



# Commerce Magazine 2026 Media Kit

Reaching 40,000 New Jersey Business Leaders  
Every Month





**Commerce Magazine**, the flagship publication of the Commerce and Industry Association of New Jersey (CIANJ), connects with more than **40,000 business leaders** across the Garden State.

For more than **50 years**, *Commerce* has been a trusted source for insights on business trends, issues, and success stories.

**Published 11 times a year**, *Commerce* is mailed to senior executives at leading New Jersey companies, emailed to subscribers and CIANJ members, featured on both the Commerce and CIANJ websites, and distributed at CIANJ events.

**Commercemagazinenj.com** delivers **daily updates** and **weekly newsletters**, keeping subscribers informed on the latest New Jersey business news and trends.



**Founded in 1927,** The Commerce and Industry Association of NJ (CIANJ) has always been an advocate for business and free enterprise in New Jersey.

CIANJ has more than **900 members** from almost every business sector and is a 501 (c) 6 (not for profit).

The mission of CIANJ is to be the leader in free enterprise advocacy for the purpose of fostering, through education, legislative vigilance and membership interaction, an economic climate that enhances business potential and makes New Jersey a better state in which to live, work and conduct business.

# ***Meet The Commerce Team***



***Jamie Grill-Goodman***  
***Editor***  
***[jgoodman@cianj.org](mailto:jgoodman@cianj.org)***



***Jeremy Sulit***  
***Sales Manager***  
***[jsulit@cianj.org](mailto:jsulit@cianj.org)***

***Please Contact Jamie if you are interested in contributing to the magazine or Jeremy if you are looking to take out an ad!***



***Access to approximately 2 million readers readers  
through our TAPinto partnership***

***48%***

***of readers are based in  
North Jersey.***

***30%***

***of readers are based in  
Central Jersey.***

***22%***

***of readers are based in  
South Jersey.***

***The average digital reader visits  
more than 15 pages of the magazine***

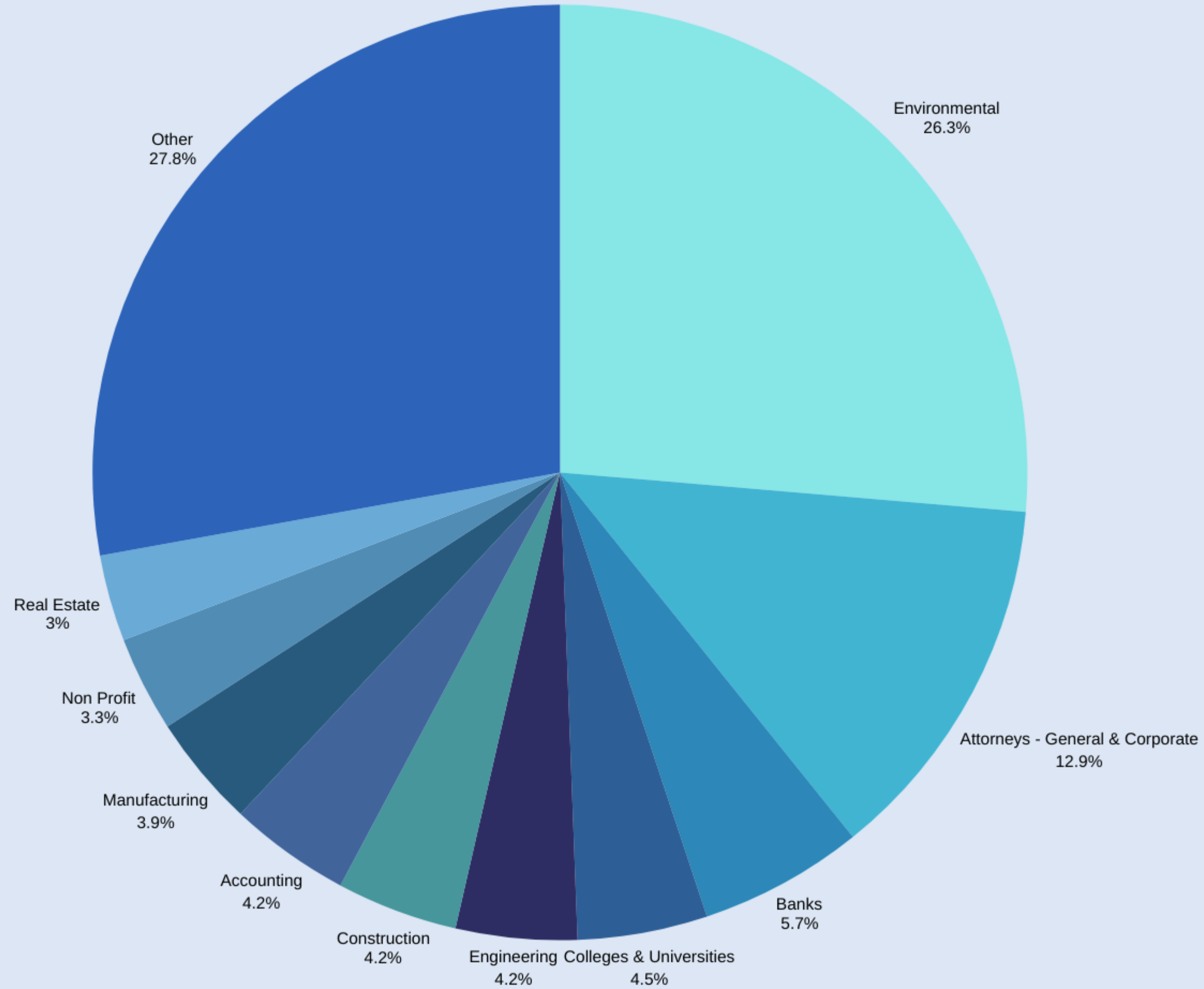
***Commerce Newsletter  
through the Commerce  
website has an open  
rate of 53%***

