About our publications

**TOWN TOPICS NEWSPAPER**
**PRINCETON'S COMMUNITY NEWSPAPER SINCE 1946**

*Town Topics* has been Princeton's weekly community newspaper since 1946. We are proud of our over 70-year legacy of being the go-to newspaper for Princeton residents and beyond. Each issue of *Town Topics* explores Princeton's local news, arts, culture, events, personalities, sports, real estate, and more.

Every Wednesday, *Town Topics* is delivered via courier to every home in Princeton, as well as select routes in Pennington, Hopewell, Skillman, Rocky Hill, Kingston and Lawrenceville. We also have paid subscribers in farther-reaching areas who receive our paper via the US Postal Service.

PRINTED AND DISTRIBUTED: 15,600
TOWNTOPICS.COM

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**URBAN AGENDA MAGAZINE**
**HONORING THE HERITAGE OF THE GREATER METROPOLITAN AREA**

**EXCLUSIVE HOME DELIVERY (60% OF CIRCULATION):**
*Urban Agenda Magazine* is delivered to qualified high-net-worth individuals with a minimum household income of $200,000 in targeted affluent towns in Bergen, Essex, Morris, Somerset, and Union Counties.

**TARGETED DISTRIBUTION (40% OF CIRCULATION):**
*Urban Agenda Magazine* reaches businesses, doctors offices, auto dealerships, spas, salons, and restaurants throughout Basking Ridge, Bernardsville, Summit, Westfield, and Madison.

**HIGH-PROFILE EVENTS**

PRINTED AND DISTRIBUTED: 35,000
URBANAGENDAMAGAZINE.COM

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**PRINCETON MAGAZINE**
**A SOPHISTCIZED AND ARTICULATE LIFESTYLE MAGAZINE**

**EXCLUSIVE HOME DELIVERY (35% OF CIRCULATION):**
*Princeton Magazine* is delivered to qualified high-net-worth individuals with a minimum household income of $150,000 in the greater Princeton area.

**TARGETED RETAILERS AND BUSINESSES IN MERCER, MIDDLESEX, HUNTERDON, SOMERSET, AND BUCKS COUNTIES (65% OF CIRCULATION):**
*Princeton Magazine* is dropped to hundreds of locations including high-end clothing and jewelry stores, hotels, restaurants, athletic clubs, art galleries, hospitals, private clubs, doctors offices, and more.

PRINTED AND DISTRIBUTED: 35,000
PRINCETON MAGAZINE.COM
Testimonials

“I have been advertising in Town Topics for the past 14 years and I will continue to do so as long as I’m in business. Not only is the staff professional, they are very resourceful, creative and pay attention to detail. I’ve had great results with my ads because Town Topics in Princeton is read by the community as a source of news, programs, town events, etc.”

—Beatrice Bloom
Weichert, Realtors

“Princeton Magazine & Urban Agenda Magazine have provided us with the perfect environment to promote our brand. The quality of the magazines—from the paper weight to accompanying art and editorial—far exceeds that of other publications in the area. We’ve valued our partnership with the publications and look forward to our ads appearing in future issues.”

—Amanda Thorogood
Marketing Coordinator
New Jersey Realtors

“We have received over 30 leads on interest in the community and various events in 2016. We love the prompt attention and highly competent copy editing and personal service you provide. Town Topics is read by a broad demographic and brings in the highly educated and informed clientele that connect to what our community provides. You have been very flexible in accommodating last minute changes and always giving us great placement and consideration. It is always easy and a pleasure to work with you and your company.”

—Eric Olson
Princeton Windrows

“As the owner of a small business every dollar counts so I can only spend money where I know I get results. For print advertising that place is Princeton Magazine. It is a first class publication in every way and their readers support the advertisers in the magazine. Put your money where it counts and get the results that Princeton Magazine delivers.”

—Chef Chris Connors
Anton’s at the Swan

“Town Topics is THE place to be to let families know what is happening at Westminster Conservatory!”

