



EDGE®

M a g a z i n e

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

2018

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		98%

*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.

2018 EDITORIAL CALENDAR

The **DOCTOR KNOWS BEST** Issue

February/March

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 **MOTHER OF INVENTION** Issue

April/May

Space Reservation Closes 2/1/18 • Ad file due 2/7/18

EDGE devotes an entire issue to Motherhood—from birth to parenting to grand-parenting...and also to the fine art of nurturing an amazing idea.

The **AMERICAN DREAM** Issue

June/July

Space Reservation Closes 4/1/18 • Ad file due 4/6/18

Whether inspirational or aspirational, New Jersey has long embodied the spirit of America...our summer issue looks at what makes the state truly great.

The **MAD SCIENCE** Issue

September/October

Space Reservation Closes 7/1/18 • Ad file due 7/6/18

EDGE's "Back to School" issue covers all things scientific...from tech and medical breakthroughs to finding out how the world around us actually works. EDGE's Annual "Our Town Special."

The **NEXT IN LINE** Issue

November/December

Space Reservation Closes 9/1/18 • Ad file due 9/7/18

With 2018 on the horizon, we devote an issue to the people and products that will play an important role in the coming year...along with gift ideas that embrace the future.

The **MILLION TO ONE** Issue

February/March 2019

Space Reservation Closes 12/1/18 • Ad file due 12/7/18

In many ways, New Jersey is defined by its unlikeliest success stories...this issue celebrates our unwavering ability to take chances, go against the grain and beat the odds.

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 2017, we featured Q&A's with Harry Connick Jr., Elizabeth Hurley, Hank Azaria (The Simpsons, Brockmire), Kathy Narducci (The Wizard of Lies, A Bronx Tale), Reid Scott (Veep), Regina King (American Crime, The Big Bang Theory), Omar Miller (Ballers, 8 Mile), New Jersey stand-up comic Mike Recine, fitness diva Jillian Michaels and the late John Heard (Big, Home Alone) in the actor's dramatic final interview. Unlike other publications, if you see stars on the 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.