



Bergen

MAGAZINE

2026 MEDIA KIT

BERGEN MAGAZINE.

The county's #1 publication in:

➤➤ Total ad pages

➤➤ Total editorial pages
(including more health and home content than any other magazine)

➤➤ Total pages

Bergen magazine provides the perfect environment for your ad messages, month after month – surrounded by content that is engaging and uplifting.

BERGEN MAGAZINE REACHES...

Bergen County's most affluent households (average HHI of \$240,960*)

Nearly 83,000 total readers*

A total mailed circulation of 25,000+

A waiting room audience at 1,000 public places including high-traffic doctors' and dentists' offices

DEMOGRAPHICS

READER GENDER:

65% FEMALE

35% MALE

(MARKET DEMO IS 51/49)

AVERAGE READER AGE:

53.6

EDUCATION LEVEL:

74%

OF READERS HAVE A
BACHELOR'S DEGREE
OR HIGHER

*Source: *Bergen* magazine supplemental readership study (January 2025), conducted by the Circulation Verification Council, St. Louis, MO.

2026 EDITORIAL CALENDAR

ISSUE

SPECIAL ADVERTISING SECTIONS

DEADLINES

JANUARY

THE HEALTH & WELLNESS ISSUE

FINANCIAL PLANNING GUIDE

HEALTHCARE PROFESSIONALS TO WATCH (PROFILE SECTION)

AD CLOSE: 12/1/2025

MATERIALS: 12/3/2025

FEBRUARY

THE LOVE ISSUE

BERGEN COUNTY'S TOP DENTISTS

VALENTINE'S DAY GIFT GUIDE

PET GUIDE

AD CLOSE: 1/2/2026

MATERIALS: 1/6/2026

MARCH

THE FASHION ISSUE

BERGEN COUNTY'S TOP DOCTORS

SPRING HOME REMODELING GUIDE

EDUCATION PLANNER

SENIOR LIVING GUIDE

SHOP LOCAL GUIDE

AD CLOSE: 2/4/2026

MATERIALS: 2/6/2026

APRIL

THE SPRING HOME & REAL ESTATE ISSUE

BERGEN COUNTY'S TOP REAL ESTATE AGENTS

WOMEN IN DESIGN (PROFILE SECTION)

SPRING HOME SHOWCASE

AD CLOSE: 3/6/2026

MATERIALS: 3/10/2026

MAY

THE CELEBRATIONS ISSUE

CELEBRATIONS SHOWCASE

OUTDOOR LIVING GUIDE

MEET THE ORTHOPEDIC/SPORTS MEDICINE DOCTOR (PROFILE SECTION)

AD CLOSE: 4/6/2026

MATERIALS: 4/8/2026

JUNE

THE SUMMER ISSUE

WOMEN VISIONARIES (PROFILE SECTION)

SENIOR LIVING GUIDE

SUMMER DINING GUIDE

AD CLOSE: 5/5/2026

MATERIALS: 5/7/2026

2026 EDITORIAL CALENDAR

ISSUE

JULY
THE SUMMER HEALTH & BEAUTY ISSUE

AUGUST
THE BACK TO SCHOOL ISSUE

SEPTEMBER
THE READERS' CHOICE AWARDS ISSUE

OCTOBER
THE FALL HOME ISSUE

NOVEMBER
THE FOOD ISSUE

DECEMBER
THE HOLIDAY ISSUE

SPECIAL ADVERTISING SECTIONS

YOUR BEST SUMMER SMILE (DENTIST PROFILE SECTION)
YOUR BEST SUMMER SKIN (DOCTOR PROFILE SECTION)
SUMMER DINING GUIDE

WOMEN IN LAW (PROFILE SECTION)
EDUCATION PLANNER
PET GUIDE
SUMMER DINING GUIDE

FACES OF BERGEN
READERS' CHOICE AWARDS
FALL HOME REMODELING GUIDE
SENIOR LIVING GUIDE

FALL HOME SHOWCASE
EDUCATION PLANNER
SHOP LOCAL GUIDE

BERGEN COUNTY'S TOP LAWYERS
HOLIDAY DINING/CATERING
WHO'S WHO IN HEALTHCARE (PROFILE SECTION)

WOMEN TO WATCH IN 2027 (PROFILE SECTION)
SENIOR LIVING GUIDE
HOLIDAY GIFT GUIDE
WHO'S WHO IN DENTISTRY (PROFILE SECTION)

DEADLINES

AD CLOSE: 6/5/2026
MATERIALS: 6/9/2026

AD CLOSE: 7/6/2026
MATERIALS: 7/8/2026

AD CLOSE: 8/5/2026
MATERIALS: 8/7/2026

AD CLOSE: 9/3/2026
MATERIALS: 9/9/2026

AD CLOSE: 10/5/2026
MATERIALS: 10/7/2026

AD CLOSE: 11/2/2026
MATERIALS: 11/4/2026

ADVERTISING RATES

2026 RATES

AD SIZE	3X	6X	12X	OPEN RATE
TWO-PAGE SPREAD	\$6,695	\$6,340	\$5,755	\$7,455
FULL PAGE	\$3,735	\$3,525	\$3,195	\$4,145
2/3 PAGE	\$2,835	\$2,675	\$2,425	\$3,150
1/2 PAGE	\$2,315	\$2,180	\$1,960	\$2,575
1/3 PAGE	\$1,645	\$1,550	\$1,335	\$1,825
1/4 PAGE	\$1,245	\$1,170	\$995	\$1,380