—Hester M. Null
Assistant Director
Westminster Conservatory
Founded in 1946, Witherspoon Media Group has evolved from one local newspaper into a luxury multi-media outlet that brings a curated selection of art, culture, and entertainment to the most discerning readers in the Greater New Jersey area.
Multimedia solutions that engage and deliver
Advertising with Witherspoon Media Group Online:

Website Advertising
Our websites offer information about our region’s rich history, culture, arts, dining, entertainment, and personalities—in addition to access to our archives. We’ve recently redesigned our websites to bring you articles in a clean, easy-to-read, and mobile-ready online format.

- **Ad Size:**
  - **A HORIZONTAL SPONSORED CONTENT:** 620 pixels wide x 350 pixels high
    - $500/month; $150/week
  - **B HORIZONTAL AD:** 620 pixels wide x 350 pixels high
    - $300/month; $100/week
  - **C BUTTON AD:** 369 pixels wide x 200 pixels high
    - $150/month; $50/week
  - **D SKYSCRAPER AD:** 369 pixels wide x 700 pixels high
    - $300/month; $100/week
  - **E ONLINE VIDEO POST:**
    - Just provide us with the embed code for your video
      - $500/month; $150/week

Email Advertising
Delivered directly to our subscribers’ email accounts, Witherspoon Media Group’s e-Newsletter promotes and highlights local businesses, sales, promotions, and events once per week.

You don’t need to be a magazine subscriber in order to receive the e-newsletter. Anyone who visits any of our websites has the opportunity to sign-up for free.

With subscribers across all digital platforms, Witherspoon Media Group puts you in front of your ideal audience.

**BONUS: WE WILL PROMOTE YOUR BUSINESS ACROSS FACEBOOK, TWITTER, AND INSTAGRAM!**

- 600 pixels wide x 523 pixels high
  - $450/weekly exclusive, dedicated e-blast

Local Businesses that found success with us:

- Hamilton Jewelers
- Lace Silhouettes
- Team Toyota Princeton
- Red Toad Boutique
- Princeton Windrows
MAKE OUR TRAFFIC YOUR TRAFFIC by posting your online products on our exclusive online shopping guide. With a single click, users are directed to your page, increasing your traffic and promoting your brand.

Reach 100,000 + readers and online shoppers
Display 6-12 products for two weeks on:

www.princetonmagazine.com  
www.urbanagendamagazine.com  
www.towntopics.com

Additionally, your products will be shared on our instagram, facebook, and twitter accounts.

Flat Rate $475
About Town Topics

Town Topics has been Princeton’s weekly community newspaper since 1946. We are proud of our over 70-year legacy of being the go-to newspaper for Princeton residents. Each issue of Town Topics explores Princeton’s local news, arts & culture, events, personalities, sports, real estate, and more.

Town Topics offers an established, attentive audience. We are considered THE Princeton paper by most long-term residents, and we have an extremely loyal following. The quality of Town Topics is unsurpassed by our competitors, and this quality is something the Princeton area knows and expects.

Unparalleled Distribution

The Town Topics newspaper prints 15,500 copies. Every Wednesday, Town Topics is delivered via courier to every home in Princeton, as well as select routes in surrounding Pennington, Hopewell, Skillman, Rocky Hill, Kingston and Lawrenceville. We also have paid subscribers in farther-reaching areas who receive our paper via the US Postal Service.
**Print Ad Rates 2017**

Open: $18.30/column inch  
4/5x: $15.50/column inch  
13 weeks: $14.25/column inch  
26 weeks: $13.50/column inch  
52 weeks: $11.95/column inch

**Position Guarantee:** first 11 pages, right-hand side + 20% for full page; + 30% less than full page.

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<thead>
<tr>
<th>Columns/Inches</th>
<th>Percentage of Page</th>
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<tbody>
<tr>
<td>1 col = 1.625 in</td>
<td>Full Page 96 column in... 6x16</td>
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<tr>
<td>2 col = 3.3611 in</td>
<td>3/4 Page 72 column in.... 6x12</td>
</tr>
<tr>
<td>3 col = 5.0833 in</td>
<td>1/2 Page 48 column in ....4x12, 6x8, 3x16</td>
</tr>
<tr>
<td>4 col = 6.8333 in</td>
<td>1/4 Page 24 column in .... 4x6, 3x8</td>
</tr>
<tr>
<td>5 col = 8.5833 in</td>
<td>1/6 Page 16 column in .... 4x4, 2x8</td>
</tr>
<tr>
<td>6 col = 10.3333 in</td>
<td>1/8 Page 12 column in .... 3x4, 2x6</td>
</tr>
</tbody>
</table>