***Commerce Magazine has a  
20% - 30% digital open rate,  
exceeding the industry  
average of 15.1%***



# Commerce Magazine Reader's Occupation

Environmental Attorneys - General & Corporate Banks Colleges & Universities Engineering  
Construction Accounting Manufacturing Non Profit Real Estate Other





# COMMERCE 2026 Editorial Calendar

Issue	Editorial Themes	Ad Materials Due:
January	<b>CEO Predictions</b> World Cup Brings a World Stage & Industry Spotlight: Nonprofit	December 8 <sup>th</sup> , 2025
February	<b>Succession Planning</b> Data Centers & Marketing Roundtable	January 9 <sup>th</sup> , 2026
March	<b>International Women’s Day</b> Accounting Roundtable & Industry Spotlight: Higher Education	February 6 <sup>th</sup> , 2026
April	<b>Companies That Care</b> Environmental Roundtable & Industry Spotlight: Alternative Energy Developments	March 6 <sup>th</sup> , 2026
May	<b>AI &amp; Workforce Innovations</b> Companies That Care Awards Recap Real Estate Roundtable & Industry Spotlight: Insurance	April 6 <sup>th</sup> , 2026
June	<b>Tourism/World Cup</b> AI Advancements Roundtable & Industry Spotlight: Hospitality	May 8 <sup>th</sup> , 2026

COMMERCE 2026 Editorial Calendar

Issue	Editorial Themes	Ad Materials Due:
July/August	<b>Enterprising Women in Commerce Awards</b> Law Roundtable & Industry Spotlight: Manufacturing	June 12 <sup>th</sup> , 2025
September	<b>International</b> Enterprising Women in Commerce Recap Higher Education Roundtable & Industry Spotlight: Utilities	August 7 <sup>th</sup> , 2026
October	<b>CIANJ Annual Meeting &amp; Luncheon</b> Healthcare Roundtable: Breast Cancer Treatment Innovations Industry Spotlight: Transportation	September 4 <sup>th</sup> , 2026
November	<b>Meet the Incoming CIANJ Chair</b> Profile on “2026 Enterprising Women in Commerce of the Year” Winner Banking/Finance Roundtable & Industry Spotlight: Philanthropy	October 5 <sup>th</sup> , 2026
December	<b>Healthcare Outlook</b> CIANJ Annual Luncheon Recap & Industry Spotlight: Marketing	November 6 <sup>th</sup> , 2026