SPECIAL POSITIONS

AD SIZE	3X	6X	12X	OPEN RATE
INSIDE FRONT COVER	\$4,285	\$4,050	\$3,595	\$4,770
PAGE ONE	\$4,285	\$4,050	\$3,595	\$4,770
OPPOSITE TOC	\$4,285	\$4,050	\$3,595	\$4,770
OPPOSITE EDITOR'S NOTE	\$4,105	\$3,875	\$3,460	\$4,560
OPPOSITE MASTHEAD	\$4,105	\$3,875	\$3,460	\$4,560
INSIDE BACK COVER	\$4,105	\$3,875	\$3,460	\$4,560
BACK COVER	\$4,465	\$4,225	\$4,030	\$4,975

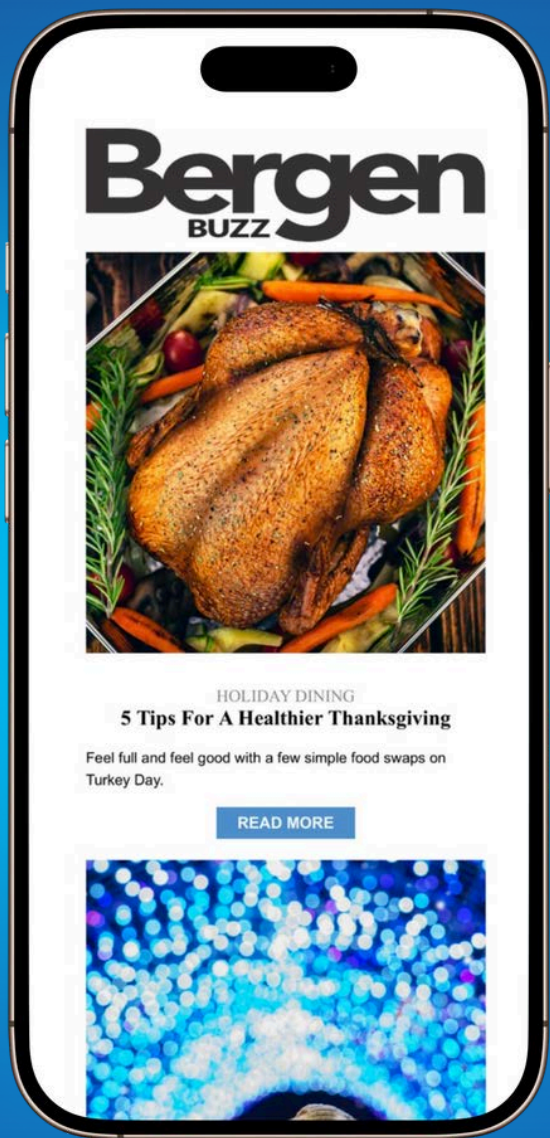
BERGEN BUZZ

BERGEN MAGAZINE'S MUST-READ WEEKLY NEWSLETTER!

Bergen Buzz is *Bergen* magazine's exclusive weekly peek into the people who are helping to shape the county, the places that are generating the most excitement (including restaurants, shops and hangouts) and the upcoming events residents shouldn't miss.

It's a great vehicle for getting your message out—at a low, low cost!

Total Circulation: 28,000+



SPONSORSHIP PACKAGES

Banner Advertising:
A 300 x 250-pixel space that links to your website or landing page. We'll even design it at no additional cost.

RATES	
FREQUENCY	RATE (Net)
WEEKLY	\$395
MONTHLY (4 EDITIONS)	\$1,195

Sales are on a first-come, first-served basis; current advertisers will be given right-of-first-refusal.

DIGITAL MARKETING OPTIONS THAT DELIVER

Bergen magazine is more than a trusted local media brand—we're your strategic partner for high-impact marketing that drives **real business results**.

In addition to our magazine, we offer a full suite of digital solutions designed to increase awareness, generate qualified leads, and grow your customer base.

MAGAZINE + DIGITAL: BETTER TOGETHER

We combine the power of *Bergen* magazine's engaged, high-value audience with precision digital targeting to reach the right customers—both online and in their homes.

When magazine and digital work together, your message becomes **more memorable, more actionable, and more effective**.

OUR CAPABILITIES:

- Targeted Display and Video Advertising
- Social Media Campaigns
- Content Marketing and Sponsored Articles
- Video Production and Other Creative Services
- Search Engine Marketing (SEM)
- Search Engine Optimization (SEO)
- Geofencing and Location-Based Targeting
- Email Marketing
- Online Reputation Monitoring and Review Management
- Lead Capture Tools and Website Chatbots
- Website Development
- Analytics, Conversion Tracking and ROI Reporting

LET'S BUILD YOUR STRATEGY

Start with a **complimentary digital marketing audit** to uncover opportunities that can directly grow your business.

