



**TAPinto**  
Your Neighborhood News Online  
[www.TAPinto.net](http://www.TAPinto.net)

**New Jersey's Premier Business Resource for  
Real Estate, Diversity, Environment, Healthcare,  
Higher Education, Banking, Law, Accounting,  
Philanthropy, and more.**



Jeremy Sulit (201) 368- 2100 x 108 ♦ [jsulit@cianj.org](mailto:jsulit@cianj.org)

*COMMERCE, the flagship publication of CIANJ, reaches business leaders in every business sector. Established nearly 50 years ago, COMMERCE is dedicated to covering key business trends and advocating for New Jersey's business community.*



*The Commerce and Industry Association of New Jersey is a unique network of businesses committed to improving and advancing the cause of free enterprise in the Garden State. We work to make our state a better place to live, work and conduct business.*





COMMERCE publishes eleven times per year. With plans to produce multiple SPECIAL EDITIONS with major industry partners; your message will be seen by thousands of C-Suite and senior-level business leaders throughout the Garden State.

In addition to being mailed, a digital edition of COMMERCE is e-mailed to top executives and posted on the CIANJ and COMMERCE web sites.



Access to approximately 2 million readers

53%

of Our Readers are  
Senior-Level Decision  
Making Executives

78%

of Our Readers Have  
Household Incomes  
Exceeding \$100,000

77%

of Our Readers are in  
the prime of their career  
ages 36-64

40%

of Our Readers Have  
Household Incomes  
Exceeding \$200,000

28%

of Our Readers Work in  
Real Estate, Construction  
or Law Firms

41%

of Our Readers Save  
Their Copies for  
Future Reference

26%

of Our Readers Work in  
Accounting, Banking or  
Financial Services

20%

of Our Readers Work in  
Healthcare, Pharmaceuticals  
or Education

39%

of Our Readers Pass  
Their Copies on or Place  
them in a Public Area



# COMMERCE 2025 Editorial Planning Calender



## JANUARY

Print Material Due: December 14th, 2024  
Digital Materials Due: December 19th, 2024

- ◆ **Focus on: Real Estate**
- International Spotlight:  
Belgium consulate/EVS Broadcast
- Higher Education: Williamson and Rowan  
University, new construction degree
- Q & A about CIANJ event
- Healthcare Roundtable
- 2025 Outlook

## FEBRUARY

Print Material Due: January 18th, 2025  
Digital Materials Due: January 23rd, 2025

- **Focus on: Diversity, Equity & Inclusion**
- Healthcare Roundtable on Cardiac Care
- Industry Spotlight: Retail Technology

## MARCH

Material Due: February 15th, 2025  
Digital Materials Due: February 20th, 2025

- ◆ **Focus on: Women Making History Through Mentoring**
- Accounting Round table
- Industry Spotlight: Investment Banking

## APRIL

Print Material Due: March 21st, 2025  
Digital Materials Due: March 26th, 2025

- ◆ **Focus on: Environmental Innovation Awards**
- Event Recap: Mentoring The Next  
Generation
- Industry Spotlight: Law

## MAY

Print Material Due: April 18th, 2025  
Digital Materials Due: April 23rd, 2025

- ◆ **Focus on: Employee Wellness**
- Environmental Innovation Awards Recap
- Industry Spotlight: Law