# CIANJ's Signature Events

Your ad placement in *Commerce* goes beyond the page. Each year, CIANJ hosts 20–30 in-person events—from golf outings and networking receptions to symposiums and award ceremonies—featuring top speakers like Steve Forbes, NJDEP Commissioner Shawn LaTourette, and Verizon Business CRO Aparna Khurjekar.

Every issue is distributed at these gatherings, putting your brand **directly in front of New Jersey's most engaged business leaders.**

## 2026 Signature Events Where We Anticipate High Attendance

Companies That Care Awards (April)

Spring Golf Outing (May)

Enterprising Women Awards (August)

Fall Golf Outing (September)

99th Annual Luncheon (October)



# ***Advertising Rates***

## ***Print***

Size	Price
Premium Placement (Back Cover, Inside Back Cover, Inside Front Cover)	\$3,000
Full Page	\$2,000
Half Page	\$1,200
Quarter Page	\$700



# ***Advertising Rates***

## ***CIANJ Email Newsletters: Hot Topics & Business Beat***

Size	Price	Includes
One Month	\$1,800	<ul style="list-style-type: none"><li>■ Four weeks (16 insertions) in Hot Topics email blast (Monday-Thursday)</li><li>■ Four weeks (4 insertions) in Business Beat email blast (Friday)</li></ul>
One Week	\$500	<ul style="list-style-type: none"><li>■ One week (four insertions) in Hot Topics email blast (Monday-Thursday)</li><li>■ One week (one insertion) in Business Beat email blast (Friday)</li></ul>

## ***Commerce Website & Newsletter***

Size	Price	Includes
One Month	\$500	<ul style="list-style-type: none"><li>■ One-month ad on the Commerce website</li><li>■ One-month ad in the comercemagazinenj.com newsletter</li></ul>

# ***2026 Advertising Packages***

📌 To discuss customized sponsorship packages, please contact:  
**Jeremy Sulit (201) 368-2100 x 108 ♦ [jsulit@cianj.org](mailto:jsulit@cianj.org)**

## **Example of a CIANJ/Commerce Package**

### ***4 Full-Page Ads in Commerce Magazine's premier issues:***

- CEO Predictions (January)
- Companies that Care (April)
- Enterprising Women in Commerce (July/Aug)
- Annual CIANJ Luncheon (October)

### ***3 CIANJ Signature Event Sponsorships:***

- 2026 Companies that Care
- 2026 Enterprising Women in Commerce
- 99th CIANJ Annual Luncheon





# TAPinto Partnership



Commerce is proud to partner with TAPinto.net, a network of more than 95 independently owned and operated local news and digital marketing platforms across New Jersey, New York, Pennsylvania, and Florida.

- Access to 2 million+ readers reached through TAPinto’s hyperlocal network.
- Extend your visibility into the very communities where your customers live and work.
- Share your message on select TAPinto websites throughout New Jersey for maximum impact.

## TAPinto New Jersey Hyper-Local News Network\*

Size	Price	Includes
One Month	\$550	<ul style="list-style-type: none"><li>■ One-month banner ad on one of the 95+ independently owned and operated local news and digital marketing platforms in New Jersey, New York, Pennsylvania &amp; Florida.</li><li>■ Access to approximately 2 million readers</li></ul>

*\*NOTE: Additional local site advertising is charged at the per site price of \$500 per local site, contact your ad sales representative for more information about the TAPinto/COMMERCE strategic partnership.*