**Space Reservations:** Friday, 5 p.m.  Art Deadline: Monday, Noon  
Send artwork submission to art@towntopics.com  
*High-resolution PDF format is preferred.*

**Real Estate Ads:** kendra.broomer@witherspoonmediagroup.com  609.924.2200 ext. 21  
**Classified Ads:** classifieds@towntopics.com  609.924.2200 ext. 10

**Payment terms:** All new advertisers are required to pre-pay. We accept Visa, Mastercard, American Express, and Discover. Billable advertising charges are payable within 30 days. Delinquent accounts, at Business Director or Publisher discretion, may not run further ads until account is paid in full including interest charges.

**Agency Commission:** Recognized advertising agency commission 15% allowable only on Open Rate for camera-ready artwork, payable within 30 days. All other charges are non-commissionable. Both agency and advertiser are responsible for charges incurred in the placement of ads.

**Copy Regulations:** TOWN TOPICS reserves the right to reject any advertisement which does not conform to the standards of the publication. No financial responsibility is assumed for errors when copy or corrections are received over the telephone or for errors after first insertion. If at fault, the Publisher will reprint without charge that portion of the advertisement containing the error. Liability is limited to the cost of the advertisement in question. Publisher assumes no financial responsibility for advertisements inadvertently left out of the paper. The word “advertisement” will be carried at advertisers expense above or below any advertisement imitating TOWN TOPICS style or that is “advertorial” in nature.
Stand Out And Draw Attention To Your Message

Cover Box
Full-Color Front Page Position!

A 3.36in x 1.69in $225 per block
B 10.333 x 1.69in $600 banner

Post-It Notes
Premium Page 1 Placement for $1,500!
• Two weeks advance notification required for any POST-IT-NOTE
• Maximum size 3” x 3”. Bleeds should extend .125”
• If providing camera-ready artwork, it should be submitted in a pdf format
• Proof will be provided for advertiser approval

Weekly Inserts
Only 6¢ per household. Get the best reach at the best rate!
• Postcards
  8.5” x 11”
• Flyers
• Menus
• Booklets
e tc...
We can accommodate almost anything!
<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>January 4</td>
<td>School Open House</td>
</tr>
</tbody>
</table>
| January 11 | Luxury Living  
Best of Princeton  
Senior Living |
| January 18 |                              |
| January 25 | Kids & Camps Booklet  
Home & Design |
| February 1 | Valentine’s Day                                                        |
| February 8 | Luxury Living  
Best of Princeton  
Valentine’s Day |
| February 15 | Meet the Faces Behind Real Estate  
Summer Camp Guide |
| February 22 | Summer Camp Guide  
Home & Design |
| March 1   | Winter-Spring                                                          |
| March 8   | Luxury Living  
Best of Princeton |
| March 15  | Open Houses in Real Estate                                            |
| March 22  |                              |
| March 29  | Summer Programs  
Home & Design |
| April 5   | Easter/Passover                                                       |
| April 12  | Best of Princeton  
Easter  
Spring HOME/ Luxury Living |
| April 19  | Spring HOME                                                           |
| April 26  | Summer Programs  
Communiversity  
Best of Home & Real Estate in Mercer Country booklet |
| May 3     | Mother’s Day                                                          |
| May 10    | Luxury Living  
Best of Princeton  
Mother’s Day  
Best of Jersey Shore booklet |
| May 17    | Pennington page                                                       |
| May 24    | Jump Into Summer  
Splash into Summer with Real Estate’s Hottest Listings  
Princeton at its Best booklet |
| May 31    | Home & Design                                                         |
| June 7    | Dads & Grads                                                          |
| June 14   | Luxury Living  
Best of Princeton |
| June 21   | Hot for Summer                                                        |
| June 28   | Home & Design                                                         |
| July 5    | Best of Princeton                                                    |
| July 12   | Luxury Living  
Best of Princeton |
| July 19   |                                             |
| July 26   | Home & Design                                                         |
| August 2  | Back to School Guide                                                  |
| August 9  | Back to School Guide                                                  |
| August 16 | Save the Date                                                         |
| August 23 | Back to School Guide                                                  |
| September 6 | School Open House                                                  |
| September 13 | Luxury Living  
Best of Princeton  
School Open House |
| September 20 | Fall Festivals                                                  |
| September 27 | Home & Design  
Private School Feature |
| October 4 | Luxury Living  
Best of Princeton |
| October 11 |                                             |
| October 18 | Fall Home  
Halloween |
| November 1 | Best of Fall                                                          |
| November 8 | Luxury Living  
Best of Princeton  
Thanksgiving |
| November 15 | Thanksgiving  
Real Estate—Home for the Holidays |
| November 22 | Home for the Holidays section  
Christmas Tree Directory  
‘Tis the Season Booklet |
| November 29 | Home & Design                                                         |
| December 6 | Holiday                                                               |
| December 13 | Luxury Living  
Holiday |
| December 20 | Holiday                                                               |
| December 27 | New Year’s Eve  
Home & Design  
Real Estate—“Saying Thanks” |
Why Urban Agenda Magazine?