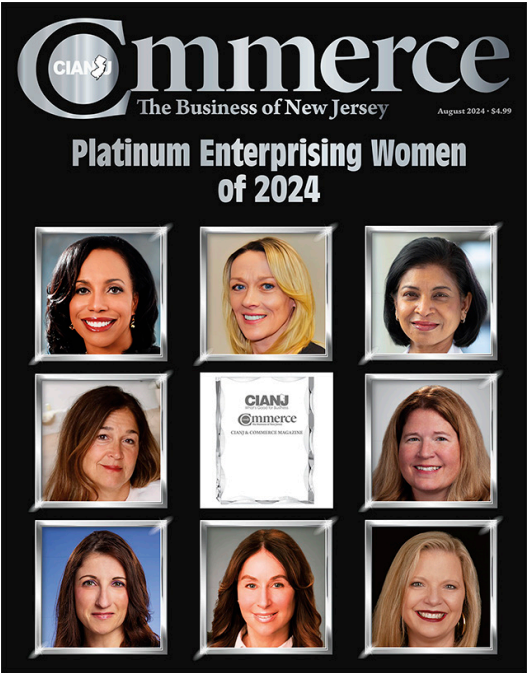
## JUNE

Print Material Due: June 13th, 2025  
Digital Materials Due: June 18th, 2025

- ◆ **Focus on: Private Equity, Workplace Wellness, & Artificial Intelligence**
- Industry Spotlight: Non-Profit
- Real Estate Round table



# COMMERCE 2025 Editorial Planning Calendar



## July/AUGUST

Print Material Due: July 11th, 2025  
Digital Materials Due: July 16th, 2025

- ◆ Focus on: Entering Women in Commerce Awards
- Law Round table
- Industry Spotlight: World Cup

## SEPTEMBER

Print Material Due: August 15th, 2025  
Digital Materials Due: August 20th, 2025

- ◆ Focus on: Hispanic Heritage
- Higher Education Roundtable
- Industry Spotlight: Cannabis
- Entering Women's Awards Recap

## OCTOBER

Material Due: September 12th, 2025  
Digital Materials Due: September 17th, 2025

- ◆ Focus on: 2025 New Jersey Gubernatorial Election
- Profile on "2025 Entering Women in Commerce of the Year" Winner
- Healthcare Roundtable: Breast Cancer Treatment
- Industry Spotlight: Transportation

## NOVEMBER

Print Material Due: October 17th, 2025  
Digital Materials Due: October 22nd, 2025

- ◆ Focus on: Non Profits
- Profile on Incoming CIANJ Chair
- Holiday Business Outlook
- Retail and Small Business Roundtable
- Industry Spotlight: Non-Profit

## DECEMBER

Print Material Due: November 14th, 2025  
Digital Materials Due: November 19th, 2025

- ◆ Focus on: CEO Predictions
- Manufacturing Roundtable
- Industry Spotlight: Human Resources

## MONTHLY COLUMNS

- President's View
- Upcoming
- Healthcare Checkup
- Member Notes on Trends and Innovations
- Member Movements
- Member Spotlight
- Effective Management by Joseph Truncale
- Lessons in Leadership by Steve Adubato
- New New Jersey
- Industry Insights

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## Advertising Rates

COMMERCE MAGAZINE PRINT AND DIGITAL ADVERTISING OPTIONS		
SIZE	INCLUDES	PRICE
FULL PAGE	<ul style="list-style-type: none"> <li>One page in the printed and digital edition of COMMERCE</li> <li>One-month banner or bullseye ad on the COMMERCE web site</li> <li>One week (four insertions) in CIANJ's Hot Topics email blast (Monday-Thursday)</li> <li>One week (one insertion) in CIANJ's Business Beat email blast (Friday)</li> </ul>	\$2,000
HALF PAGE	<ul style="list-style-type: none"> <li>One half page in the printed and digital edition of COMMERCE</li> <li>Two weeks banner or bullseye ad on the COMMERCE web site</li> <li>One week (four insertions) in CIANJ's Hot Topics email blast (Monday-Thursday)</li> <li>One week (one insertion) in CIANJ's Business Beat email blast (Friday)</li> </ul>	\$1,000
QUARTER PAGE	<ul style="list-style-type: none"> <li>One quarter page in the printed and digital edition of COMMERCE</li> <li>One-week banner or bullseye ad on the COMMERCE web site</li> </ul>	\$500
COMMERCE WEB SITE AND E-NEWSLETTER		
ONE MONTH	<ul style="list-style-type: none"> <li>One-month banner ad on the COMMERCE web site</li> <li>One-month banner ad in the comercemagazinenj.com newsletter</li> </ul>	\$500
CIANJ EMAIL BLASTS – HOT TOPICS AND BUSINESS BEAT		
ONE MONTH	<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>	\$1,800
ONE WEEK	<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>	\$500
TAPinto NEW JERSEY HYPER-LOCAL NEWS NETWORK*		
ONE MONTH	<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 and Florida.</li> <li>Access to approximately 2 million readers</li> </ul>	\$550
<b>NOTE:</b> 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.		