# ***Mechanical Specifications***

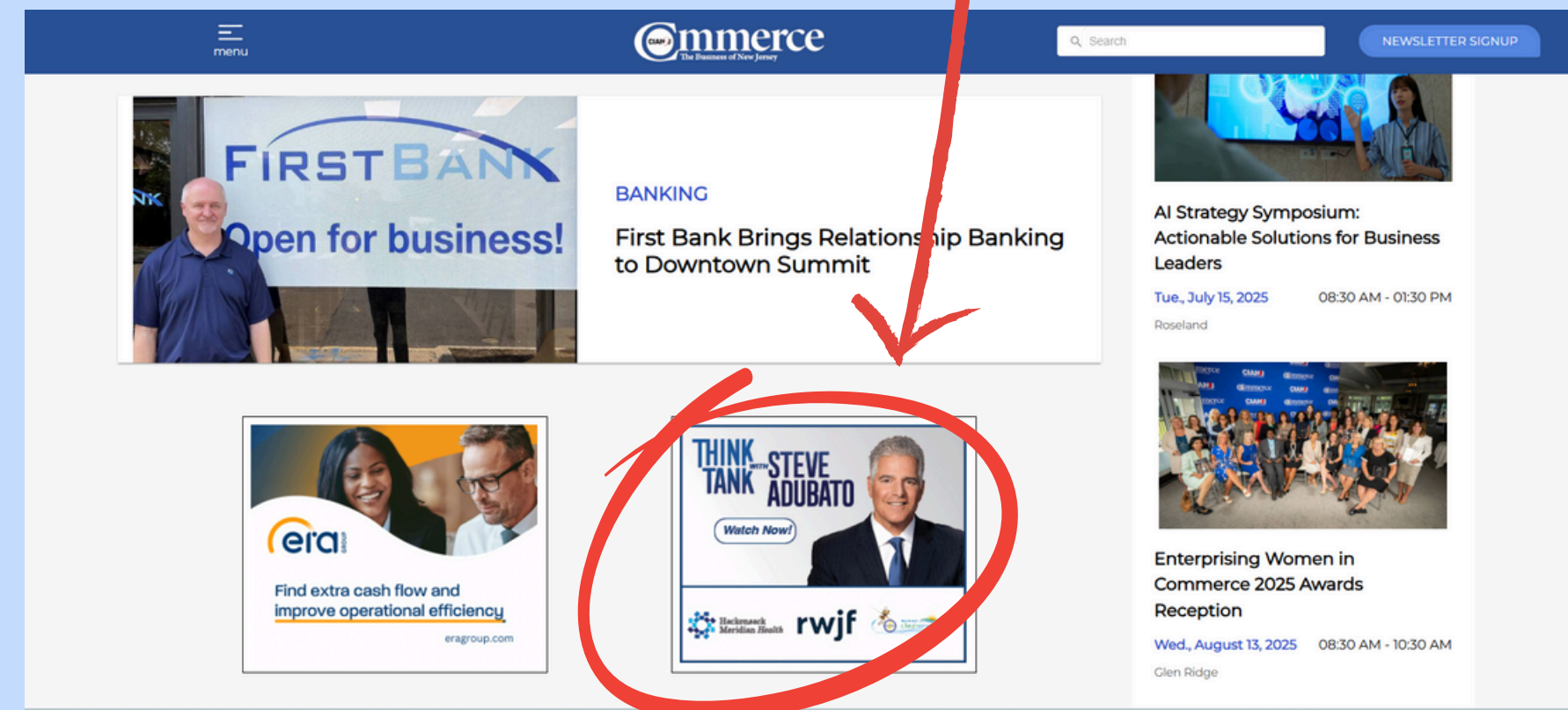
