Princeton Magazine gives you access to 35,000 exclusive residents in the greater Princeton area with a readership exceeding 122,000.

Targeted retailers and businesses in Mercer, Middlesex, Hunterdon, Somerset, and Bucks Counties
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. (45% of circulation)

Exclusive home delivery
Princeton Magazine is delivered to qualified high-net-worth individuals with a minimum household income of $150,000 in the greater Princeton area. (55% of circulation)

With superior aesthetic design and intriguing content, *Princeton Magazine* is the perfect vehicle to showcase your business and services to our highly-targeted, affluent audience. By advertising with us, you will associate yourself with the best. We have combined experience of well over 30 years and enjoy working with our advertisers — and partnering with them for success.

You’re in Good Company

- Hamilton
- Berkshire Hathaway
- Volvo Cars Princeton
- ROTHMAN Institute
- BORDEN PERLMAN
- Capital Health
- Rabbit Run Creek
- The Residences at Shelter Haven
- Addison Wolfe Real Estate
- Luxe Home Company
- a step in Stone
- CHANEL
- ROLEX
- The Bank of Princeton

PRINCETON MAGAZINE | MEDIA KIT 2021
### Issue Dates/Deadlines

**FEBRUARY ISSUE**
- **MATERIALS DUE** - JANUARY 15
- **IN HOMES** - FEBRUARY 3
- **ADVERTISING SPECIALS:** SUMMER CAMPS, PRIVATE SCHOOLS, WEDDINGS

**SPRING ISSUE**
- **MATERIALS DUE** - MARCH 5
- **IN HOMES** - MARCH 24
- **ADVERTISING SPECIALS:** BEAUTIFUL BACKYARDS, PROFILES IN HEALTHCARE, LUXE LIVING

**MAY ISSUE**
- **MATERIALS DUE** - APRIL 23
- **IN HOMES** - MAY 12
- **ADVERTISING SPECIALS:** GRADUATIONS/REUNIONS, GOLDEN YEARS, FINANCIAL MATTERS

**SUMMER ISSUE**
- **MATERIALS DUE** - JUNE 11
- **IN HOMES** - JUNE 30
- **ADVERTISING SPECIALS:** FOOD, SUMMER DINING

**SEPTEMBER ISSUE**
- **MATERIALS DUE** - AUGUST 20
- **IN HOMES** - SEPTEMBER 8
- **ADVERTISING SPECIALS:** CAMPUS Q&A, PRIVATE SCHOOLS

**FALL/WINTER ISSUE**
- **MATERIALS DUE** - NOVEMBER 5
- **IN HOMES** - NOVEMBER 24
# 2021 Advertising Rates

## Advertising Rates - Standard Sizes

<table>
<thead>
<tr>
<th>Format</th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
</tr>
</thead>
<tbody>
<tr>
<td>FULL PAGE</td>
<td>$3,937</td>
<td>$3,743</td>
<td>$3,288</td>
</tr>
<tr>
<td>2/3 PAGE</td>
<td>2,885</td>
<td>2,745</td>
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<td>2,300</td>
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<td>1/3 PAGE</td>
<td>1,663</td>
<td>1,542</td>
<td>1,489</td>
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<tr>
<td>1/4 PAGE</td>
<td>1,302</td>
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<td>1/6 PAGE</td>
<td>941</td>
<td>836</td>
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<tr>
<td>2-PAGE SPREAD</td>
<td>6,999</td>
<td>6,785</td>
<td>6,246</td>
</tr>
</tbody>
</table>

## Premium Positions

- **BACK COVER**: 30%
- **INSIDE FRONT COVER**: 25%
- **PAGE 1**: 25%
- **INSIDE BACK COVER**: 25%

## Specialty Advertising

For pricing on supplied inserts, bind-in/blow-in cards, gatefold ads and more, please call 609.924.5400
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 showcase articles and advertisements in a clean, easy-to-read, and mobile-ready online format.

**Ad Sizes:**

**A** HORIZONTAL SPONSORED CONTENT: CUSTOMIZED EDITORIAL
620 pixels wide x 350 pixels high
$500/month; $150/week

**B** HORIZONTAL AD:
620 x 350 pixels
$300/month; $100/week

**C** BUTTON AD:
369 x 200 pixels
$150/month; $50/week

**D** SKYSCRAPER AD:
369 x 700 pixels
$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-Blasts promote and highlight local businesses, sales, promotions, and events.

You don’t need to be a magazine subscriber in order to receive the E-Blasts. 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.

**eBlast Content:**
- Please send us text and links to be included in your eBlast. Content can be sent to us via email, or sent to us as MSWord .doc/ .docx, or PDF.
- HTML content can be used to create an eBlast but will take two days to set up the code properly and test.
- We require high resolution images in the form of a jpg or PDF. Images should be at least 600 pixels wide at 72 DPI, and the height can vary.
- OR DESIGN YOUR OWN AD: You may send us your ad artwork for your eBlast as a high-resolution jpg or PDF. The ad should be at least 600 pixels wide at 72 DPI, and the height can vary.

**BONUS:** We will promote your business across Facebook, and Instagram!

$450 exclusive, dedicated eBlast
E-MAIL ARTWORK TO: ART@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: 305Witherspoon!

SHARE LARGER FILES WITH WITHERSPOON MEDIA GROUP VIA DROPBOX, HIGHTAIL, or WeTRANSFER

ADVERTISING SPECIFICATIONS

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<thead>
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<th>with bleed</th>
<th>20.25&quot; x 12.25&quot;</th>
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<td>trim size</td>
<td>20.00&quot; x 12.00&quot;</td>
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<tr>
<td></td>
<td>type safety</td>
<td>19.25&quot; x 11.25&quot;</td>
</tr>
<tr>
<td>Full page</td>
<td>with bleed</td>
<td>10.25&quot; x 12.25&quot;</td>
</tr>
<tr>
<td></td>
<td>trim size</td>
<td>10.00&quot; x 12.00&quot;</td>
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<tr>
<td></td>
<td>type safety</td>
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<tr>
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<td>non-bleed</td>
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<td>vertical</td>
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<td>2.875&quot; x 11.00&quot;</td>
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<tr>
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<td>square</td>
<td>5.9375&quot; x 5.406&quot;</td>
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<tr>
<td>1/2 page</td>
<td>horizontal</td>
<td>9.00&quot; x 5.406&quot;</td>
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<tr>
<td>1/2 page</td>
<td>vertical</td>
<td>4.406&quot; x 11.00&quot;</td>
</tr>
<tr>
<td>1/4 page</td>
<td></td>
<td>4.406&quot; x 5.406&quot;</td>
</tr>
<tr>
<td>1/6 page</td>
<td></td>
<td>2.875&quot; x 5.406&quot;</td>
</tr>
</tbody>
</table>

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, TIFF, 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.