



MORRIS | ESSEX
health & life



editorial special section

CALENDAR

ISSUE	EDITORIAL HIGHLIGHTS	SPECIAL ADVERTISING SECTIONS	SECTION DESCRIPTION / ADVERTISER FOCUS
<p>February</p> <p>AD CLOSE: 01/10/2011</p> <p>MATERIALS: 01/11/2011</p> <p>MAILED: 02/04/2011</p> <p>SPEC SEC CLOSE: 12/23/2011</p>	<p>THEME: TAKE CHARGE OF YOUR WELLBEING</p> <p>Start the year off on the right foot by taking charge of your wellbeing! Our experts uncover the latest research and offer guidance and tips to take control of your health, body, mind and spirit.</p> <p>Morris Essex Best Spas Rejuvenate, Revive and Restore—with Morris Essex Best Spas in our first annual Spa Guide.</p>	<p>Fit Foodie</p> <p>Mind, Body and Soul</p> <p>Ask Your Doctor</p>	<p>Showcases all things great in healthy Morris Essex cuisine: restaurants, health food stores, bakeries and other eateries. FOB FF section.</p> <p>A section dedicated to mind, body and soul centers: athletic, yoga and Pilates studios, gyms and holistic stores. Display advertising with complimentary advertorial.</p> <p>Q&A from Morris and Essex's leading doctors, dentists and health practitioners. FF section.</p>
<p>April</p> <p>AD CLOSE: 03/08/2011</p> <p>MATERIALS: 03/09/2011</p> <p>MAILED: 04/04/2011</p> <p>SPEC SEC CLOSE: 02/22/2011</p>	<p>THEME: SHOP LOCAL MORRIS ESSEX</p> <p>Discover the best resources from fashion to stationery, right in your own backyard with our Shop Local Morris/Essex Guide.</p> <p>"The Green Housewives of New Jersey"—what they're doing that makes a difference.</p> <p>First Annual Morris Essex Reader's Choice Awards Survey</p>	<p>Decorator Showcase</p> <p>The Complete Morris/Essex Home and Garden Resource Guide</p> <p>Life is Good</p> <p>Fit Foodie</p>	<p>For designers who want to attract new customers with their expertise and skill. FF section.</p> <p>Perfect for all types of home design and renovation resources or inside and outside. Display advertising with complimentary advertorial.</p> <p>Your guide to senior living in Morris/Essex. Includes retirement communities, senior health care centers and rehabilitation centers. FF section.</p> <p>FOB FF section highlighting healthy Morris Essex cuisine.</p>
<p>June</p> <p>AD CLOSE: 05/06/2011</p> <p>MATERIALS: 05/11/2011</p> <p>MAILED: 06/03/2011</p> <p>SPEC SEC CLOSE: 04/22/2011</p>	<p>HOME AND GARDEN ISSUE</p> <p>Filled with inspirational interior and exterior design, and must-have home accessories.</p> <p>Endless Summer Vacation/ Recreation Live it up and make it last with our review of the best places to vacation this summer.</p>	<p>Outdoor Oasis</p> <p>Health and Wellness Resource Guide</p> <p>Fit Foodie</p>	<p>The source for creating the perfect escape at home: Landscaping, pools, paving and deck advertisers. Display advertising with complimentary advertorial.</p> <p>Showcase of local health practitioners. FF section.</p> <p>FOB FF section highlighting healthy Morris Essex cuisine.</p>

SPECIAL ADVERTISING SECTION KEY:

FOB: Front of book **FF:** Fixed format. Includes photo, text and address/call to action.
For non-formatted sections advertisers receive advertorial coverage to complement their ad.
Please contact your local sales representative for rates and information.

