



# Commerce Magazine Media Kit 2025





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



COMMERCE Magazine, the flagship publication of the Commerce and Industry Association of New Jersey (CIANJ), reaches business leaders throughout the Garden State.

For more than 50 years, it has been dedicated to covering key business trends and issues and advocating for New Jersey's business community.





Founded in 1927 as the Bergen County Chamber of Commerce, 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.

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.





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.

COMMERCE reaches more than 40,000 business leaders. In addition to being mailed to senior executives at New Jersey companies, a digital edition is e-mailed to CIANJ members, as well as posted on the CIANJ and COMMERCE websites.



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

**53%**

**of Our Readers are  
Senior-Level  
Decision Making  
Executives**

**77%**

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

**28%**

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

**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**

**41%**

**of Our Readers Save  
Their Copies for  
Future Reference**

**40%**

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

**78%**

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



# ***COMMERCE 2025 Editorial Planning Calendar***

## **January:** *Real Estate*

Materials Due: December 17th, 2024

- International Spotlight: Belgium
- Higher Education: Williamson and Rowan University - New Construction Degree
- Q & A about CIANJ event
- Healthcare Roundtable
- 2025 Outlook

## **February:** *Diversity, Equity & Inclusion*

Materials Due: January 21st, 2025

- Healthcare Roundtable on Cardiac Care
- Industry Spotlight: Retail Technology

## **March:** *Women Making History Through Mentoring*

Materials Due: February 18th, 2025

- Accounting Roundtable
- Industry Spotlight: Investment Banking



**Achieving  
Diversity  
Equity and  
Inclusion**





# ***COMMERCE 2025 Editorial Planning Calendar***

## **April:** *Environmental Innovation Awards*

Materials Due: March 25th, 2025

- Event Recap: Mentoring The Next Generation
- Industry Spotlight: Law

## **May:** *Employee Wellness*

Materials Due: April 22nd, 2025

- Environmental Innovation Awards Recap
- Industry Spotlight: Law

## **June:** *Workplace Wellness & Artificial Intelligence*

Materials Due: May 20th, 2025

- Real Estate Roundtable
- Industry Spotlight: Accounting



# **CELEBRATING MANUFACTURING DAY**



**Inside:**  
Special Manufacturing Section  
State Economy Sputters  
Sizing Up Mid-term Elections  
Breast Cancer Innovations



# **COMMERCE 2025 Editorial Planning Calendar**

## **July/August:** *Enterprising Women's Awards*

Materials Due: July 3rd, 2025

- Law Round Table
- Q&A: Chief Revenue Officer, Business Markets and SaaS for Verizon Business

## **September:** *World Cup*

Materials Due: August 7th, 2025

- Higher Education Roundtable
- Enterprising Women's Awards Recap

## **October:** *2025 New Jersey Gubernatorial Election*

Materials Due: September 5th, 2025

- Q&A With CIANJ Annual Luncheon Keynote
- Healthcare Roundtable: Breast Cancer Treatment



# ***COMMERCE 2025 Editorial Planning Calendar***

## **November:** *Philanthropy*

Materials Due: October 8th, 2025

- Holiday Business Outlook
- Banking Roundtable

## **December:** *CEO Predictions*

Materials Due: November 7th, 2025

- Manufacturing Roundtable
- Industry Spotlight: Human Resources

## **Monthly Columns:**

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





# CIANJ's Signature Events

**Your ad placement in COMMERCE Magazine goes beyond the page. Each issue is prominently distributed at CIANJ's signature events—bringing your brand directly into the hands of New Jersey's most engaged business leaders, decision-makers, and influencers.**

**From exclusive networking receptions to high-profile award ceremonies, CIANJ events attract a targeted, high-value audience, offering extended visibility and impact for your message.**

## **98th Annual Meeting & Luncheon**

*Friday, October 24th  
Westmount Country Club  
Woodland Park, NJ*

## **5th Annual Enterprising Women in Commerce**

*Wednesday, August 13th  
Glen Ridge Country Club  
Glen Ridge, NJ*

## **Environmental Innovation Awards**

*Tuesday, April 22nd  
Nanina's In The Park  
Belleville, NJ*



# ***Advertising Rates***

## **COMMERCE Magazine Print & Digital Advertising Options**

Size	Price	Includes
Full Page	\$2,000	<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>
Half Page	\$1,000	<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>
Quarter Page	\$500	<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>

