Shore and is BEAUTIFUL to page through.

Plus our BONUSES—a free paragraph write-up and your ad and write-up on our highly visited website all-year-round—give you the best value for your dollar.

Over and over again, when our advertisers are asked which magazine they would choose to READ, USE, and RETAIN, the answer is "JERSEY SHORE!"

JERSEY SHORE

The Magazine Celebrating The Jersey Shore

Rate & Circulation Information

Covering Ocean and Monmouth Counties



Two issues per year—Spring and Fall/Holiday

Special Section in both issues:
Jersey Shore Home & Garden

Special Section in the Fall/Holiday issue:
Holiday Shopping & Dining Guide

Direct mailed to Monmouth and Ocean Counties
most affluent homes!

Distributed complimentary at over 600 locations!

Paid circulation of subscribers!

Huge online readership!

JERSEY SHORE PUBLICATIONS
P.O. BOX 176 • BAY HEAD, NEW JERSEY 08742
PHONE: (732) 892-1276 • FAX: (732) 892-3365
www.jerseyshorevacation.com

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PROFILE

Since 1995, **JERSEY SHORE Magazine** has been the highest quality and most effective magazine/guide available in Monmouth and Ocean counties.

Published twice yearly (in the Spring and Fall/Holiday seasons), “**JERSEY SHORE**” offers advertisers the unique combination of “ad plus paragraph write-up.”

When you advertise in **JERSEY SHORE**, you receive two advertising mediums for the price of one—your advertisement and paragraph write-up in the magazine, plus, at no additional charge, your ad and write-up on **JERSEY SHORE Publications Online**, our homepage on the internet.

JERSEY SHORE’s readers find interesting feature articles about the Shore and useful, comprehensive guides to:

- Accommodations
- Shopping Malls
- Art & Antiques
- Real Estate
- Stores & Shops
- Dining Out
- Home & Garden

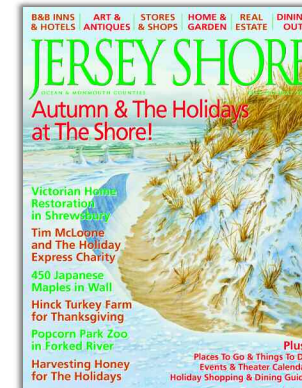
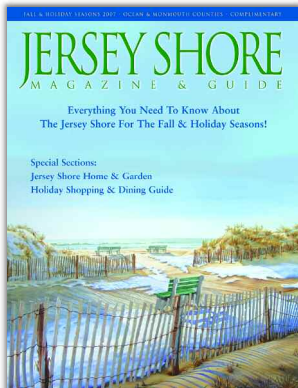
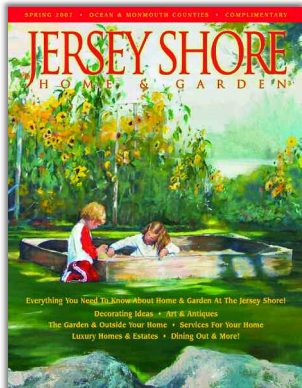
In addition, **JERSEY SHORE’s** comprehensive “Places To Go and Things To Do” section features a Calendar Of Events plus guides to the following:

- Area Towns
- Theaters & Theater Events
- Attractions & Activities
- Public Golf Courses
- Parks & Recreation Areas
- Colleges & Universities
- Historic Sights & Museums
- Healthcare

Our website, **JERSEY SHORE Publications Online** (www.jerseyshorevacation.com), one of the first on the internet about the Jersey Shore, is the largest site about Ocean and Monmouth counties on the net. Your business’s advertisement and paragraph write-up as well as all of our valuable information is available to readers worldwide!

Fall/Holiday Issue Bonus!

With the purchase of an ad in our Fall/Holiday issue, you’ll receive a complimentary four color, 1/9 page ad in our annual “Holiday Shopping & Dining Guide”—a \$675. value—free!



ADVERTISING SPACE RATES AND SIZES

- All ads are four color and include advertising design and production charges. (Black & white is available on 1/6 page ads only at a discount of \$250.)
- All ads include a complimentary paragraph write-up.
- Rates shown are per issue, for one or two issues yearly.

- Each issue is direct mailed and distributed complimentary 8 times, every 2 weeks, over 16 weeks.
- In our Fall/Holiday issue, all ads also include a complimentary 1/9 page ad in our “Holiday Shopping & Dining Guide.”



Back Cover
1x: \$4,102.
2x: \$3,691.80

Non-Bleed Ad: 7 7/8" x 8 5/8"
(7.875" x 8.625")

Bleed Ad: (bleeds bottom & sides; top of page is mailing area)
“Trim” Size: 8 3/8" x 8 7/8" (8.375" x 8.875")
(Keep live copy/art 1/4" in from trim size).

Bleed Size: add 1/8" bleed on bottom and left of “Trim” Size dimensions.



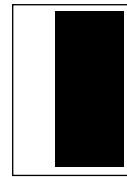
Full Page
1x: \$3,927.
2x: \$3,534.30

Non-Bleed Ad: 7 3/8" x 9 7/8"
(7.375" x 9.875")

Bleed Ad:
Trim Size: 8 3/8" x 10 7/8" (8.375" x 10.875")

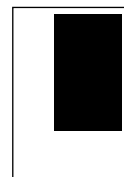
(Keep live copy/art 1/4 in from trim size.
Remember to leave room for the “refer to line”.)

Bleed Size: 8 5/8" x 11 1/8" (8.625" x 11.125")



2/3 Page, Vertical
1x: \$2,680.
2x: \$2,412.

4 11/16" x 9 5/8"
(4.687" x 9.625")



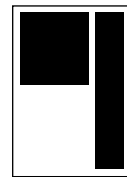
1/2 Page, Vertical
1x: \$1,987.
2x: \$1,788.30

4 11/16" x 7 3/16"
(4.687" x 7.187")



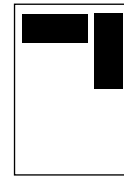
1/2 Page, Horizontal
1x: \$1,987.
2x: \$1,788.30

7 1/8" x 4 13/16"
(7.125" x 4.812")



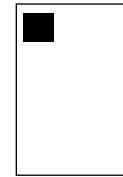
1/3 Page, Square or Vertical
1x: \$1,340.
2x: \$1,206.

4 11/16" x 4 11/16"
(4.687" x 4.687") (square)
2 1/4" x 9 5/8"
(2.25" x 9.625") (vertical)



1/6 Page, Horizontal or Vertical
1x: 4C: \$944. B&W: \$694.
2x: 4C: \$874.60 B&W: \$624.60

4 11/16" x 2 1/4"
(4.687" x 2.25") (horizontal)
2 1/4" x 4 11/16"
(2.25" x 4.687") (vertical)



1/12 Page Square
1x: 4C: \$597. B&W: \$347.
2x: 4C: \$562.30 B&W: \$312.30

2 1/4" x 2 1/4"
(2.25" x 2.25")

ACCEPTABLE CAMERA-READY FORMATS

PDFs: Must be CMYK, sized correctly, flattened, and output should be set at “Press Optimized or Press Ready.”

SAVE FULL PAGE ads with a .125" BLEED if ad is intended to bleed. Crop marks should be offset at a 12pt minimum.

Photoshop eps, jpg or tiff high res files. Flatten layers.

Illustrator eps files: All text must be converted to outlines in Illustrator files.

A color proof must be included to guarantee accurate printing of all digital files.