editorial special section

CALENDAR

ISSUE	EDITORIAL HIGHLIGHTS	SPECIAL ADVERTISING SECTIONS	SECTION DESCRIPTION / ADVERTISER FOCUS
<p>August</p> <p>AD CLOSE: 07/06/2011</p> <p>MATERIALS: 07/11/2011</p> <p>MAILED: 08/04/2011</p> <p>SPEC SEC CLOSE: 06/22/2011</p>	<p>THEME: BEST OF MORRIS / ESSEX READER'S CHOICE AWARDS</p> <p>We'll Profile the Winners of our 1st annual survey—where you'll find what your neighbor's favorite spa, gourmet shop, night spot, art venue and more are and why.</p> <p>Grill and Chill The results are in for the best grilling contest, reader recipes and menus to create your own backyard soiree.</p> <p>Back to School Health Tips and strategies for getting your kids in shape come September.</p>	<p>Ask your Doctor</p> <p>Education Planner</p> <p>Fit Foodie</p>	<p>Q&A from Morris/Essex leading doctors, dentists and health practitioners. FF section.</p> <p>Morris/Essex leading schools, camps, colleges and continuing educational programs. Display advertising with complimentary advertorial.</p> <p>FOB FF section highlighting healthy Morris Essex cuisine.</p>
<p>October</p> <p>AD CLOSE: 09/06/2011</p> <p>MATERIALS: 09/09/2011</p> <p>MAILED: 10/04/2011</p> <p>SPEC SEC CLOSE: 08/23/2011</p>	<p>THE WELLNESS ISSUE</p> <p>For everyone a every age—top practitioners offer guidance on how to reach your personal body, mind and spirit health goals.</p> <p>Morris Essex Salon and Spa Guide Discover Bliss in Morris Essex with your review of hot spas and salons in the area.</p>	<p>Fit Foodie</p> <p>Mind, Body and Soul</p> <p>Life is Good</p>	<p>FOB FF section highlighting healthy Morris Essex cuisine.</p> <p>A section dedicated to mind, body and soul centers: athletic, yoga and Pilates studios, gyms and holistic stores. Display advertising with complimentary advertorial.</p> <p>Your guide to senior living in Morris Essex. Includes retirement communities, senior health care centers and rehabilitation centers. FF section.</p>
<p>December</p> <p>AD CLOSE: 10/28/2011</p> <p>MATERIALS: 10/28/2011</p> <p>MAILED: 11/21/2011</p> <p>SPEC SEC CLOSE: 10/11/2011</p>	<p>THEME: HOLIDAY ENTERTAINING</p> <p>Get inspired and get in the spirit of the holiday season with decorating and entertaining ideas from local experts.</p> <p>Shop Local Morris Essex Holiday Find just what you're looking for—dozens of gift bargains featured in time for holiday shopping.</p>	<p>Mind, Body and Soul</p> <p>Shop Local holiday/gift guide</p> <p>Fit Foodie</p>	<p>A section dedicated to mind, body and soul centers: athletic, yoga and Pilates studios, gyms, and holistic stores. Display advertising with complimentary advertorial.</p> <p>Advertiser gift giving ideas promotions for <i>Morris Essex Health & Life</i> readers. FF section.</p> <p>FOB FF section highlighting healthy Morris Essex cuisine.</p>

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Morris | Essex Health & Life

2011 MEDIA KIT

editorial overview

WELCOME

to our newly re-designed *Morris | Essex Health & Life* magazine, and the newly expanded coverage in Essex County! After 8 years as the local expert in health and good living, we've completely revamped our look and feel to reflect the way our readers are living today.

Our new design is modern and clean, showcasing sumptuous photography with informative, expertly written articles that have a local, community-based point of view. And, we've expanded our

coverage beyond health topics to include a strong focus on well-being, an appreciation for all things green, and an emphasis on the best life has to offer in Morris AND Essex County.

Morris | Essex Health & Life magazine— with its exclusive online content and social media components—adds up to a powerfully attractive environment for the very audience so many advertisers desire most: affluent, educated consumers who find personal enrichment through their local connections.