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# COMMERCE Production and Print Schedule 2025

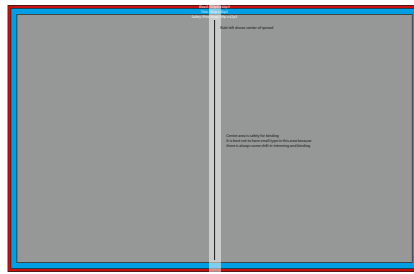
Issue	January 2025	February 2025	March 2025	April 2025	May 2025
ADVERTISING					
Ad Close/Materials Due	Thursday, December 12, 2024	Thursday, January 16, 2025	Thursday, February 13, 2025	Thursday, March 20, 2025	Thursday, April 15, 2025
Final DIGITAL Ad pages Due	Tuesday, December 17, 2024	Tuesday, January 21, 2025	Tuesday, February 18, 2025	Tuesday, March 25, 2025	Tuesday, April 22, 2025
DISTRIBUTION					
In-Home	Friday, January 3, 2025	Friday, February 7, 2025	Friday, March 7, 2025	Friday, April 11, 2025	Friday, May 9, 2025
Digital Edition Emails	Monday, December 23, 2024	Tuesday, January 28, 2025	Tuesday, February 25, 2025	Tuesday, April 1, 2025	Tuesday, April 29, 2025

Issue	June 2025	July/August 2025	September 2025	October 2025	November 2025	December 2025
ADVERTISING						
Ad Close/Materials Due	Friday, May 16, 2025	Tuesday June 17, 2025	Thursday, August 14, 2025	Thursday, September 11, 2025	Thursday, October 16, 2025	Thursday, November 13, 2025
Final DIGITAL Ad pages Due	Tuesday, May 20, 2025	Friday, June 20, 2025	Tuesday, August 19, 2025	Tuesday, September 16, 2025	Tuesday, October 21, 2025	Tuesday, November 18, 2025
DISTRIBUTION						
In-Home	Friday, July 4, 2025	Friday, August 1, 2025	Friday, September 5, 2025	Friday, October 3, 2025	Friday, November 7, 2025	Friday, December 5, 2025
Digital Edition Emails	Tuesday, June 24, 2025	Tuesday, July 22, 2025	Tuesday, August 26, 2025	Tuesday, September 30, 2025	Tuesday, October 28, 2025	Tuesday, December 2, 2025

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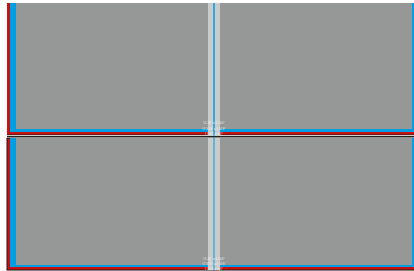


# Mechanical Specifications



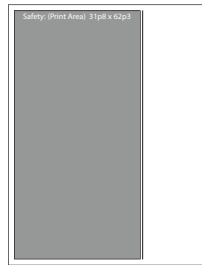
## Full Page Spread With Bleed

- Bleed: 103p6 W x 66p9 H  
17.25" x 11.125"
- Trim: 102p W x 65p3 H  
17" x 10.875"
- Safety 99p W x 62p3 H  
16.5" x 10.375"
- Gutter Safety .5" wide



## Half Page Spread With Bleed

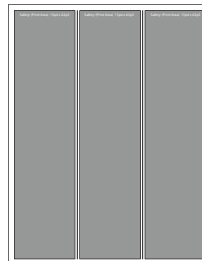
- Bleed: 103p6 W x 33p H  
17.25" x 5.5"
- Trim: 102p W x 32p3 H  
17" x 5.375"
- Safety 99p W x 30p9 H  
16.5" X 10.375"