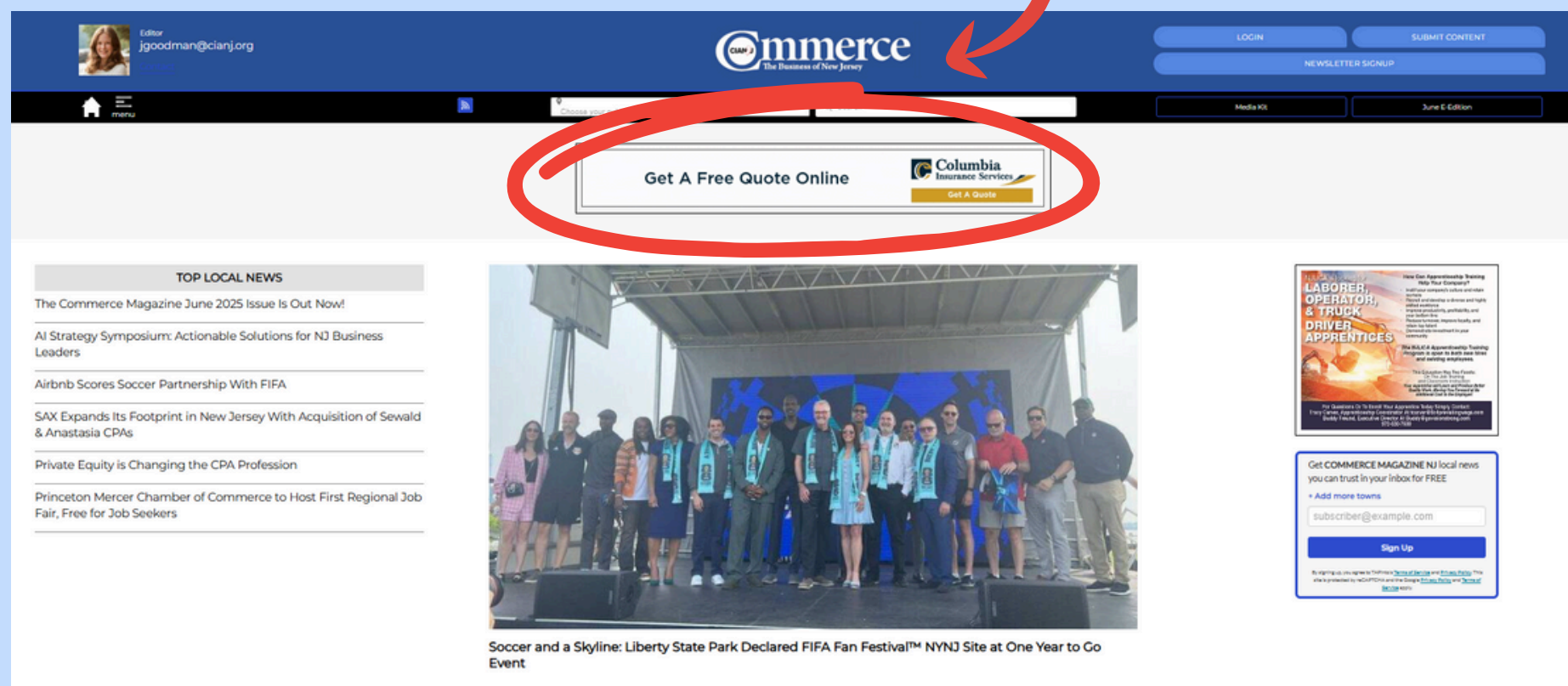
## **CIANJ Newsletter Ad Sizes (Hot Topics & Business Beat Newsletter):**

