

Commerce

The Business of New Jersey

New Jersey's Premier Business Resource for
Real Estate, **Diversity**, **Environment**, **Healthcare**,
Higher Education, **Banking**, **Law**, **Accounting**,
Philanthropy, and more.



Media
Kit
2024

Ron Javer (201) 368-2100 rjaver@cianj.org

Rich Waltman (646) 808-5114 rwaltman@cianj.org

Tom Worley (917) 733-5135 tworley@cianj.org

COMMERCE, the flagship publication of CIANJ, reaches business leaders in every business sector. Established nearly 50 years ago, COMMERCE is dedicated to covering key business trends and advocating for New Jersey's business community.



The Commerce and Industry Association of New Jersey is a unique network of businesses committed to improving and advancing the cause of free enterprise in the Garden State. We work to make our state a better place to live, work and conduct business.



COMMERCE publishes eleven times per year. With plans to produce multiple SPECIAL EDITIONS with major industry partners in 2024; your message will be seen by thousands of C-Suite and senior-level business leaders throughout the Garden State.

In addition to being mailed, a digital edition of COMMERCE is e-mailed to top executives and posted on the CIANJ and COMMERCE web sites.



53%

of Our Readers are
Senior-Level Decision
Making Executives

78%

of Our Readers Have
Household Incomes
Exceeding \$100,000

77%

of Our Readers are in
the prime of their career
ages 36-64

40%

of Our Readers Have
Household Incomes
Exceeding \$200,000

28%

of Our Readers Work in
Real Estate, Construction
or Law Firms

41%

of Our Readers Save
Their Copies for
Future Reference

26%

of Our Readers Work in
Accounting, Banking or
Financial Services

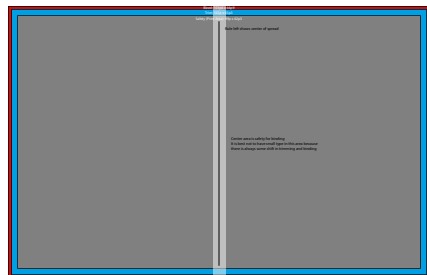
20%

of Our Readers Work in
Healthcare, Pharmaceuticals
or Education

39%

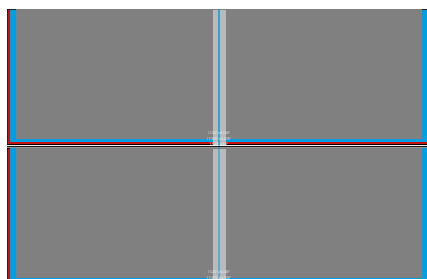
of Our Readers Pass
Their Copies on or Place
them in a Public Area

Mechanical Specifications



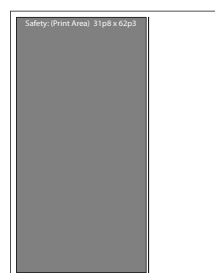
Full Page Spread With Bleed

- Bleed: 103p6 W x 66p9 H
17.25" x 11.125"
- Trim: 102p W x 65p3 H
17" x 10.875"
- Safety 99p W x 62p3 H
16.5" x 10.375"
- Gutter Safety .5" wide



Half Page Spread With Bleed

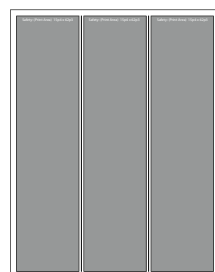
- Bleed: 103p6 W x 33p H
17.25" x 5.5"
- Trim: 102p W x 32p3 H
17" x 5.375"
- Safety 99p W x 30p9 H
16.5" X 10.375"



Two Thirds Vertical

- Safety 31p8 W x 62p3 H
5.3" x 10.375"

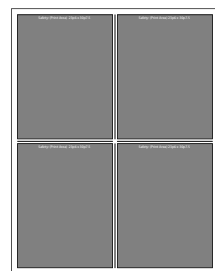
(floating ads do not have trim or bleed)



One Third Vertical

- Safety 15p4 W x 62p3 H
2.55" x 10.375"

