



2021 Media Kit



Who We Are

- Bergen County the Magazine is the premier, targeted magazine of Bergen County, NJ. For the past 18 years, our goal has consistently remained to cover the people, places and events that shape our county.
- We now produce four distinct magazines: BC the Magazine, BC Occasions, BC Health, Beauty & Fitness, and Talk of the Town.
- Throughout the year, we circulate over 300,000 magazines for free to one of the wealthiest communities in America.
- The editorial in each of our publications represents the sophisticated lifestyle of Bergen County Residents. Features and Departments include: Home, Dining, Travel, Style, Celebrity Profiles, Health, Event Planning, etc.



Circulation
35,000

Publications / Year

6
2021 Issues
Winter
Early Spring
Late Spring
Summer
Fall
Holiday

Distribution: Magazines are bulk distributed to over 900 locations throughout Bergen County for complimentary pick up as well as mailed to homes upon request.

Rates

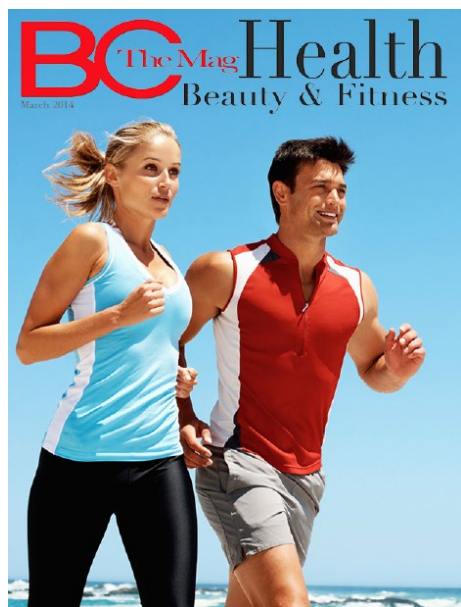
	1x	3x	6x
Spread	\$5,999	\$4,799	\$4,199
Full Page	\$3,199	\$2,599	\$2,299
2/3 Page	\$2,599	\$2,299	\$1,799
Half Page	\$2,099	\$1,699	\$1,399
1/3 Page	\$1,499	\$1,099	\$899
Inside Back Cover	\$4,199	\$3,899	\$3,699

BC The Mag Health

Beauty & Fitness

Life, Style, Where you live.

2021 Dates: March, June, September, December



35,000 Print Circulation

New in 2014, BC Health, Beauty, & Fitness is a comprehensive wellness guide for maintaining and improving your mental and physical health. As the idea of healthy living has transcended beyond a mere trend, BC Health, Beauty, & Fitness is the most well rounded resource for those who wish to live a healthy and prosperous life.

Distribution: Bulk dropped at 900+ locations throughout BC for Complimentary pick up as well as mailed to the home upon request.

- Beauty Tips
- Mental Health
- Skin Care
- Aesthetic Surgery
- Healthy Eating
- Exercise
- Digital Health Trends

Rates

	1x	3x	4x
Spread	\$5,999	\$4,799	\$4,199
Full Page	\$3,199	\$2,599	\$2,299
2/3 Page	\$2,599	\$2,299	\$1,999
Half Page	\$2,099	\$1,699	\$1,499
1/3 Page	\$1,499	\$1,199	\$999
Inside Back Cover	\$4,199	\$3,899	\$3,699

BC The Mag Occasions

Life. Style. Where you live.

Spring 2021
Winter 2021

Bergen County's only all around Event-Planning Resource

Our goal at BC Occasions is to be the complete and thorough resource for anyone planning a future event.

- Weddings
- Bar/Bat Mitzvahs
- Charity Events
- Corporate Parties
- Christenings/Confirmations
- Children's Parties
- Home Parties

BC Occasions will connect your business with the people making the decisions about their events, and the events of their businesses or organizations

20,000 Print Circulation

- 5,000 mailed to brides to be, party planners, corporate event planners in the BC area and beyond.
- Remainder distributed locally to high end boutiques, hair salons, upscale restaurants, catering halls, our advertisers, and at conventions.