Jennifer Vreeland
2011 Editor in Chief

www.msxhealthandlife.com



Morris | Essex Health & Life

2011 MEDIA KIT

editorial departments

IN EVERY ISSUE

TABLE OF CONTENTS

(3 ad adjacencies available)

EDITOR'S NOTE

ON THE WEB MSXhealthandlife.com will have additional exclusive content that is not in the print version, and information on current promotions can be updated online

LOCAL BUZZ

Editor's picks, exercise tips, new product reviews, what's in season and more

WHERE TO EAT IN MORRIS & ESSEX

Your Morris and Essex County dining guide

MORRISIESSEX CALENDAR

Not-to-miss music, film, dance, health or charity events, and more

ESCAPES

Day Trips and beyond

DEPARTMENTS

MORRIS | ESSEX STYLE

▪ **Local Fashion**
Trends in fashion, jewelry and accessories, and where to get them locally

▪ **At Home**
Kitchen, bath, decorating, paint, wall covering, environmentally friendly products, landscaping and more

PEOPLE

▪ **Giving and Gathering**
Charity and social events photo pages
▪ **Shop Local Leader**
Q & A with an iconic local business owner

IN GOOD HEALTH

▪ Advances and prevention in health and wellness
▪ **Nourish**
Highlights on food that is beneficial to good health

FOOD & DRINK

▪ **Tastes**
Features on restaurants and eateries
▪ **Wine & Spirits**
Trend reports and reviews

LOCAL BUSINESS

▪ **Financial Balance**
Smart advice and how-to's
▪ **Morris | Essex Living**
Real estate, hot properties, strategies

www.msxhealthandlife.com

circulation

TOTAL CIRCULATION: 44,000

EFFECTIVE JANUARY 1, 2011

Morris | Essex Health & Life is mailed to the most affluent households in both Morris and Essex Counties. These are consumers with the most buying power, giving you the best potential for growing your business.

Morris | Essex Health & Life has a qualified BPA-audited circulation, meaning your ad campaign is guaranteed to reach 44,000 homes. With a public distribution component to saturate the market and total pass-along readership of 3.5 readers per circulated copy, there are **154,000 readers of each issue and of your ad.**

PUBLIC-PLACE COPIES: Even when our reader is away from home, *Morris | Essex Health & Life* continues to connect. With strategically mailed distribution to public places such as salons, spas, doctors' offices, and select high-traffic retail locations, *Morris | Essex Health & Life* maximizes exposure for your brand.

MORRIS COUNTY

Boonton
Cedar Knolls
Chatham
Chester
Denville
East Hanover
Florham Park
Madison
Mendham
Montville
Morris Plains

Morristown
Mountain Lakes
Parsippany
Randolph
Rockaway
Towaco
Whippany

ESSEX COUNTY

Caldwell
Cedar Grove
Verona

Montclair
Essex Fells
Roseland
Livingston
West Orange
South Orange
Glen Ridge
Fairfield
Millburn
Short Hills

*Copies mailed to businesses and placed in high-traffic retail locations across Morris and Essex Counties

where to find us

COMMUNITY EVENTS

Morris | Essex Health & Life is also available at many Morris and Essex County community events.

HIGH-IMPACT RETAIL LOCATIONS

Morris | Essex Health & Life is delivered to key hot spots throughout Morris and Essex County:

BERNARDSVILLE

Audi of Bernardsville

BOONTON

Alora Ambiance
Curves of Boonton

CEDAR KNOLLS

Bikram Yoga Cedar Knolls

CHATHAM

Peapack-Gladstone Bank

CHESTER

D&D Design Kitchen

DENVILLE

Forever Young Medical Spa
In Sight Optics
Vibrance MedSpa

FAIRFIELD

Town & Country Home

MENDHAM

Audi of Mendham
Peapack-Gladstone Bank

MONTCLAIR

Sheila A. Bond, MD, FACS

MORRISTOWN

Morristown Dental Associates
Morristown Area Chamber of Commerce
Peapack-Gladstone Bank
Salvaggio Law Group

PARSIPPANY

Hennion & Walsh

RANDOLPH

Dr. Satier

ROCKAWAY

World Gym Super Club

advertising rate card

ADVERTISING RATES

	1X	4X	6X
Full Page	\$4,740	\$4,470	\$3,710
2 Page Spread	8,530	8,040	6,670
2/3 page	3,785	3,580	2,970
1/2 page	3,410	3,220	2,675
1/3 page	2,730	2,575	2,140
1/4 page	2,455	2,320	1,925
Cover 2	5,830		
Cover 3	5,585		
Cover 4	6,350		

COLOR: All rates are for four colors.