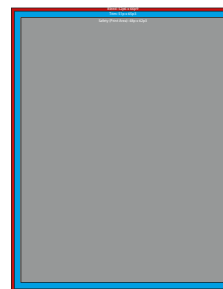
(floating ads do not have trim or bleed)



Quarter Page

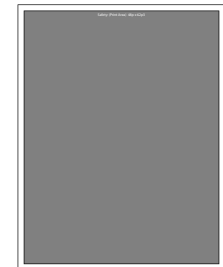
- Safety 23p6 W x 30p9 H
3.9" x 5.125"

(floating ads do not have trim or bleed)



Full Page With Bleed

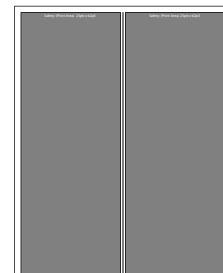
- Bleed: 52p6 W x 66p9 H
8.75" x 11.125"
- Trim: 51p W x 65p3 H
8.5" x 10.875"
- Safety 48p W x 62p3 H
8" x 10.375"



Full Page Non Bleed

- Safety 48p W x 62p3 H
8" x 10.375"

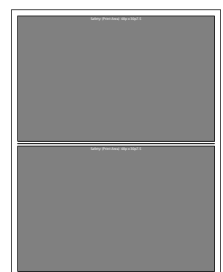
(floating ads do not have trim or bleed)



Half Page Vertical

- Safety 23p6 W x 62p3 H
3.9" x 10.375"

(floating ads do not have trim or bleed)



Half Page Horizontal

- Safety 48p W x 30p9 H
8" x 5.125"

(floating ads do not have trim or bleed)

Digital Ad Sizes:

- Banner 800 px W x 120 px H
 - Square 208 px W x 208 px H
- (floating ads do not have trim or bleed)*

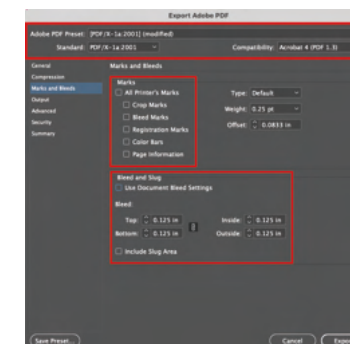
PRODUCTION REQUIREMENTS

KEY:

- BLEED: The non-printing area beyond the Trim that is cut and discarded in the binding process. Bleed is typically 1/8" to ensure that your image fills the Trim area completely.
- TRIM: The finished size of the magazine. For web printing, the trim area has a +/- deviation margin of 1/8"
- SAFETY (Live Area): The area of the advertisement that is 'safe' to place live elements i.e. text and graphics that are not intended to be cut off. For bleed ads, all necessary elements must fit within the safety area.
- GUTTER SAFETY: For Spread ads. This .5" area should not have any small type because there is always a bit of a shift during trimming and binding.

FILE PREPARATION

Save your document as [PDF/X-1a:2001]
If your ad bleeds, make sure to check the "bleed" box in your pdf setup. It is not necessary to check the "trim marks" or "bleed marks" box.



If your only option is to submit an image in a bitmap format (.jpeg, .png, .tiff, .psd), make sure the document is 300 dpi at the FINAL SIZE indicated at left. For other file type submissions, please contact your sales manager for alternate file type options.

NOTE: Text will not print as crisply in an image file (.jpg, .png, .tiff, .psd) as it prints as a vector object (.ai, .svg).

DELIVERY

Email your pdf to your sales manager (email below) or use any file transfer application such as WeTransfer, Google Drive, Dropbox, etc.

TIPS: INDESIGN

When you are building your ad, assign this color profile: "Coated GRACoL 2006 (ISO 12647-2:2004)" to your InDesign file as well as any imported art being used. This setting will guarantee all elements are CMYK and use the same color profile.

TIPS: CREATIVE CLOUD

Save imported files in their native format: .psd, .ai, .indd
All imported art files should be 300 dpi at the final usage size, e.g. 8.75" x 11.125" for a Full Page Bleed Ad.

NEED HELP?

If you need design assistance, contact your CIANJ Sales Representatives; Ron Javer, Rich Waltman or Tom Worley for more information, their contact information is below.