<i>Rates</i>	1x	2x
Two Page Spread	\$4,599	\$4,299
Full Page	\$2,499	\$2,299
2/3 Page	\$1,899	\$1,699
1/2 Page	\$1,399	\$1,199
1/3 Page	\$1,099	\$999
Inside Back Cover	\$2,599	\$2,499
Inside Front Cover	\$2,899	\$2,699
Back Cover	\$4,999	\$4,599



Value Added Benefits

- A digital edition of BC Occasions available for online viewing, and emailed to your prospective clients with lists obtained from bridal registries, party planning databases, etc, plus opt-in email sign ups.
- Premium listing and profile on our website, BCOccasions.com
- Participation in our monthly newsletter
- Potential editorial about your business

Talk of the Town

A Gentlemen's Guide Media Kit

Talk of the Town Magazine is a unique, four-color glossy quarterly men's magazine covering the New York City and Bergen County area.

With an upscale editorial focus consisting of home theater systems, media, electronics, cars, cigars and premium men's fashion, to men's health, and unique spirits. No other publication filling this niche audience presently exists.

Circulation

Print: **20,000**

Opt-in Digital Subscribers: **75,000+**

7,500 magazines are mailed to select homes in Bergen County - Including Alpine, Saddle River, Upper Saddle River, Franklin Lakes, Westwood, Oradell, Tenafly and Demarest, Allendale and Wyckoff

*The remaining magazines are distributed throughout the area in high end stores, boutiques, and restaurants.



2021 Issue Dates:

June 15

November 29

Advertising Rates

Inside Front Cover \$4,150

Inside Back Cover \$4,150

Full Page \$2,499

Half Page \$1399

*Rates adjusted based on frequency



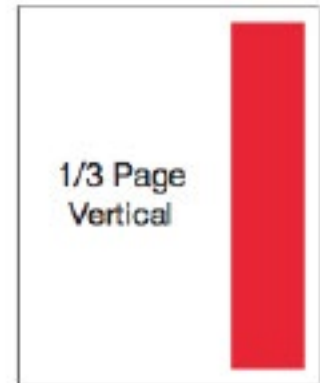
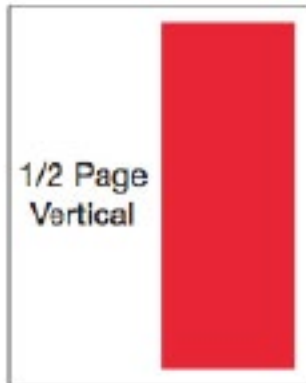
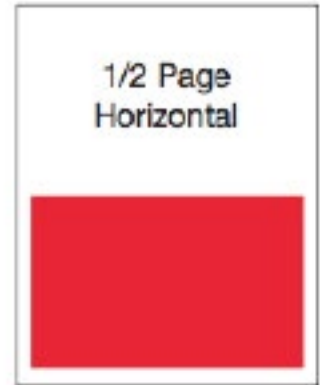
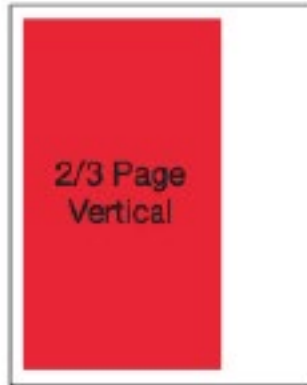
talkofthetownmag.com

Ad Sizes

Ad Sizes

Spread (with bleed)	Trim Size: 16.75 x 10.875 Bleed Size: 17 x 11.125
Full Page (with bleed)	Trim Size: 8.375 x 10.875 Bleed Size: 8.625 x 11.125
Full Page (no bleed)	Size: 8 x 10
2/3 Page Vertical	Size: 4.5 x 10
1/2 Page Horizontal	Size: 7 x 4.875
1/2 Page Vertical	Size: 3.375 x 10
1/3 Page Vertical	Size: 2.125 x 10
1/3 Page	Size: 4.625 x 4.875

Keep all live matter at least 1/2" from trim.



