

All About South Jersey MOM

Why South Jersey businesses, *large and small,* choose South Jersey MOM!

South Jersey MOM focuses on local families and businesses. With moms making the decision on what products to buy their families, and what services work best, this is THE place to reach your target customer, every time.

We recently conducted a survey of our readers and found out some very valuable information for our advertisers:

- 67% read the magazine cover to cover
- 70% of readers have already used one or more advertisers from South Jersey MOM and 100% say they WOULD use an advertiser in the near future.



Average age of our readers:

- 41% 36-45 years old
- 39% 26-35 years old
- 11% 18-25 years old
- 9% over 46 years old

How long do readers hold onto South Jersey MOM?

- 79% keep it for more than 3 months
- 20% keep it for 1 month

AND

- 40% of readers give it to a friend after they read it

Miscellaneous Stats:

- 62% have 2 or more children
- 10% are currently pregnant

Average age of children in the household

- 63% have children ages 8-12
- 42% have children ages 4-7
- 63% have children ages 1-3
- 28% have children ages 0-12 months

How long do readers hold onto other local parenting publications?

- 26% throw it away after they read it
- 13% keep it for one week
- 3% keep it for one day
- 31% keep it for 1 month

Annual Household Income:

- 60% make \$50,000-\$100,000
- 40% make \$100,000+

What a great return on investment! Since advertising with South Jersey MOM my daily website hits have increased by an average of 30 a day. I have received an average of 25 responses per ad. Running ads in the magazine has **doubled my monthly profit**. Advertising with South Jersey MOM has been one of the most successful marketing tools for my business.

—*Tammy Collins, Owner*
TLC Creations, ETC.

I am grateful to SJ Mom Magazine! **I consistently pull leads each month.** They give great feedback on constructing your ads to help you get the most pull for your ad. I have been advertising with them for over a year now and will continue to do so!"

—*Nicole Simonin, Owner*
Shape It Up Fitness

With budgets getting cut each year, we had to review how our advertising dollars were being spent and if they were effective. We have advertised in various parenting related literature that was more widespread in the Delaware Valley area. When South Jersey MOM first came to our office, we realized this was the avenue to take, since it was a publication that was literally in our own backyard. We jumped on the opportunity immediately. People in our area respond to our ad and enjoy the magazine. The issue distributed to our office are literally gone in days! We recently increased the size of our ad as well. **We feel they are dollars well spent.**

—*Susan Ireland, RN*
Women's & Children's Services,
Kennedy Health System

We have received a great response from our South Jersey MOM ads. We average 20-40 calls per month with over **72% of those calls resulting in a sale..**

—*Rachel Fawley, Owner*
Basically Babysitting, Cherry Hill, NJ

Advertising Specifications and Deadlines

Our mission is to **empower mothers and recognize all they do for their families**

About Us

South Jersey MOM is Southern New Jersey's only parenting publication serving Atlantic, Burlington, Camden, Cape May, Cumberland, Gloucester and Salem counties. We focus on providing support and advice for moms with children 12-years-old and under — including pregnant moms.

We don't re-hash what the national parenting magazines tell you. Or what the "experts" say. We share real stories from moms who've been there and done that. *South Jersey MOM* isn't another how-to-guide — it's a magazine full of inspiring stories, debates over hot parenting issues and local opinions about national issues. And that's just the beginning.

Our stories are about regional children and families as well as family-friendly businesses. Articles are written by local writers using sources and settings in South Jersey.

Full Color Display Advertisements

Size	Width	Height
Full Page	7.75"	10"
1/2 Page Horizontal	7.75"	4.875"
1/2 Page Vertical	3.75"	10"
1/4 Page Block	3.75"	4.875"
1/8 Page	3.75"	2.125"

Bleed Size: 8.875" x 11.25"

Trim Size: 8.375" x 10.75"

Live Area: 7.875" x 10.25"

Ad Material Requirements

Camera-ready art will be used as supplied. Digital ad files must be received in a 300 dpi high-resolution format.



2010 Advertising Closing Dates

Issue Date	Deadline to submit ad
December (2009)	Nov. 9, 2009
January (2010)	Dec. 8, 2009
February	Jan. 7, 2010
March	Feb. 8, 2010
April	March 8, 2010
May	April 9, 2010
June	May 7, 2010
July	June 11, 2010
August	July 9, 2010
September	August 9, 2010
October	Sept. 10, 2010
November	Oct. 8, 2010
December	Nov. 8, 2010

Distribution

South Jersey MOM prints more than 38,000 copies each month and distributes to more than 1,000 locations in Burlington, Camden, Gloucester and Cumberland counties. We also mail the magazine directly to the homes of our subscribers in these counties, as well as Atlantic, Cape May and Salem counties.

South Jersey MOM is published monthly and is distributed the third week prior to the issue date.

South Jersey MOM

P.O. Box 2413

Vineland, NJ 08362-2413

www.southjerseymom.com

(856) 692-MOMS

Fax: (856) 405-6794

2010 Advertising Rates

South Jersey MOM has the recipe for success!

We understand our target readers — what they want and need in terms of information, products and services. We know how to reach them — where they shop, where they play, where they live and where they spend their time. Our readers love us because we provide relevant information ... in both our editorials, articles and our advertising! The result: Our advertising clients win more high quality leads, higher sales conversion and increased profits!

We do more than just take orders!



We'll take the time to teach and help YOU:

- Write or create effective ads, the kind that are compelling and actually **SELL** for you
- Easily track results for your advertising so you actually **KNOW** the return you get from your investment

E-Newsletter Advertising

Our MOM-e Newsletter is delivered directly to the inbox of our readers each month.

Add your link for just \$160 for the year!

**payment in full is required*

Online Advertising

150x150 block

4x	\$222
8x	\$190
12x	\$158

600x100 banner (top of site)

4x	\$350
8x	\$318
12x	\$286

715x100 banner (bottom of site)

4x	\$375
8x	\$343
12x	\$311

Prices listed are monthly rates

*Logo appears on all pages of
www.southjerseymom.com*

**In 2009, our site averaged
85,000 hits per month!**

Premium Positions

Ad Size	Design Fee	4x*	8x*	12x**
Back Cover (full pg)	\$150	\$2,164	\$1,969	\$1,792
Inside Front Cover (full pg)	\$150	\$2,081	\$1,894	\$1,724
Inside Back Cover (full pg)	\$150	\$2,000	\$1,820	\$1,657
Page 4, 6, 7, 8, 9, 10 (1/4 pg or larger)	(see rates below)	additional 10% on rates below		

**Rates listed net and are per insertion/per issue for full color; **Additional 5% discount if 12 months paid in full; design fee is one time fee*

Standard Positions

Ad Size	Design Fee	4x*	8x*	12x**
Full Page	\$150	\$1,670	\$1,520	\$1,384
1/2 Page	\$100	\$886	\$808	\$736
1/4 Page	\$85	\$474	\$434	\$396
1/8 Page	\$65	\$258	\$237	\$218
Resource Guide		\$65	\$65	\$65

**Rates listed net rates and are per insertion/per issue for full color; **Additional 5% discount if 12 months paid in full; design fee is one time fee*