We'll identify untapped audiences, show how combining your magazine advertising with digital marketing can reach more customers, and recommend a strategy designed to increase leads, drive sales, and strengthen customer relationships.

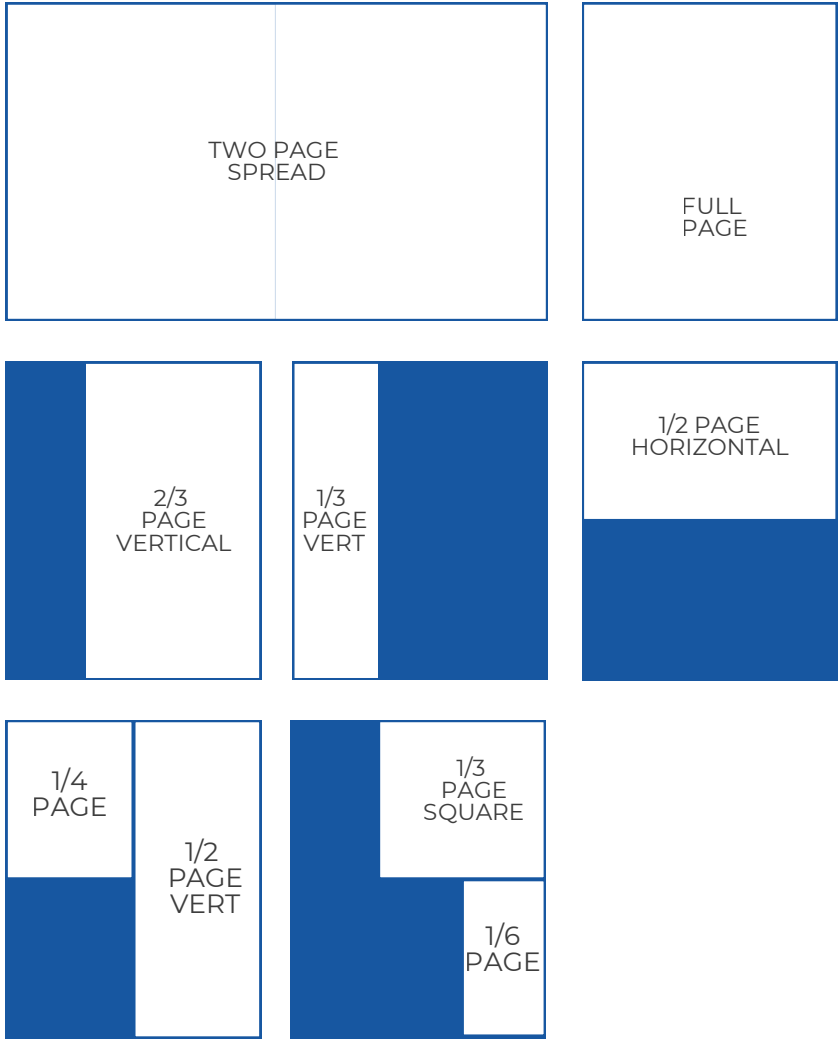
ADVERTISING SPECIFICATIONS

AD SIZES (WXH/INCHES)

SPACE	NON-BLEED SIZE	SAFE AREA	TRIM SIZE	BLEED SIZE
TWO PAGE SPREAD	17.5 X 10.375	17.5 X 10.375	18 X 10.895	18.25 X 11.125
FULL PAGE	8.375 X 10.375	8.375 X 10.375	9 X 10.875	9.25 X 11.125
2/3 PAGE VERTICAL	5.428 X 10.375	5.177 X 10.375	5.677 X 10.875	5.927 X 11.125
1/2 PAGE HORIZONTAL	8.375 X 4.95	8.5 X 4.7	9 X 5.2	9.25 X 5.45
1/2 PAGE VERTICAL	3.95 X 10.375	3.7 X 10.375	4.2 X 10.875	4.445 X 11.125
1/3 PAGE VERTICAL	2.48 X 10.375	N/A	N/A	N/A
1/3 PAGE SQUARE	5.428 X 4.95	N/A	N/A	N/A
1/4 PAGE	3.95 X 4.95	N/A	N/A	N/A

MAGAZINE TRIM SIZE:
9" x 10.875"

SAFETY:
0.25" from trim and 0.5" from inside gutter. No text outside live area.



WAINSCOT MEDIA: WE BUILD COMMUNITY CONNECTIONS



Over 20 years helping New Jersey's leading marketers connect with high-value customers where they live, shop, and buy.

- Town, regional, and specialty magazines
- Websites, newsletters, and social marketing
- Full-service digital and creative solutions

See more
of our
work here:



CONTACT US

For questions about advertising or being featured in one of our magazines, please contact:

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