COMMERCE 2024 Editorial Planning Calendar



JANUARY

Print Material Due: Thursday, December 14, 2023
Digital Materials Due: Tuesday, December 19, 2023

- ◆ **Feature Story: Real Estate/Development**
 - Emergence of AI
 - Environmental Innovations
 - Member Spotlight
 - Stats That Matter: Markets in Review
 - New Jersey's Changing Pharma Landscape

FEBRUARY

Print Material Due: Thursday, January 18, 2024
Digital Materials Due: Tuesday, January 23, 2024

- ◆ **Feature Story: Diversity, Equity and Inclusion**
 - Healthcare Roundtable on Cardiac Care
 - HR: Latest in DEI
 - Member Spotlight
 - New Jersey's Energy Future
 - Stats That Matter: Workforce Diversity
 - Newark: Building a Vibrant Future From a Storied Past

MARCH

Material Due: Thursday, February 15, 2024
Digital Materials Due: Tuesday, February 20, 2024

- ◆ **Feature Story: Women's History**
 - Companies That Care
 - Accounting Roundtable
 - Member Spotlight
 - Stats That Matter: Nonprofits in NJ
 - Food Industry in NJ
 - New Jersey's Musical Heritage



APRIL

Print Material Due: Thursday, March 21, 2024
Digital Materials Due: Tuesday, March 26, 2024

- ◆ **Feature Story: The Environment**
 - New EPA policies
 - NJ Manufacturing News
 - Opening of The Valley Hospital in Paramus
 - Member Spotlight
 - Stats That Matter: NJ's Manufacturing Output
 - Small Is Beautiful: A Look at Three Small Businesses Making a Difference

MAY

Print Material Due: Thursday, April 18, 2024
Digital Materials Due: Tuesday, April 23, 2024

- ◆ **Feature Story: Higher Education**
 - Feature on Celebrity NJ graduates
 - Workforce developments
 - A Look at New Jersey's County Colleges
 - Stats That Matter: NJ's Colleges
 - Banking Outlook
 - Member Spotlight

JUNE/JULY

Print Material Due: Thursday, June 13, 2024
Digital Materials Due: Tuesday, June 18, 2024

- ◆ **Feature Story: New Jersey Tourism**
 - Advances in Cybersecurity
 - Alternative Energy Developments
 - Member Spotlight
 - Insurance Industry in New Jersey
 - Stats That Matter: Travel and Tourism

COMMERCE 2024 Editorial Planning Calendar



AUGUST

Print Material Due: Thursday, July 11, 2024
Digital Materials Due: Tuesday, July 16, 2024

- ◆ **Feature Story: Enterprising Women**
 - Emergence of AI
 - Environmental Innovations
 - Member Spotlight
 - Stats That Matter: Markets in Review
 - New Jersey's Changing Pharma Landscape

SEPTEMBER

Print Material Due: Thursday, August 15, 2024
Digital Materials Due: Tuesday, August 20, 2024

- ◆ **Feature Story: Hispanic Heritage**
 - Healthcare Roundtable on Cardiac Care
 - HR: Latest in DEI
 - Member Spotlight
 - New Jersey's Energy Future
 - Stats That Matter: Workforce Diversity
 - Newark: Building a Vibrant Future From a Storied Past

OCTOBER

Material Due: Thursday, September 12, 2024
Digital Materials Due: Tuesday, September 17, 2024

- ◆ **Feature Story: Healthcare**
 - Companies That Care
 - Accounting Roundtable
 - Member Spotlight
 - Stats That Matter: Nonprofits in NJ
 - Food Industry in NJ
 - New Jersey's Musical Heritage



NOVEMBER

Print Material Due: Thursday, October 17, 2024
Digital Materials Due: Tuesday, October 22, 2024

- ◆ **Feature Story: Finance**
 - Banking Outlook
 - NJ Manufacturing News
 - Opening of The Valley Hospital in Paramus
 - Member Spotlight
 - Stats That Matter: NJ's Manufacturing Output
 - Small Is Beautiful: A Look at Three Small Businesses Making a Difference

DECEMBER

Print Material Due: Thursday, November 14, 2024
Digital Materials Due: Tuesday, November 19, 2024