MULTIPLE PUBLICATIONS: Advertisements placed in multiple *Health & Life* publications (Bergen, Middlesex, Monmouth, Morris | Essex & Westchester) or in *New York Spaces* magazine may earn a 5% combination discount.

BLEED: No charge for bleed. Bleed available for full pages only.

INSERTS: Rates on request.

PRODUCTION CHARGES: For advertisements requiring design, color separations, reverses, strip-ins, typesetting or artwork, a \$200 charge will be billed to the advertiser at noncommissionable rates.

CANCELLATION: Cancellations accepted with written notice if received 30 days prior to issue closing. Cancellations received less than 30 days prior to publication will be billed at the full rate.

LATE CHARGE: Advertisers will be charged \$50 for advertising materials received after the Materials Due date.

COMMISSIONS AND BILLING POLICIES

AGENCY COMMISSION: Recognized advertising agencies will qualify for a 15% agency commission on gross billings.

PAYMENT TERMS: In the event any invoice is not paid within 30 days, all invoices outstanding and unpaid charges shall become due and payable immediately, and the agency commission will be negated as unearned. Payments received 30 days after publication will be assessed a 1.5% monthly finance charge. Any account referred to collection shall be liable for the higher of 25% of the amount referred to a collection agency or 33.3% of the amount referred to an attorney. The advertiser and the agency assume joint and several liability and hereby acknowledge receipt of the publisher's rates and schedules, especially as they relate to frequency discounts and agency commissions.

PREPAYMENT DISCOUNT: Advertisers who pay for their insertions at least 10 days prior to publication will qualify for a 3% prepayment discount.

SHORT RATES: In the event that advertiser or agency breaches a volume or frequency contract, any rate discount will be nullified and advertiser and agency will be charged the difference between the rates charged and the rates applicable for the volume or space actually used, in accordance with applicable rate schedules. In such event, advertiser and agency must reimburse Publisher for the short rate within 10 days of Publisher's invoice. Advertiser will thereafter pay for advertising at the open rate or at the newly determined rate(s) as applicable.

RATE CHANGES: Publisher reserves the right to revise advertising rates by providing 60 days advance notice.

CREDIT: Each ad must be secured with a credit card. There are two payment options: auto payment or pay by check within 30 days. If no payment is received after 45 days the card on file will be charged. Please refer to the Wainscot Advertising Contract for further terms and pre-payment discounts.

advertising specifications

EFFECTIVE JANUARY 1, 2011

SPACE	NON-BLEED	BLEED TRIM	BLEED ART
Full page	7.325" x 10.375"	8.375" x 10.875"	8.625" x 11.125"
2/3 page vertical	4.63" x 10.375"	NA	NA
1/2 page horizontal	7.325" x 5"	NA	NA
1/2 page vertical	3.47" x 10.375"	NA	NA
1/3 page square	4.63" x 5"	NA	NA
1/3 page vertical	2.33" x 10.375"	NA	NA
1/4 page	3.47" x 5"	NA	NA

MAGAZINE TRIM SIZE: 8.375" x 10.875"

SAFETY: For full-page ads, safety is 0.5" from trim on all sides and 0.75" from inside gutter.

PRINTING AND BINDING PROCESS: Web offset; perfect bound.

PAPER STOCK: 8 pt. gloss coated cover; 45# gloss coated text.

MATERIAL REQUIREMENTS: Health & Life accepts digital files only. All digital files must be accompanied by one set of high-quality color proofs.

DIGITAL REQUIREMENTS:

- Preferred file format is PDF X-1A with all fonts/ images embedded, all images saved as 300dpi, CMYK.
- File formats accepted are: QuarkXPress, Illustrator, Freehand, Photoshop or InDesign.
- All printer and screen fonts must be included on disk.
- All images should be saved as CMYK at 300dpi. Otherwise, RGB color will be converted to CMYK for printing, and the advertiser will be charged \$50 for file conversion.

