

# EDGE®

Magazine



MEDIA KIT  
2023

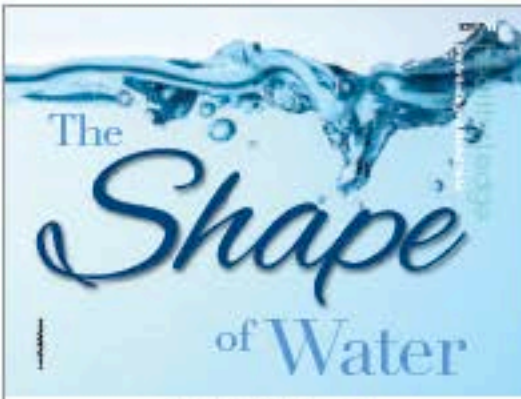


# EDGE interview

**Kevin Smith**



New Jersey's contributions to American popular culture are historically significant and meticulously documented, if not always fully appreciated in real time. **Kevin Smith** is precisely the embodiment of real time. He is in the moment and of the moment, and that has defined his work as a film maker, podcaster and all-around multidimensional entertainment visionary. *Comic Book*, which debuted in September at an Inland Jersey Shore movie theater he now owns, is the latest chapter in a three-decade career that has included critically acclaimed films, a successful hip-hop and podcast megasecession—punctuated by a near-fatal heart attack. The greatest success of Smith's first effort, *Clayton*, taught him valuable lessons about the movie business and the importance of forging a personal connection with his audience. **Gary Strauss** asked Smith to explore the roots of his fascination with film and examine how building connections—with actors, directors and fan—



**The Shape of Water**  
Why you need it. How it works.  
By **Kevin Smith**, MD

**T**hese days, when the hydrogen and oxygen molecules are finally joined into water molecules, they have defined the course of human history. We can only read the words, and we mostly made it to the end of the page, but the percentage of people who are actually reading it is only about 10-15%.



**Flavor Profile**  
How to bring your food to the next level.  
By **Kevin Smith**

**I**nterest is difficult to work unless you have an idea of what you're doing. When you're not sure about the direction you're taking, the most common mistake you can make is to go in a direction that's not yours. The solution is to go in a direction that's yours. When you're not sure about the direction you're taking, the most common mistake you can make is to go in a direction that's not yours.



## Make OUR Demographics YOUR Demographics!

|                |     |                    |      |
|----------------|-----|--------------------|------|
| Age: 25-54     | 75% | Avg Family Size    | 3.3  |
| 55-64          | 14% | College Educated   | 88%  |
| 65+            | 11% | Homeowners         | 100% |
| Gender: Female | 60% | Household Income:  |      |
| Male           | 40% | \$75,000-\$200,000 | 32%  |
|                |     | Over \$200,000     | 68%  |
|                |     | Internet Access    | 98%  |

**EDGE** provides an economical way to reach a **BRAND-LOYAL** audience in their homes, through their computers and on their mobile devices through our powerful integrated **PRINT, WEB & SOCIAL MEDIA** presence. We invite you to leverage the trust and familiarity **EDGE** has built up over a dozen years in the Central New Jersey market.







# Now in our 15th Year

## EDGE has offered you:

- MORE REACH
- LONGER SHELF LIFE for your message
- BETTER AD PLACEMENT
- ALL FOR THE LEAST COST PER HOUSEHOLD – Just pennies!

## EDGE is mailed to:

- 71,900 Homes in Central New Jersey
- 3,000 Doctor's Waiting Rooms
- 100's of Hair & Nail Salons

**ALSO...** HUNDREDS MORE on Special Display Racks  
(In key Business and Community locations)

Over **75,000**  
Total Mailing  
by Name

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

Over **78,000** Magazines Printed Quarterly\*



# EDGE<sup>®</sup>

## M a g a z i n e

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

### 2023 EDITORIAL CALENDAR

The **BREATH OF FRESH AIR** Issue

Spring 2023 Space Reservation Closes 2/1/23 • Ad file due 2/7/23

EDGE explores the changing environment and its impact on our lives in this issue—from health and wellness to culture and politics

The **GET CONNECTED** Issue

Summer 2023 Space Reservation Closes 5/2/23 • Ad file due 5/9/23

Are we really as connected as the social media giants would have us believe? This issue of EDGE looks at how disconnected we have become, and what we can do about it.

The **DEEP THINKING** Issue

Fall 2023 Space Reservation Closes 8/1/23 • Ad file due 8/8/23

EDGE checks in with some of the smartest and most creative people in the arts, medicine, business and technology to see what's on their minds.

The **EMERGING TRENDS** Issue

Winter 2024 Space Reservation Closes 11/1/23 • Ad file due 11/7/23

If you didn't see *that* coming, don't worry—the EDGE staff is spending 2023 collecting all the puzzle pieces needed to give you a clear picture of what's new and important in 2024.

#### 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 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 2022, we featured Q&As with Michael Chiklis (*The Shield, Fantastic Four*), Rhea Perlman (*Cheers, Taxi*) and Kevin Smith (*Clerks, Chasing Amy*), Keith Richards (The Rolling Stones), Hugh Laurie (*House, Why Didn't They Ask Evans?*), and Kristen Stewart (*Spencer*). 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.