35,000 Printed and Distributed:
Exclusive home delivery (60% of circulation) to qualified high-net-worth individuals with HHI of $200,000 or greater in targeted affluent towns in Bergen, Essex, Morris, Somerset, and Union Counties

BASKING RIDGE 07920
BERNARDSVILLE 07924
CHATHAM 07928
CRANFORD 07016
FRANKLIN LAKES 07417
MADISON 07940
MILLBURN 07041
MONTCLAIR 07042
PARAMUS 07652
RIDgewood 07450
SADDLE RIVER 07458
SHORT HILLS 07078
SOUTH ORANGE 07079
SUMMIT 07901
WESTFIELD 07090

Targeted distribution (40% of circulation):
Businesses, doctors offices, auto dealerships, spas, salons, and restaurants throughout Basking Ridge, Bernardsville, Summit, Westfield, and Madison

Impressive 10” x 12” format

Articulate and sophisticated magazine that highlights the best of the greater metropolitan area

Advertising with us gets you access to 35,000 target customers in northern New Jersey
Advertising Calendar

**ISSUE DATES DEADLINES**
All materials are expected to be received by 3 PM on deadline day.

**FEBRUARY**
- **MATERIALS DUE** - FEBRUARY 3
- **IN HOMES** - FEBRUARY 14
- WEDDINGS
- PRIVATE SCHOOLS
- SUMMER PROGRAMS
- DESTINATION: MONTCLAIR

**SEPTMBER**
- **MATERIALS DUE** - AUGUST 16
- **IN HOMES** - AUGUST 29
- EDUCATION ISSUE

**APRIL**
- **MATERIALS DUE** - MARCH 15
- **IN HOMES** - MARCH 28
- LANDSCAPE DESIGN
- COUNTRY CLUB LIVING
- PROFILES IN HEALTHCARE
- SPRING HOME & DESIGN
- DESTINATION: SUMMIT
- MEDIA SUPPORTER OF THE WOMEN’S ASSOCIATION FOR MORRISTOWN MEDICAL CENTER: MANSION IN MAY

**FALL**
- **MATERIALS DUE** - SEPTEMBER 20
- **IN HOMES** - OCTOBER 3
- PROFILES IN HEALTHCARE
- FALL HOME & DESIGN

**SPRING/SUMMER**
- **MATERIALS DUE** - APRIL 26
- **IN HOMES** - MAY 9
- SPRING HOME & DESIGN
- DESTINATION: RED BANK

**HOLIDAY**
- **MATERIALS DUE** - NOVEMBER 1
- **IN HOMES** - NOVEMBER 14
- AUTOMOTIVE
- SENIOR LIVING

WITHERSPOON MEDIA GROUP • 4438 ROUTE 27 NORTH • KINGSTON, NJ 08528 • 609.924.5400 • witherspoonmediagroup.com
### Advertising Rates - Standard Sizes