GENERAL INFORMATION

COPY RESTRICTIONS: Publisher reserves the right, at its absolute discretion and at any time, to reject advertising materials. Advertisements that simulate editorial content must be clearly labeled **ADVERTISEMENT**.

COPY RESPONSIBILITY: Advertisers are solely responsible for the content of their advertisements placed and printed. Publisher accepts no responsibility for typographical errors.

POSITION GUARANTEES: Position is guaranteed for covers only.

SHIPPING: Space contracts, insertion orders, camera-ready copy and proofs should be addressed to:

Advertising Department, Health & Life

110 Summit Avenue, Montvale, NJ 07645
201.505.5899

e-mail: thomas.ragusa@wainscotmedia.com

FTP upload instructions available upon request.

www.msxhealthandlife.com

platform programs

SHOP LOCAL MORRIS | ESSEX COUNTIES

What is Shop Local?

- A national movement to encourage consumers to patronize local retailers instead of “big box” stores

Morris | Essex Health & Life will institute its own Shop Local Marketing Platform in 2011 consisting of:

- April and December issues will have editorial dedicated to Shop Local Morris | Essex
- Shop Local Leader story in every issue
- Complementing special advertising section
- Shop Local consumer promotions
- Dedicated web channel on MSXHealthandLife.com

READERS' CHOICE AWARDS

Be voted the BEST in Morris or Essex County!

- Survey appears in April: great way to get your business in front of voters
- Results appear in our August issue

LOCAL SOCIAL CONNEXION

Let us become your social media department!

The Social Media Revolution is here! Adding blogging, **Facebook** and **Twitter** to your marketing mix will put you in front of both current and prospective customers 24/7! When you sign up for Local Social Connexion you'll receive:

- A professional branded **blog** updated regularly
- **Facebook** Fan Page design, set up and updates
- **Twitter** account management and daily “tweets”
- Continual recruiting of new followers to your social networks

TIMING: 2-week leadtime from point of commitment

RATES: Social media package is \$600 per month* (12 month commitment minimum). Includes custom blog, **Twitter** and **Facebook** establishment and follow-up posts

* Medical and national retailers receive custom price quotes.

Ask your sales representative for more details on any of these programs

SHANNON STEITZ | PUBLISHER | (201) 571-2221 | Shannon.Steitz@WainscotMedia.com

ONLINE

ADVERTISING OPPORTUNITIES

EFFECTIVE JANUARY 1, 2011

MSXHealthandLife.com

Drive immediate traffic to your business with the best website dedicated to better living in Morris AND Essex County with MSXHealthandLife.com! Over 150,000 page views by June 2011!

WHY ADVERTISE ONLINE?

1. Website advertising is the best way to reach local prospects with special last-minute news, deals and offers in an immediate and strategic way.
2. We drive traffic to our site via a dedicated inbook page in every issue of *Morris | Essex Health & Life* magazine, **Facebook** Fan Page and **Twitter** feed. We have a combined social following of over 1,500!
3. Low out of pocket costs.
4. MSXhealthandlife.com is powered by Godengo, the expert in driving traffic for regional publications nationwide!
5. We can provide design services if the web is new to your business.
6. All advertisers receive a BONUS listing with hyperlink on our **Local Listings** for the year!

ADVERTISING OPPORTUNITIES

CHANNEL SPONSORSHIPS

- Each channel sponsorship includes exposure on the channel home page, all the content pages associated with the channel and rotation on MSXhealthandlife.com's home page!
- 30-day ownership of both on-screen ad units on the channel landing page and every page served throughout your chosen channel
- You select your channel: best of Morris | Essex, shop local, community calendar, health & wellness, home & garden

FLASH AVAILABILITY

- Our technology supports Flash

MATERIAL CLOSING DATES

- Five days prior to the 1st of the month

AD SIZE

- leaderboard: 728 x 90
- interactive marketing unit: 300 x 250

RATE

- \$1,000 net per month per channel sponsorship



www.msxhealthandlife.com

ONLINE

E-NEWSLETTER SPONSORSHIP

EFFECTIVE JANUARY 1, 2011

Advertise your product or service in a timely manner by exclusively owning the **e-newsletter** for a whole month from *Morris | Essex Health & Life* magazine.

