



TAPinto
Your Neighborhood News Online
www.TAPinto.net

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



Media Kit 2025

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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
The Business of New Jersey
SPECIAL GAMING ISSUE
Gaming 2021 • \$4.99

Trying to Win!
State of Gaming
in New Jersey

Commerce
The Business of New Jersey
October 2021 • \$4.99

**THE SUCCESS
OF JERSEY
MIKE'S SUBS
AND THE
IMPORTANCE OF
GIVING BACK**



Peter Cancro
Founder & CEO
Jersey Mike's Subs

COMMERCE publishes eleven times per year. With plans to produce multiple SPECIAL EDITIONS with major industry partners in 2025; 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.

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Access to approximately 2 million readers

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

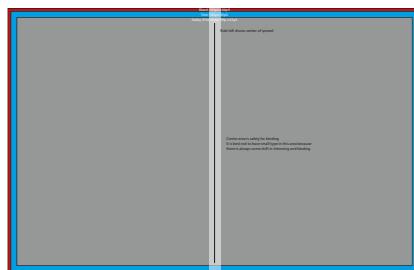
20%

of Our Readers Work in Healthcare, Pharmaceuticals or Education

39%

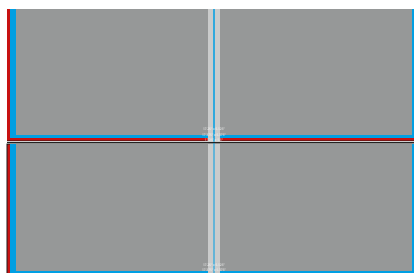
of Our Readers Pass Their Copies on or Place them in a Public Area

Mechanical Specifications



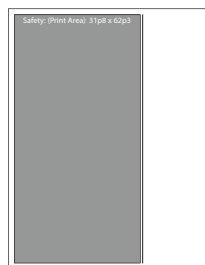
Full Page Spread With Bleed

- 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

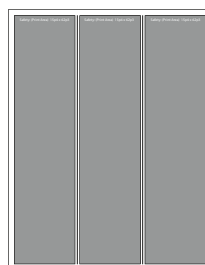
- Bleed: 103p6 W x 33p9 H
17.25" x 5.5"
- Trim: 102p W x 32p3 H
17" x 5.375"
- Safety 99p W x 30p9 H
16.5" X 10.375"



Two Thirds Vertical

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

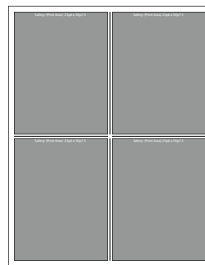
(floating ads do not have trim or bleed)



One Third Vertical

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

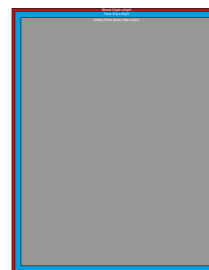
(floating ads do not have trim or bleed)



Quarter Page

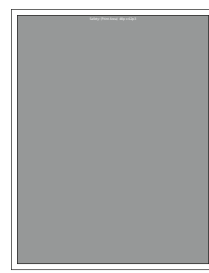
- Safety 23p6 W x 30p9 H
3.9" x 5.125"

(floating ads do not have trim or bleed)



Full Page With Bleed

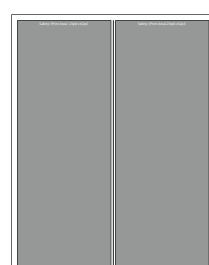
- Bleed: 52p6 W x 66p9 H
8.75" x 11.125"
- Trim: 51p W x 65p3 H
8.5" x 10.875"
- Safety 48p W x 62p3 H
8" x 10.375"



Full Page Non Bleed

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

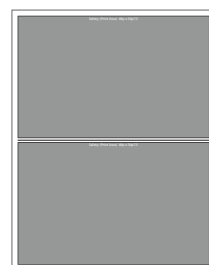
(floating ads do not have trim or bleed)



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)

CIANJ Digital Ad Sizes:

Banner : 800 px W x 120 px H

Commerce Website Ad Sizes:

Banner (provide ad in both sizes):
Desktop leaderboard 728 px W x 90 px H
Mobile leaderboard 320 px W x 100 px
Bullseye: 300 px W x 250 px H

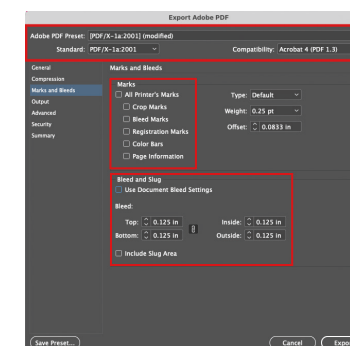
PRODUCTION REQUIREMENTS

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 bleed or 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.

