

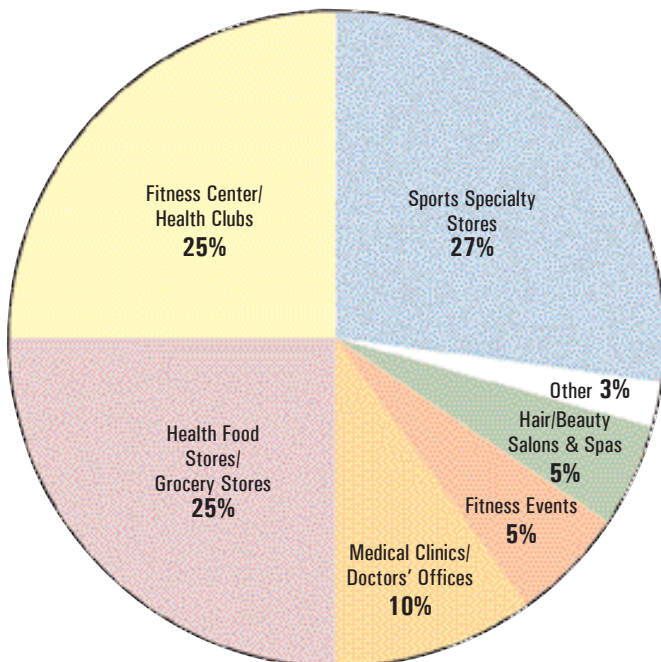
Benefits

Features

- Free
- Full Color Magazine
- Bi-Monthly
- Rack Distribution
- Coverage throughout Camden, Gloucester and Burlington Counties
- Plenty of niche locations for reader accessibility
- Classified section
- Local health, fitness and nutritional information
- Targeted readership of more than 150,000 interested readers
- Lifestyle and family oriented editorial
- Regular columns written by accredited professionals
- Timely and upbeat information
- Monthly guides to fitness, health and beauty businesses
- Readership loyalty
- Very long shelf life (up to one full year)
- Eye-catching glossy color covers

Distribution Analysis

40,000 copies to over 1,000 locations in Camden, Gloucester and Burlington Counties.



Demographics

Sex

Female	56%
Male	44%

Education

College graduates	72%
Post-graduate degrees	15%

Annual Household Income

Over \$150,000 /yr.	8%
\$121,000-\$149,000	9%
\$86,000-\$120,000	14%
\$66,000-\$85,000	35%
\$41,000-\$65,000	24%
\$20,000-\$40,000	10%

Age

Under 20	2%
20-29	25%
30-39	40%
40-49	26%
50 & Over	7%

Sports Participation

Mountain Cycling 44%, Weight-Training 70%, Aerobics/Dance 51%, Skiing 36%, Hiking/Backpacking 22%, In-Line Skating 25%, Tennis/Racquetball 22%, Canoeing/Kayaking 18%, Fitness Walking 54%, Swimming 40%, Golf 40%, Overnight Camping 32%, Rock Climbing 23%, Triathlons 20%, Volleyball 14%, Nordic Skiing 12%, Rowing 12%, Snowboarding 23%, Duathlon 11%, Adventure racing 9%

Average statistics for local, free, bulk drop fitness magazines in the industry are: our readers are health enthused individuals constantly seeking information on their quests for better lifestyles. 40% of our readers are in their 30's, 26% in their 20's, 25 percent in their 40's and 7% are 50+. 50% or more of our readers have a household income of \$75,000 or more. 66% are married. Fifty percent have children. 50% spend more than \$5,000 per year on health and fitness related goods and services. The greatest areas of importance to our readers are mind, body and spirit wellness, working out, travel, nutrition and healthy eating, weight loss, preventative health care, relaxation and stress reduction, outdoor recreation and beauty. Pass along readership is 2 people per each copy of the magazine.

Distributed 6 Times A Year!

