

→ Mission Statement

Princeton Magazine aims to offer so much more than just a cursory survey of local life. We provide a publication that is superior in design, aesthetic and content. With a fine-tuned target market, Princeton Magazine is an effective vehicle to reach affluent consumers and businesses throughout Mercer, Hunterdon, Bucks and Somerset Counties.

→ About Us

Princeton Magazine is a sophisticated lifestyle publication based in Princeton, NJ. With a staff of award-winning writers and artists that live and work in Princeton, our articles delve deeper into the lives of residents and are unique in style and substance.

Each issue of Princeton Magazine explores our region's rich history, culture, arts, dining and entertainment, and personalities.

Princeton Magazine's approach to advertising is relationship-driven. We view ourselves as business partners with your media strategy as our guidepost. Your business development is our objective. With over 20 years of media and public relations experience across a wide spectrum of industries, we strive to exceed your expectations.

Specifications:

Distributed to over 35,000 single family homes

Average Home Value: \$475,000

Average Household Income: \$125,000

Readership: Women 51% Men 49%

Average Age Bracket: 35-50



→ Circulation & Rates

DISTRIBUTION

RESIDENTIAL MAIL	33,410
RETAIL DISTRIBUTION	1,590
TOTAL CIRCULATION	35,000

CIRCULATION BY TOWN—RESIDENTIAL ONLY

BELLE MEAD	2,254
CRANBURY	1,200
HILLSBOROUGH	5,198
HOPEWELL	1,179
KINGSTON	11
LAMBERTVILLE	503
LAWRENCEVILLE	414
NEW HOPE	1,279
NEWTOWN	521
PENNINGTON	792
PLAINSBORO	1,381
PRINCETON	12,617
PRINCETON JUNCTION	4,280
ROCKY HILL	99
SKILLMAN	1,476
STOCKTON	206
TOTAL	33,410

ADVERTISING RATES-STANDARD SIZES

	1x	3x	7x
FULL PAGE	\$2,835	\$2,720	\$2,425
2/3 PAGE	2,130	2,003	1,815
1/2 PAGE	1,675	1,575	1,425
1/3 PAGE	1,210	1,130	1,020
1/4 PAGE	935	885	790
1/6 PAGE	690	630	580
1/12 PAGE	395	375	345
2-PAGE SPREAD AVAILABLE			

PREMIUM POSITIONS

BACK COVER.....	ADD 25%
INSIDE FRONT COVER.....	ADD 20%
PAGE 1.....	ADD 15%
INSIDE BACK COVER.....	ADD 10%

*For other premium position opportunities, please inquire

CONTACT

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→ Advertising Specs

AD SIZE DIMENSIONS

Please note type safety size below; all type should remain 1/4 inch from all trim sides. Ads with copy running outside these dimensions cannot be accepted without consent from advertiser.

Full page	with bleed	8.5" x 11.125"
	trim size	8.375" x 10.875"
	type safety	7.875" x 10.355"
Full page	non-bleed	7.38" x 9.88"
2/3 page	vertical	4.833" x 9.875"
1/2 page	horizontal (non-bleed)	7.375" x 4.812"
	horizontal (bleed)	8.5" x 5.437"
	type safety	7.85" x 5.125"
1/2 page	vertical	3.562" x 9.875"
1/3 page	vertical	2.292" x 9.875"
1/3 page	square	4.833" x 4.812"
1/4 page		3.562" x 4.812"
1/6 page		2.292" x 4.812"
1/12 page	square	2.292" x 2.281"

CONTACT/DELIVERY

Files copied to CDs may be mailed or delivered to:

Princeton Magazine
305 Witherspoon St.
Princeton, NJ 08542
e-mail: art@princetonmagazine.com

Robin Broomer at 609.924.5400 x18
robin.broomer@princetonmagazine.com
or

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lindsey.melenick@princetonmagazine.com

UPLOAD TO OUR FTP SERVER

1. Enter the following URL into a File Transfer software (Fetch or similar program):
ftp://0323a03.netsolhost.com
2. A pop-up menu labeled "FTP File System Authentication" will appear and will prompt you to enter User Name and password.

Domain: ftp://0323a03.netsolhost.com
User Name: prinmag_advertiser
Password: Uploader!!

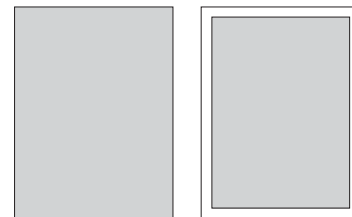
PDFS

Adobe Acrobat PDF prepared as high-resolution with fonts embedded. Large files may be compressed using self-extracting compression files. File must be sized exactly at 300 dpi resolution, CMYK, with all art and fonts embedded.

All digital files should be accompanied by a matchprint proof, or color laser print.

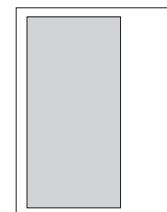
OTHER FILES

Jpeg and EPS files are also acceptable provided all fonts and images are included. Files must be sized exactly at 300 dpi resolution. Color files must be converted to CMYK. Black and white materials should be saved as bitmap or grayscale.

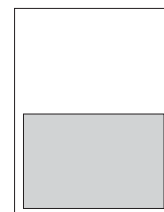


Full page with bleed

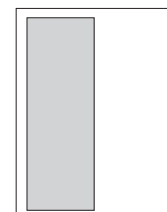
Full page non-bleed



2/3 page vertical



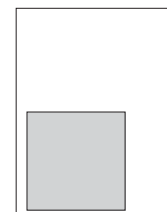
1/2 page horizontal



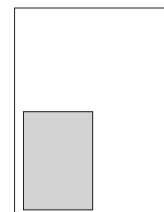
1/2 page vertical



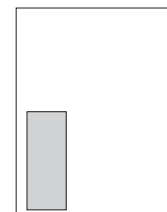
1/3 page vertical



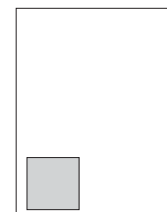
1/3 page square



1/4 page



1/6 page



1/12 page square