Digital ads can be submitted as .jpg, .gif or .png

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, Rich Waltman or Tom Worley for more information, their contact information is below.

COMMERCE 2025 Editorial Planning Calendar



JANUARY

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

- ◆ Focus on: Real Estate
- International Spotlight: Belgium consulate/EVS Broadcast
- Higher Education: Williamson and Rowan University, new construction degree
- Q & A about CIANJ event
- Healthcare Roundtable
- 2025 Outlook

FEBRUARY

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

- Focus on: Diversity, Equity & Inclusion
- Healthcare Roundtable on Cardiac Care
- Industry Spotlight: Environmental

MARCH

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

- ◆ Focus on: Companies That Care Awards
- Women Making NJ History
- Banking Roundtable
- Industry Spotlight: Prepping for Taxes



APRIL

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

- ◆ Focus on: Environmental Leaders
- Alternative Energy Developments
- Real Estate Roundtable
- Industry Spotlight: Utilities

MAY

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

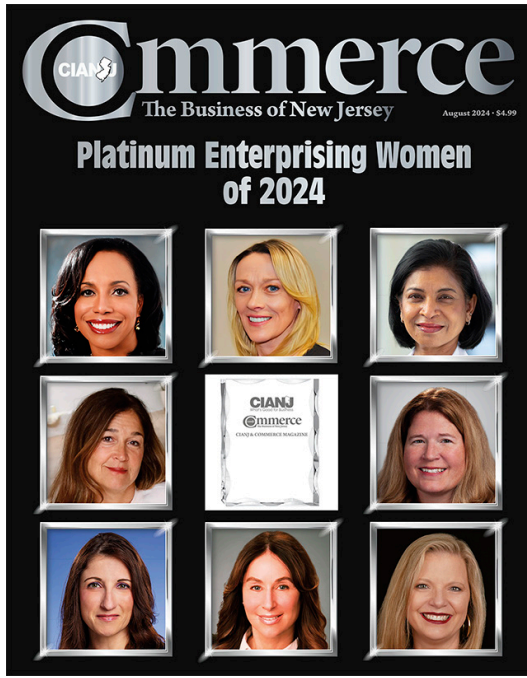
- ◆ Focus on: Workforce Technologies and Developments
- AI Advancement Roundtable
- Industry Spotlight: Higher Education

JUNE/JULY

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

- ◆ Focus on: Summer Tourism in NJ
- Industry Spotlight: Hospitality
- Law Roundtable

COMMERCE 2025 Editorial Planning Calendar



AUGUST

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

- ◆ **Focus on: Enterprising Women in Commerce Awards**
 - Environmental Roundtable
 - Industry Spotlight: Law
 - Healthcare Roundtable

SEPTEMBER

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

- ◆ **Focus on: DEI**
 - Diversity, Equity & Inclusion: Health Equity Roundtable
 - Healthcare Roundtable: Cardiac Care
 - Potential recap of NRF and tech vendors that do business in NJ

OCTOBER

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

- ◆ **Focus on: 2025 New Jersey Gubernatorial Election**
 - Profile on "2024 Enterprising Women in Commerce of the Year" Winner
 - Healthcare Roundtable: Breast Cancer Treatment
 - Industry Spotlight: Transportation

NOVEMBER

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

- ◆ **Focus on:**
 - Profile on Incoming CIANJ Chair
 - Holiday Business Outlook
 - Retail and Small Business Roundtable
 - Industry Spotlight: Non-Profit

DECEMBER

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

- ◆ **Focus on: CEO Predictions**
 - Manufacturing Roundtable
 - Industry Spotlight: Human Resources

MONTHLY COLUMNS

- President's View
- Upcoming
- Healthcare Checkup
- Member Notes on Trends and Innovations
- Member Movements
- Member Spotlight
- Effective Management by Joseph Truncale
- Lessons in Leadership by Steve Adubato
- New New Jersey
- Industry Insights



