

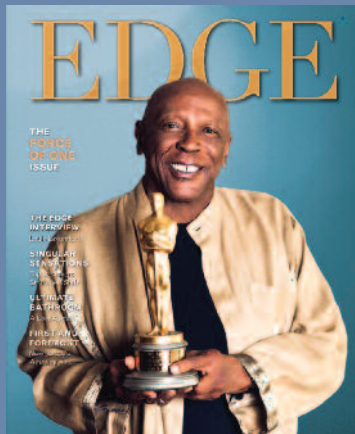
EDGE[®]

Magazine

EDGE celebrates the good life in New Jersey, transporting readers to the leading edge of entertainment, health, home, style and community.



2017 Media Kit



If your business can meet the demands of people on the EDGE, then you need to be *in* EDGE.



Over 78,000 Magazines Printed Bi-Monthly*

EDGE offers you...

- MORE REACH
- LONGER SHELF LIFE for your message
- BETTER AD PLACEMENT
- ALL FOR THE LEAST COST PER HOUSEHOLD for your ad dollars

EDGE is mailed to:

- OVER 70,000 Homes in Central New Jersey
- 3,000 Doctor's Waiting Rooms
- 100's of Hair & Nail Salons

**Over 75,000
Total Mailing**

ALSO... On Sale at Select Newsstands.
And HUNDREDS MORE on Special Display Racks
(In key Business and Community locations)

Your EDGE to reaching OVER **300,000** readers each issue

Plus as a Bonus...

You've Got Your **Print EDGE** and Your **Online EDGE**
NOW get Your **Social Media EDGE**

Follow and Like Us Today!

EdgeMagNJ



EDGE Magazine (NJ)

Make OUR Demographics YOUR Demographics!

Age:	25-54	75%
	55-64	14%
	65+	11%
Gender:	Female	60%
	Male	40%
Avg Family Size		3.3
College Educated		88%
Homeowners		100%
Household Income:		
	\$75,000-\$200,000	32%
	Over \$200,000	68%
Internet Access		95%

*EDGE is published 5 times a year

EDGE®

Each issue of EDGE explores a compelling cultural theme with an intriguing blend of essays, articles, interviews, artwork and photography.

2017 EDITORIAL CALENDAR

The **SWIMSUIT** Issue **February/March** Space Reservation Closes 12/1/16 • Ad file due 12/7/16
What do you call an entire magazine devoted to New Jersey's quirky sense of humor and fun? The Swimsuit Issue, of course! Sorry, you won't find any scantily clad models in these pages—even so, you won't be able to put this issue down, either.

The **RECENT FUTURE** Issue **April/May** Space Reservation Closes 2/1/17 • Ad file due 2/7/17
The exponential growth of technology is changing our world every day—bringing a futuristic vision closer to reality. The RECENT FUTURE Issue focuses on cultural trends and tech advances that will begin impacting our lives *now*...in 2017.

The **WORK IN PROGRESS** Issue **June/July** Space Reservation Closes 4/1/17 • Ad file due 4/7/17
As the last election cycle made painfully apparent, we have a ways to go—culturally, politically and economically. The WORK IN PROGRESS Issue celebrates New Jersey's remarkable diversity, and the strength it has given our state in good times, bad times, and complicated times.

The **HOME ALONE** Issue **September/October** Space Reservation Closes 7/1/17 • Ad file due 7/7/17
There truly is no place like home—for each of us it is where the day begins and ends. The HOME ALONE Issue celebrates the American household and looks at how that environment is impacting our families and children.

The **STAR POWER** Issue **November/December** Space Reservation Closes 9/1/17 • Ad file due 9/7/17
On a per capita basis, New Jersey blows away the other 49 states when it comes to the elite-level entertainment, sports and business celebrities it produces. The STAR POWER Issue does a deep dive into the why's and wherefore's of our state's ability to incubate unstoppable talent.

The **DOCTOR KNOWS BEST** Issue **February/March 2018** Space Reservation Closes 12/1/17 • Ad file due 12/7/17
For more than a century, New Jersey's hospitals, universities and businesses have been at the forefront of advances in the medical and pharmaceutical arenas. The DOCTOR KNOWS BEST Issue celebrates the past, present and future of medicine in the Garden State.

THE HEALTHY EDGE

EDGE has become the most trusted and timely source of emerging medical news among New Jersey consumer publications. Thousands of our readers turn to WHAT'S UP, DOC? *first* for breaking news and views—and count on the HEALTHY EDGE section of the magazine to keep them informed, engaged and entertained. EDGE is published by a hospital system, so you know we take this stuff seriously!

THE EDGE INTERVIEW

EDGE has a unique reputation in the magazine world—we are a *regional* publication with a *national* following. A big part of this success story is THE EDGE INTERVIEW, a lively, honest and intelligent conversation in every issue with a talented and thoughtful celebrity. In 2016, we featured interviews with Lou Gossett, Jerry Lewis Rhea Seehorn (*Better Call Saul*), Ming-Na Wen (*ER & Marvel Agents of S.H.I.E.L.D.*) and Katrina Law (*Arrow*). Unlike other publications, if you see stars on our cover, *you know we talked to them!*

The writing is smart and savvy. And so is the EDGE reader!

Please note: Editorial calendar and closing dates may vary in a calendar year.