Banner : 800 px W x 120 px H

## **Commerce Website Ad Sizes:**

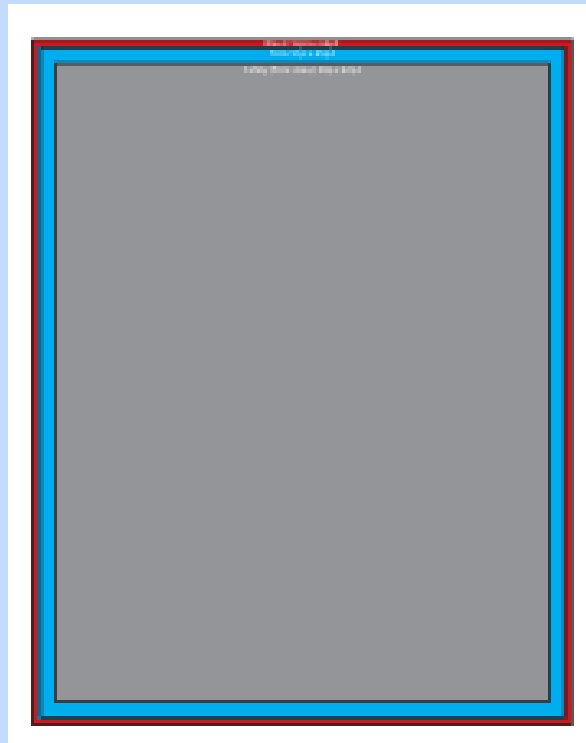
**Banner ad (provide ad in both sizes)**  
728 px W x 90 px H and 320 px W x 100 px

**Bullseye ad**  
300 px W x 250 px H



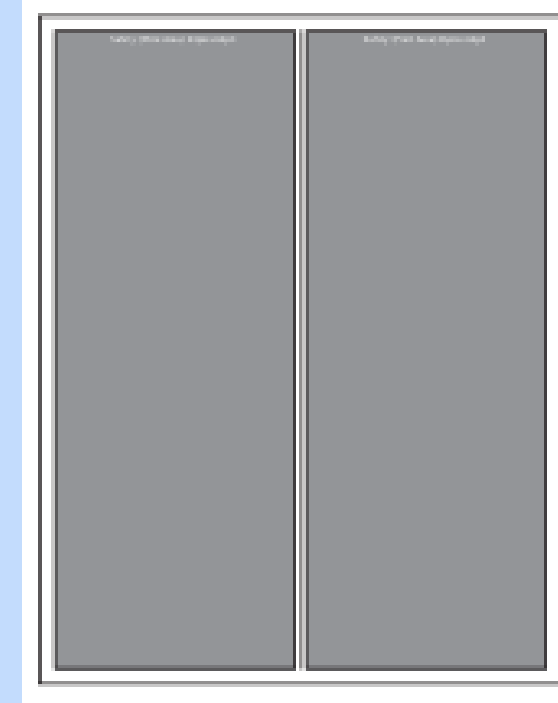


# ***Mechanical Specifications***



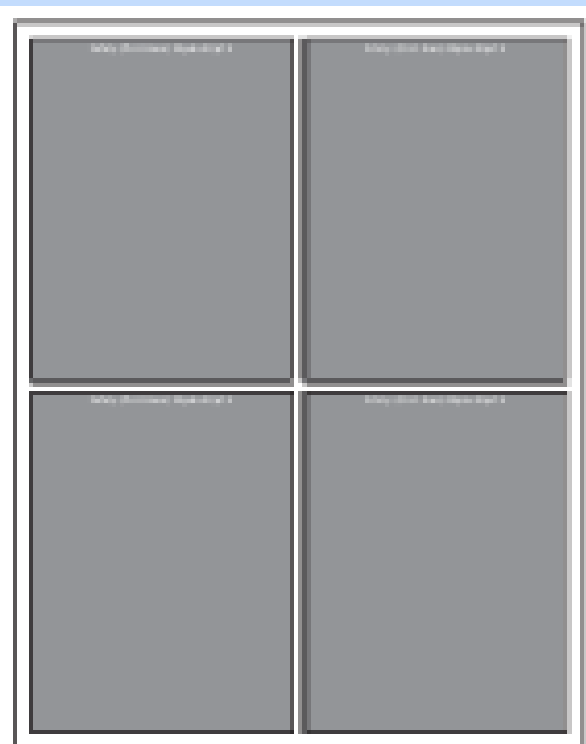
## **Full Page With Bleed:**

- Bleed: 52p6 W x 66p9 H 8.75" x 11.125"
- Trim: 51p W x 65p3 H 8.5" x 10.875"
- Safety 48p W x 62p3 H 8" x 10.375
- .125 bleed and crop marks