2025 Advertising Rates

COMMERCE MAGAZINE PRINT AND DIGITAL ADVERTISING OPTIONS		
SIZE	INCLUDES	PRICE
FULL PAGE	<ul style="list-style-type: none"> One page in the printed and digital edition of COMMERCE One-month banner or bullseye ad on the COMMERCE web site One week (four insertions) in CIANJ's Hot Topics email blast (Monday-Thursday) One week (one insertion) in CIANJ's Business Beat email blast (Friday) 	\$2,000
HALF PAGE	<ul style="list-style-type: none"> One half page in the printed and digital edition of COMMERCE Two weeks banner or bullseye ad on the COMMERCE web site One week (four insertions) in CIANJ's Hot Topics email blast (Monday-Thursday) One week (one insertion) in CIANJ's Business Beat email blast (Friday) 	\$1,000
QUARTER PAGE	<ul style="list-style-type: none"> One quarter page in the printed and digital edition of COMMERCE One-week banner or bullseye ad on the COMMERCE web site 	\$500
COMMERCE WEB SITE AND E-NEWSLETTER		
ONE MONTH	<ul style="list-style-type: none"> One-month banner ad on the COMMERCE web site One-month banner ad in the comercemagazinenj.com newsletter 	\$500
CIANJ EMAIL BLASTS – HOT TOPICS AND BUSINESS BEAT		
ONE MONTH	<ul style="list-style-type: none"> Four weeks (16 insertions) in Hot Topics email blast (Monday-Thursday) Four weeks (4 insertions) in Business Beat email blast (Friday) 	\$1,800
ONE WEEK	<ul style="list-style-type: none"> One week (four insertions) in Hot Topics email blast (Monday-Thursday) One week (one insertion) in Business Beat email blast (Friday) 	\$500
TAPinto NEW JERSEY HYPER-LOCAL NEWS NETWORK*		
ONE MONTH	<ul style="list-style-type: none"> One-month banner ad on one of the 95+ independently owned and operated local news and digital marketing platforms in New Jersey, New York Pennsylvania and Florida. Access to approximately 2 million readers 	\$550
NOTE: Additional local site advertising is charged at the per site price of \$500 per local site, contact your ad sales representative for more information about the TAPinto/COMMERCE strategic partnership.		

COMMERCE Production and Print Schedule 2025

Issue	January 2025	February 2025	March 2025	April 2025	May 2025
ADVERTISING					
Ad Close/Materials Due	Thursday, December 12, 2024	Thursday, January 16, 2025	Thursday, February 13, 2025	Thursday, March 20, 2025	Thursday, April 15, 2025
Final DIGITAL Ad pages Due	Tuesday, December 17, 2024	Tuesday, January 21, 2025	Tuesday, February 18, 2025	Tuesday, March 25, 2025	Tuesday, April 22, 2025
DISTRIBUTION					
In-Home	Friday, January 3, 2025	Friday, February 7, 2025	Friday, March 7, 2025	Friday, April 11, 2025	Friday, May 9, 2025
Digital Edition Emails	Monday, December 23, 2024	Tuesday, January 28, 2025	Tuesday, February 25, 2025	Tuesday, April 1, 2025	Tuesday, April 29, 2025

Issue	June/July 2025	August 2025	September 2025	October 2025	November 2025	December 2025
ADVERTISING						
Ad Close/Materials Due	Thursday, June 12, 2025	Thursday, July 10, 2025	Thursday, August 14, 2025	Thursday, September 11, 2025	Thursday, October 16, 2025	Thursday, November 13, 2025
Final DIGITAL Ad pages Due	Tuesday, June 17, 2025	Tuesday, July 15, 2025	Tuesday, August 19, 2025	Tuesday, September 16, 2025	Tuesday, October 21, 2025	Tuesday, November 18, 2025
DISTRIBUTION						
In-Home	Friday, July 4, 2025	Friday, August 1, 2025	Friday, September 5, 2025	Friday, October 3, 2025	Friday, November 7, 2025	Friday, December 5, 2025
Digital Edition Emails	Tuesday, June 24, 2025	Tuesday, July 22, 2025	Tuesday, August 26, 2025	Tuesday, September 30, 2025	Tuesday, October 28, 2025	Tuesday, December 2, 2025