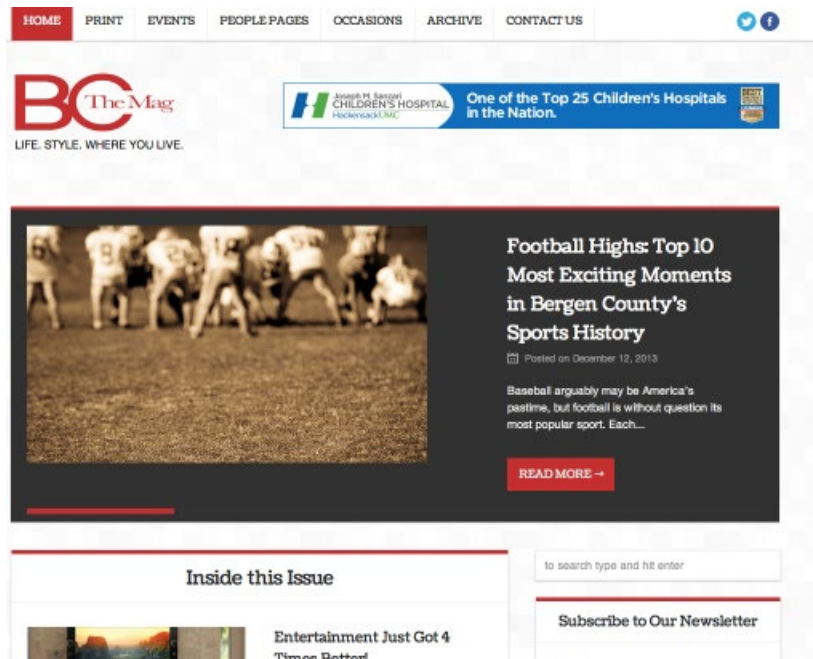


Digital Properties

 bcthemag.com
















- Thousands of unique monthly visitors
- Daily content postings
- Monthly Newsletters
- Event Postings
- Photo Album postings
- Comprehensive Digital Editions for each Magazine via ISSUU.

Please Call for Digital Advertising Opportunities



 facebook.com/bcthemag



Page	Total Page Likes	From Last Week	Posts This Week	Engagement This Week
YOU 1  BC the Mag	8.5K 	▲ 0.3%	150	682 
2  bergen.com	6.5K 	▲ 0.2%	12	47 
3  (201) Magazine	5.1K 	▲ 0.5%	8	57 
4  Bergen Health & Life Ma...	3.3K 	▲ 0.1%	2	5 
5  HudsonMOD	2K 	▲ 0.3%	3	5 

- Over 20,000 Reach/Week
- Average 30 New likes/week
- Daily Postings
- Contests
- Continuous Conversation with readership



Instagram username: bcthemag



Twitter username: bcthemag

297-101 Kinderkamack Road Suite 135 Oradell, NJ 07649 | 201-265-2286 | bcthemag.com



****All Ad materials due 6 weeks prior to publication date**

Ad Specifications

Magazine Size: 8.375" x 10.875"

Printing: Web offset

Binding: Perfect bound

Advertising Technical Requirements:

Ad files must have all high-resolution images and all fonts included. Save spread ads as one file.

Images:

- CMYK OR GRAYSCALE - IN TIFF or EPS format
- Scanned images must be 300dpi or more. 150 line screen. (72 dpi is low resolution and will print as such.)
- Total density should not exceed 300%
- All images MUST be CMYK. No RGB, JPEG or encoded EPS files.
- Supply all logos as Illustrator EPS files.
- 100 percent final size.

Fonts:

- Postscript fonts only. No true type fonts accepted.
- Fonts must include both screen and printer elements.
- Do not stylize fonts from program palette.

Files & Supported Programs: (Mac only)

- High Resolution PDF
- QuarkXpress (include ALL fonts and images used)
- Adobe Illustrator (EPS; convert all text to outlines)
- Adobe InDesign (Include ALL fonts and images used).
- TIFF or EPS files.

Proofs:

- Provide a Digital proof (color or b/w) from the furnished file
- Proof should be supplied at 100% final size.
- Color guidance: please provide a color proof for color guidance at press site. All proofs must meet SWOP specifications. Publisher accepts Kodak, Matchprints, Chromalins, High-end Epson Quality or Iris Digital proof. All jobs printed without such proofing are printed using pleasing color guidelines and BC the Magazine cannot be held responsible for color shifting.

Media:

- Files under 5MB may be emailed to: steven@bcthemag.com
- All files over 5MB must be supplied on a CD-Rom, or via Dropbox or Hightail.

Advertising Office:

Bergen County the Magazine
297-101 Kinderkamack Road, Suite 135
Oradell, NJ 07649
P: 201.265.2286
F: 201.265.5664
www.bcthemag.com