<table>
<thead>
<tr>
<th></th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
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<tbody>
<tr>
<td>FULL PAGE</td>
<td>$3,550</td>
<td>$3,375</td>
<td>$2,975</td>
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<td>2/3 PAGE</td>
<td>2,600</td>
<td>2,475</td>
<td>2,300</td>
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<td>2,100</td>
<td>1,975</td>
<td>1,750</td>
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<tr>
<td>1/3 PAGE</td>
<td>1,500</td>
<td>1,395</td>
<td>1,350</td>
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<tr>
<td>1/6 PAGE</td>
<td>1,175</td>
<td>1,100</td>
<td>975</td>
</tr>
<tr>
<td>1/4 PAGE</td>
<td>850</td>
<td>765</td>
<td>695</td>
</tr>
<tr>
<td>2-page SPREAD</td>
<td>6,500</td>
<td>6,300</td>
<td>5,800</td>
</tr>
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</table>

### Specialty Advertising

For pricing on supplied inserts, bind-in/blow-in cards, gatefold ads and more, please call 609.924.5400

<table>
<thead>
<tr>
<th>Spread</th>
<th>with bleed</th>
<th>20.25” x 12.25”</th>
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<tr>
<td>type safety</td>
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<tr>
<td>Full page with bleed</td>
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<tr>
<td>trim size</td>
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<tr>
<td>type safety</td>
<td>9.25 in” x 11.375”</td>
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<tr>
<td>Full page non-bleed</td>
<td>9.00” x 11.00”</td>
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<tr>
<td>2/3 page vertical</td>
<td>5.9375” x 11.00”</td>
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<tr>
<td>1/3 page vertical</td>
<td>2.875” x 11.00”</td>
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<tr>
<td>1/3 page square</td>
<td>5.9375” x 5.406”</td>
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<tr>
<td>1/2 page horizontal</td>
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<tr>
<td>1/4 page</td>
<td>4.406” x 5.406”</td>
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</tr>
<tr>
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<td>2.875” x 5.406”</td>
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Why Princeton Magazine?

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, Middlesex, Hunterdon, Somerset, and Bucks Counties.

Unparalled Distribution

Targeted retailers and businesses in Mercer, Middlesex, Hunterdon, Somerset, and Bucks Counties (65% of circulation):

Princeton Magazine reaches readers at prestigious locations including high-end clothing and jewelry stores, hotels, exclusive restaurants, athletic clubs, art galleries, hospitals, and private clubs.

Exclusive home delivery (35% of circulation):

Princeton Magazine is delivered to qualified high-net-worth individuals with a minimum household income of $150,000 in the greater Princeton area.

Readership: Women 51% Men 49%

Average Age Bracket: 35-50

Printed and distributed: 35,000

Impressive 10” x 12” format

EXCLUSIVE HOME DELIVERY WITH A MINIMUM HOUSEHOLD INCOME OF $150,000 (35% of circulation)

BELLE MEADE, NJ  08502  PRINCETON, NJ  08540
HOPewELL, NJ  08525  SKILLMAN, NJ  08558
LAWRENCEVILLE, NJ  08648  WEST WINDSOR, NJ  08550
PENNINGTON, NJ  08534

Advertising in Princeton Magazine gives you access to 35,000 exclusive readers in the greater Princeton area!
### ADVERTISING RATES-STANDARD SIZES

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<thead>
<tr>
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CONTACT/DELIVERY

WITHERSPOON MEDIA GROUP
4438 ROUTE 27 NORTH
KINGSTON, NJ 08528
T 609.924.5400
F 609.924.8818
WITHERSPOONMEDIAGROUP.COM

Files copied to CDs may be mailed or delivered to:

Witherspoon Media Group
P.O. Box 125
Kingston, NJ 08528

e-mail: art@witherspoonmediagroup.com

UPLOAD TO OUR FTP SERVER

1. Enter the following URL into a File Transfer software (Fetch or similar program):
   ftp://0323a03.netsohost.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.netsohost.com
   User Name: prinmag_advertiser
   Password: 305Witherspoon!

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.