## Two Thirds Vertical

- Safety 31p8 W x 62p3 H  
5.3" x 10.375"

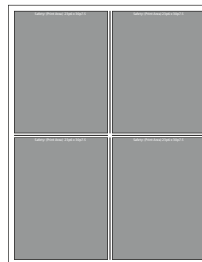
*(floating ads do not have trim or bleed)*



## One Third Vertical

- Safety 15p4 W x 62p3 H  
2.55" x 10.375"

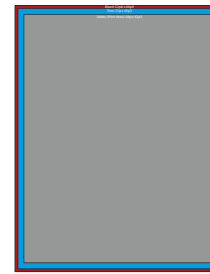
*(floating ads do not have trim or bleed)*



## Quarter Page

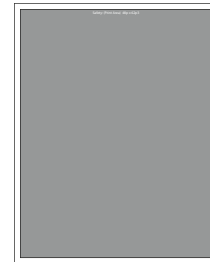
- Safety 23p6 W x 30p9 H  
3.9" x 5.125"

*(floating ads do not have trim or bleed)*



## Full Page With Bleed

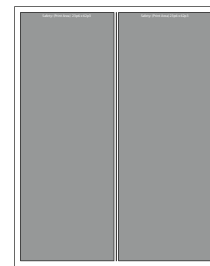
- Bleed: 52p6 W x 66p9 H  
8.75" x 11.125"
- Trim: 51p W x 65p3 H  
8.5" x 10.875"
- Safety 48p W x 62p3 H  
8" x 10.375"



## Full Page Non Bleed

- Safety 48p W x 62p3 H  
8" x 10.375"

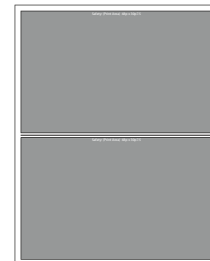
*(floating ads do not have trim or bleed)*



## Half Page Vertical

- Safety 23p6 W x 62p3 H  
3.9" x 10.375"

*(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)*

## CIANJ Digital Ad Sizes:

Banner : 800 px W x 120 px H

## Commerce Website Ad Sizes:

Banner (provide ad in both sizes):

Desktop leaderboard 728 px W x 90 px H

Mobile leaderboard 320 px W x 100 px

Bullseye: 300 px W x 250 px H

## PRODUCTION REQUIREMENTS

### Key:

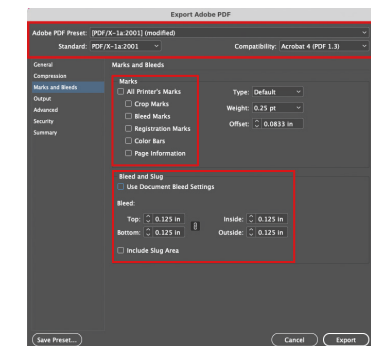
- BLEED: The non-printing area beyond the Trim that is cut and discarded in the binding process. Bleed is typically 1/8" to ensure that your image fills the Trim area completely.
- TRIM: The finished size of the magazine. For web printing, the trim area has a +/- deviation margin of 1/8"
- SAFETY (Live 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 indicated at left. 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).

## DELIVERY

Email your pdf to your sales manager (email below) or use any file transfer application such as WeTransfer, Google Drive, Dropbox, etc.

## TIPS: INDESIGN

When you are building your ad, assign this color profile: "Coated GRACoL 2006 (ISO 12647-2:2004)" to your InDesign file as well as any imported art being used. This setting will guarantee all elements are CMYK and use the same color profile.

## TIPS: CREATIVE CLOUD

Save imported files in their native format: .psd, .ai, .indd

All imported art files should be 300 dpi at the final usage size, e.g. 8.75" x 11.125" for a Full Page Bleed Ad.

## Need Help?

If you need design assistance, contact CIANJ's Sales Manager, Jeremy Sulit, for more information, their contact information is below.