WHY ADVERTISE IN OUR E-NEWSLETTER?

1. Timely: can provide last minute offers due to short closing dates.
2. Low out of pocket: only \$1,000 to own four newsletters per month!
3. Bonus: all advertisers receive an additional listing with hyperlink on our **Local Listings** for the year!

Size	Frequency	Closing Date For: Materials Supplied	Closing Date For: Materials we Create
Tower ad	4X/ Month	25 th of the month prior to running	15 th of the month prior to running
Sponsored post: formatted photo and up to 25 words of text linked to a story about your company on msxhealthandlife.com	1X/Month	n/a	15 th of the month prior to running

RATE: \$1,000 net per month for ad placement on one e-newsletter per week for one month, plus one sponsored story per month.



MONTHLY SPONSORSHIP DETAILS

1. Exclusive ownership of tower ad on all **FOUR** weekly e-newsletters
2. **ONE** e-newsletter module per month linking to a sponsored story about you on MSXHealthandLife.com

www.msxhealthandlife.com

ONLINE

SWEEPSTAKES OPPORTUNITIES

EFFECTIVE JANUARY 1, 2011

MSXHealthandLife.com

Promote your latest products and boost brand awareness with a dedicated sweepstakes on MsxHealthandLife.com. Our new Sweepstakes page offers users the chance to win great products that reflect *Morris | Essex Health & Life's* style, from restaurant and spa gift certificates to home accessories and travel items. Predicted to be the most visited page of MsxHealthandLife.com (based on previous online giveaway analytics), this is a can't miss opportunity!

PROGRAM BENEFITS

1. Dedicated two-month sweepstakes button on MsxHealthandLife.com's Home Page with your product as the prize
2. Listing on MsxHealthandLife.com Sweepstakes page, including product image
3. Sweepstakes entry page featuring product image, promotional copy and link to your web site
4. Estimated impressions: 100,000+
5. Sweepstakes promoted in *Morris | Essex Health & Life's* weekly e-newsletter, Facebook Fan page and Twitter page, expanding awareness of your brand and product to a network of over 8,000 local residents. Each sweepstakes will also be announced in an in-book promotional page in *Morris | Essex Health & Life* magazine
6. Participants receive discounts on online advertising with a 2 or more prize donation

ADVERTISER TO PROVIDE

PRIZE DONATION

- Prize Donation: Value must be at least \$100 and not exceed \$5,000

INFORMATION

- Product images, description, value and URL



Sweepstakes spots are available on a first come, first serve basis. Opportunity is subject to editorial approval.

www.msxhealthandlife.com

custom publishing

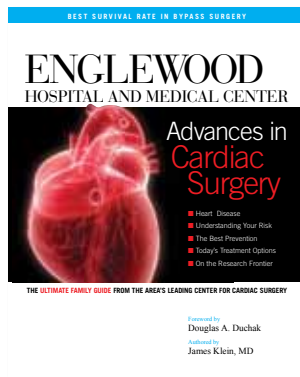
Wainscot media has complete editorial, digital, design and production capabilities to help you craft the custom program that speaks directly to your target audience and captures the spirit of your business. Your stories told your way, delivered precisely to the people you need to reach—that's the power of custom publishing.

SELECT YOUR STRATEGY

- Generate sales leads
- Build brand awareness
- Create brand preference
- Educate prospects
- Acquire new customers
- Retain existing customers
- Position yourself as an industry expert
- Educate your sales force

CHOOSE YOUR FORMAT

- Magazine
- Supplement
- Advertorial
- Live event
- Video
- Newsletter
- eNewsletter
- Social Media



www.wainscotmedia.com

contact information

SALES

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