- ◆ **Feature Story: CEO Predictions**
 - Feature on Celebrity NJ graduates
 - Workforce developments
 - New EPA policies
 - A Look at New Jersey's County Colleges
 - Stats That Matter: NJ's Colleges
 - Member Spotlight

MONTHLY COLUMNS

- President's View,
- Lessons in Leadership by Steve Adubato
- Effective Management by Joseph Truncale
- Member Notes on Trends and Innovations



2024 Advertising Rates

COMMERCE PRINT EDITION*			
Size/Placement	1-6 Issues	7-11 Issues	
Back Cover <i>(Full Page)</i>	\$3,500 each	\$3,200 each	
Inside Front Cover <i>(Full Page)</i>	\$3,200 each	\$2,900 each	
Inside Back Cover <i>(Full Page)</i>	\$3,000 each	\$2,900 each	
Page 1 or Page 3	\$2,800 each	\$2,700 each	
Full Page	\$2,600 each	\$2,300 each	
Half Page	\$2,000 each	\$1,850 each	
Quarter Page	\$1,000 each	\$950 each	

COMMERCE DIGITAL-ONLY EDITION			
Size/Placement	Per Issue		
Full Page	\$600		
Half Page	\$400		

E-NEWSLETTERS (Distributed Monday-Friday)			
Title	5 Insertions (Weekly)	20 Insertions (Monthly)	
Hot Topics For Business <i>(Mondays-Thursday)</i> BusinessBeat <i>(Each Friday)</i>	\$500	\$1,800	

COMMERCE/CIANJ WEBSITE (PER MONTH)			
	Banner	Square	
Per Month	\$500	\$500	

*All Print Edition ads will be included in the Digital Edition

AD SIZES COMMERCE MAGAZINE		
	Trim Size	Bleed Size
Full Page Bleed	8.5" wide x 10.875" high	8.75" x 11.125" High
Full Page Non-Bleed	8" wide x 10" high	N/A
Half Page Horizontal	8" wide x 4.75" high	N/A
Half Page Vertical	3.625" wide x 10" high	N/A
AD SIZES NEWSLETTER OR WEBSITE		
Banner	800 px x 120 px	N/A
Square	284 px x 284 px	N/A

COMMERCE Production and Print Schedule

Issue	January 2024	February 2024	March 2024	April 2024	May 2024
ADVERTISING					
Ad Close/Materials Due	Thursday, December 14, 2023	Thursday, January 18, 2024	Thursday, February 15, 2024	Thursday, March 21, 2024	Thursday, April 18, 2024
Final DIGITAL Ad pages Due	Tuesday, December 19, 2023	Tuesday, January 23, 2024	Tuesday, February 20, 2024	Tuesday, March 26, 2024	Tuesday, April 23, 2024
DISTRIBUTION					
In-Home	Friday, January 5, 2024	Friday, February 9, 2024	Friday, March 8, 2024	Friday, April 12, 2024	Friday, May 10, 2024
Digital Edition Emails	Tuesday, December 26, 2023	Tuesday, January 30, 2024	Tuesday, February 27, 2024	Tuesday, April 2, 2024	Tuesday, April 30, 2024

Issue	June/July 2024	August 2024	September 2024	October 2024	November 2024	December 2024
ADVERTISING						
Ad Close/Materials Due	Thursday, June 13, 2024	Thursday, July 11, 2024	Thursday, August 15, 2024	Thursday, September 12, 2024	Thursday, October 17, 2024	Thursday, November 14, 2024
Final DIGITAL Ad pages Due	Tuesday, June 18, 2024	Tuesday, July 16, 2024	Tuesday, August 20, 2024	Tuesday, September 17, 2024	Tuesday, October 22, 2024	Tuesday, November 19, 2024
DISTRIBUTION						
In-Home	Friday, July 5, 2024	Friday, August 2, 2024	Friday, September 6, 2024	Friday, October 4, 2024	Friday, November 8, 2024	Friday, December 6, 2024
Digital Edition Emails	Tuesday, June 25, 2024	Tuesday, July 23, 2024	Tuesday, August 27, 2024	Tuesday, September 24, 2024	Tuesday, October 29, 2024	Tuesday, November 26, 2024