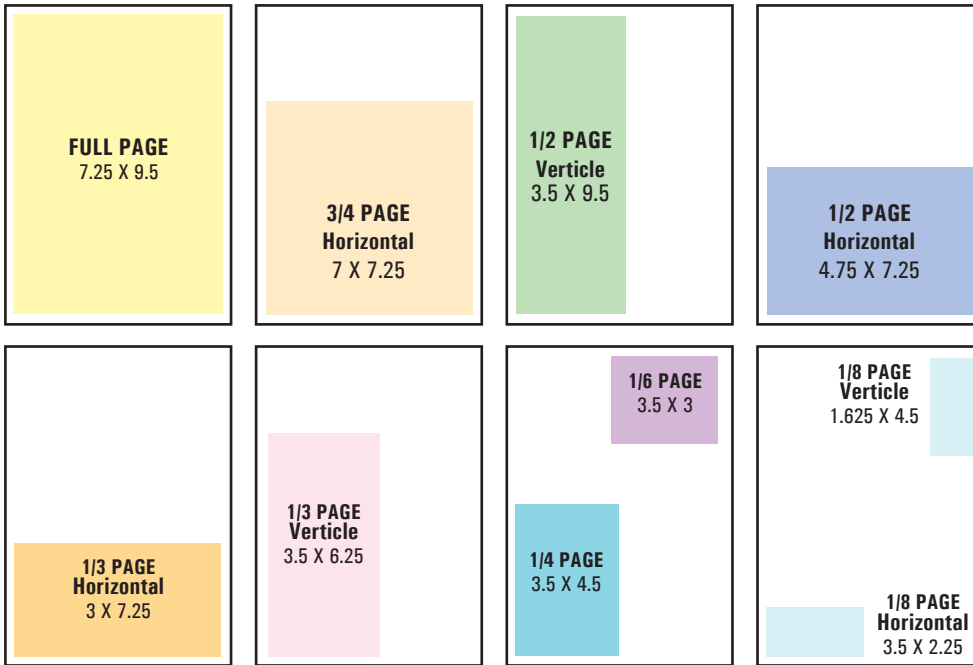
September • November • January
March • May • July

Our targeted distribution ensures that our magazines, and your advertising, is getting into the hands of interested buyers of your services!

JERSEYFIT Magazine

Display Ad Sizes

6 Issues Per Year

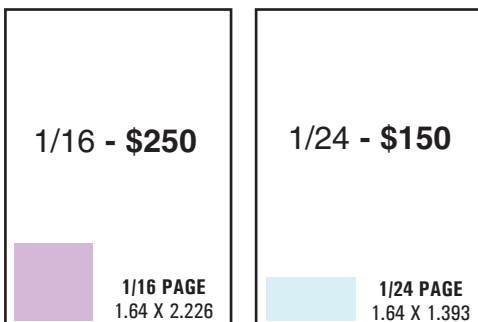


**AD RATES REFLECT
8 WEEKS OF EXPOSURE!**

	1-3 x rate	4-6 x rate	Additional Costs For Full Color
Inside Front cover:	\$2,800	\$2,500	Price Includes Color
Back cover	\$2,800	\$2,500	Price Includes Color
Inside back cover	\$2,500	\$2,200	Price Includes Color
Full Page	\$1,700	\$1,500	\$400
3/4 page	\$1,400	\$1,200	\$350
1/2 page	\$1,000	\$800	\$300
1/3 page	\$700	\$600	\$200
1/4 page	\$500	\$400	\$125
1/6 page	\$400	\$325	\$75
1/8 page	\$300	\$200	\$50

Classified Ad Sizes

Pricing includes color for all classified ads



**CALENDAR OF
EVENTS
ADVERTISING:**
 \$50 for a one paragraph listing
 \$100 for 2 paragraphs

*Your # 1
Resource
For Local
Information!*

Finally, a local fitness magazine is BACK in our area!

Does your business need to reach a health, fitness, beauty or holistic audience?

Do you, or someone you know, deserve to be featured in our magazine?

Would you like to be a contributing writer for JERSEYFIT magazine?

Would you like to be a distribution location for our FREE magazine?

JERSEYFIT
Magazine