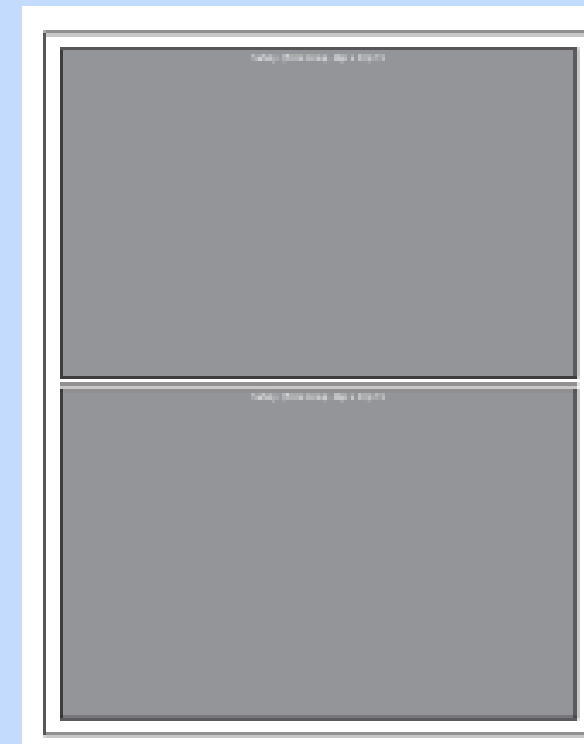
## **Half Page Vertical:**

- Safety 23p6 W x 62p3 H 3.9" x 10.375"
- (floating ads do not have trim or bleed)



## **Quarter Page**

- Safety 23p6 W x 30p9 H 3.9" x 5.125"
- (floating ads do not have trim or bleed)



## **Half Page Horizontal**

- Safety 48p W x 30p9 H 8" x 5.125"
- (floating ads do not have trim or bleed)

# Mechanical Specifications

## Production Requirements

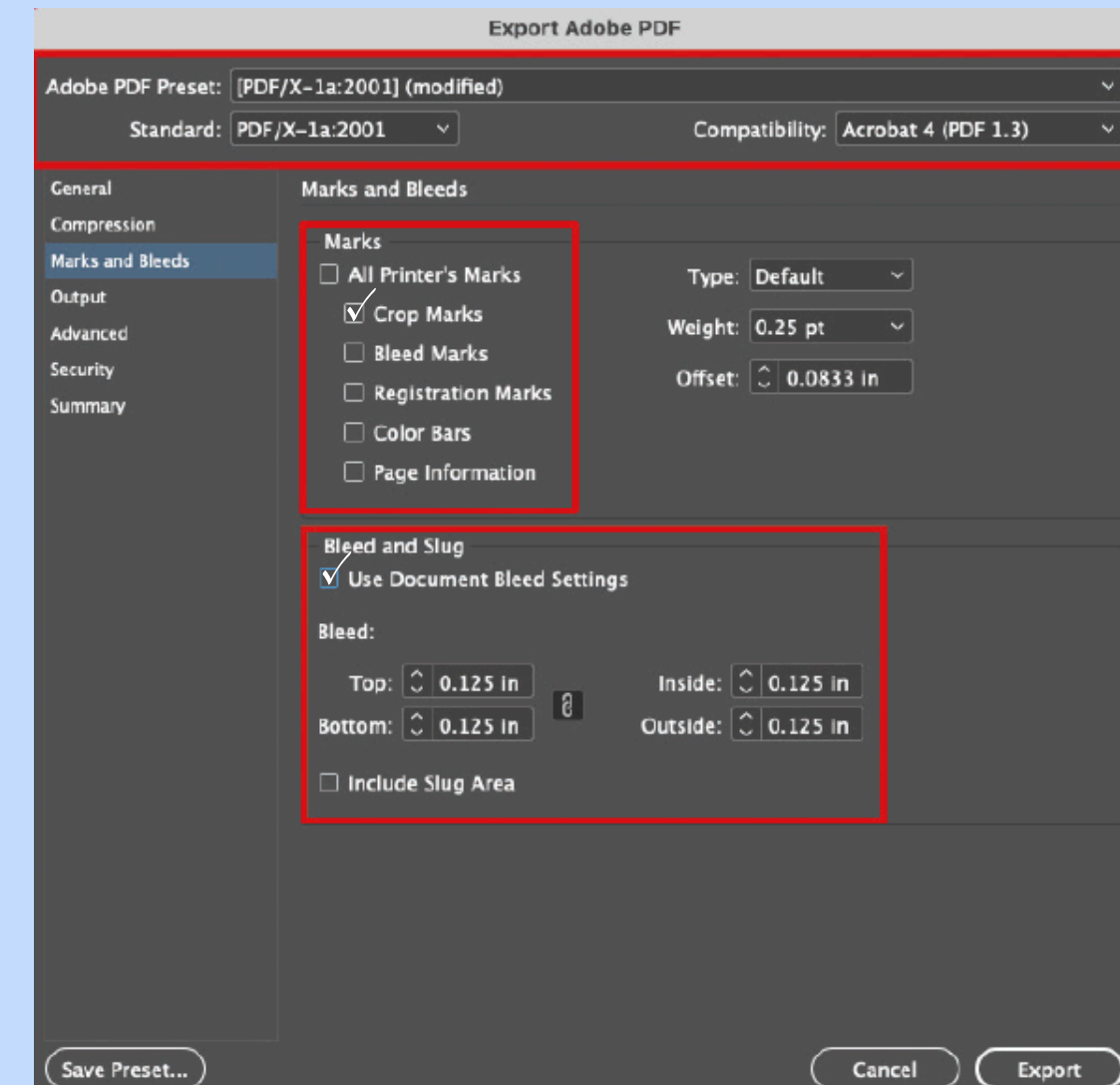
- **Bleed:** The non-printing area beyond the Trim that is cut and discarded in the binding process. Bleed is typically 1/8" to ensure that your image fills the Trim area completely. Please include .125" bleed and crop marks.
- **Trim:** The finished size of the magazine. For web printing, the trim area has a +/- deviation margin of 1/8"
- **Safety:** (Live Area): The area of the advertisement that is 'safe' to place live elements i.e. text and graphics that are not intended to bleed or be cut off. For bleed ads, all necessary elements must fit within the safety area.
- **Gutter Safety:** For Spread ads. This .5" area should not have any small type because there is always a bit of a shift during trimming and binding.

### **File Preparation**

Save your document as [PDF/X-1a:2001]

If your ad bleeds, make sure to check the "bleed" box in your pdf setup.

It is not necessary to check the "trim marks" or "bleed marks" box.



If your only option is to submit an image in a bitmap format (.jpeg, .png, .tiff, .psd), make sure the document is 300 dpi at the FINAL SIZE.

For other file type submissions, please contact your sales manager for alternate file type options.

**Digital ads** can be submitted as .jpg, .gif or .png

NOTE: Text will not print as crisply in an image file (.jpg, .png, .tiff, .psd) as it prints as a vector object (.ai, .svg).



**Ready to amplify your brand with CIANJ & Commerce Magazine's media exposure?**

**Let's discuss how we can work together.**

**Connect With Us:**

**<https://www.cianj.org/>**

**<https://www.commercemagazinenj.com/>**

**(201) 368-2100**

**LinkedIn: [The Commerce and Industry Association of NJ & COMMERCE Magazine NJ](#)**

**Instagram: [commercenewjersey](#)**

**X: [@CommerceNJ](#)**

**Facebook: [Commerce and Industry Association of NJ](#)**

**YouTube: [Commerce and Industry Association of New Jersey \(@CianjOrganization\)](#)**