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



# ***Advertising Rates***

## **CIANJ Email Blasts – 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>

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# ***Advertising Rates***

## **COMMERCE Web Site & E-Newsletter**

Size	Price	Includes
One Month	\$500	<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>

## **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 and 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.*

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# ***Production & Print Schedule 2025***

## ***Ad Close/Materials Due***

Issue	January	February	March	April	May
	December 17 <sup>th</sup> , 2024	January 21 <sup>st</sup> , 2025	February 18 <sup>th</sup> , 2025	March 25 <sup>th</sup> , 2025	April 22 <sup>nd</sup> , 2025
June	July/August	September	October	November	December
May 20 <sup>th</sup> , 2025	June 20 <sup>th</sup> , 2025	August 7 <sup>th</sup> , 2025	September 5 <sup>th</sup> , 2025	October 8 <sup>st</sup> , 2025	November 7 <sup>th</sup> , 2025



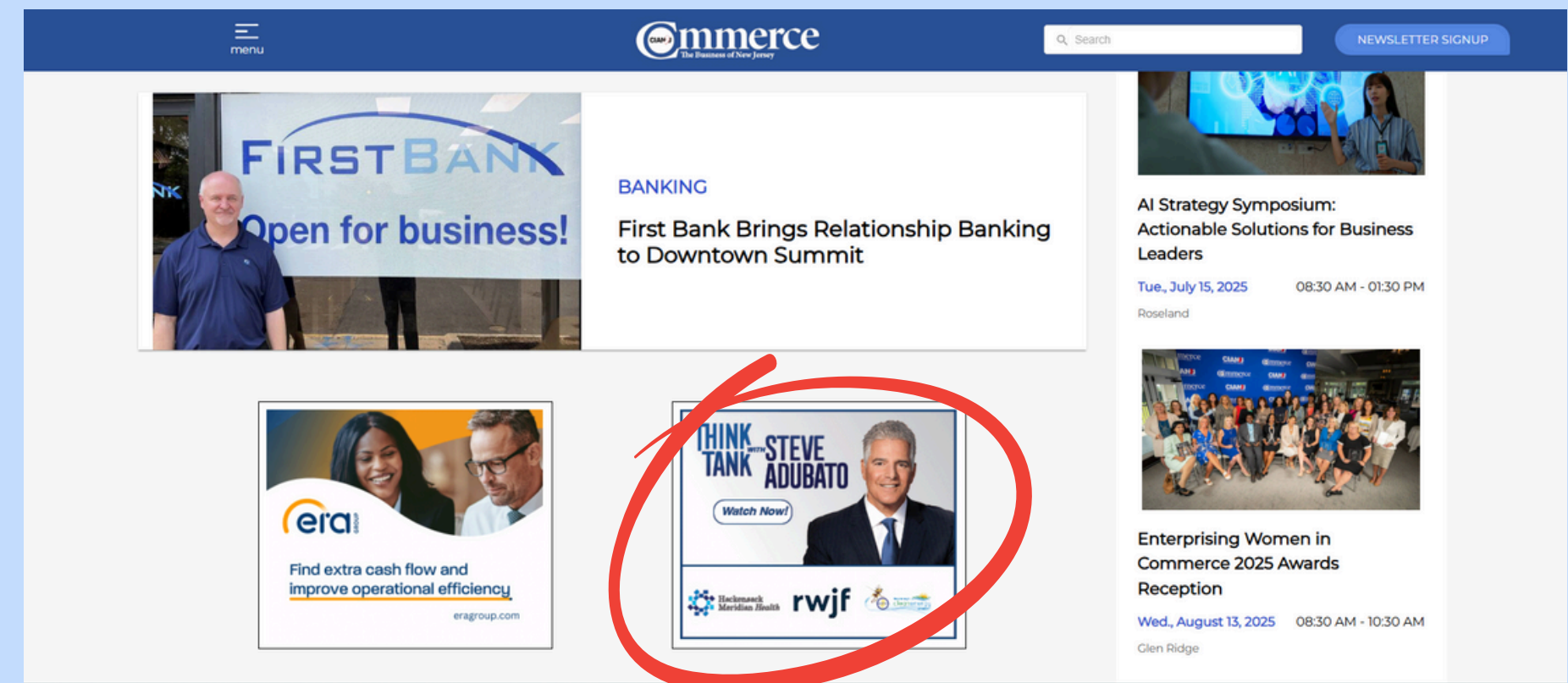
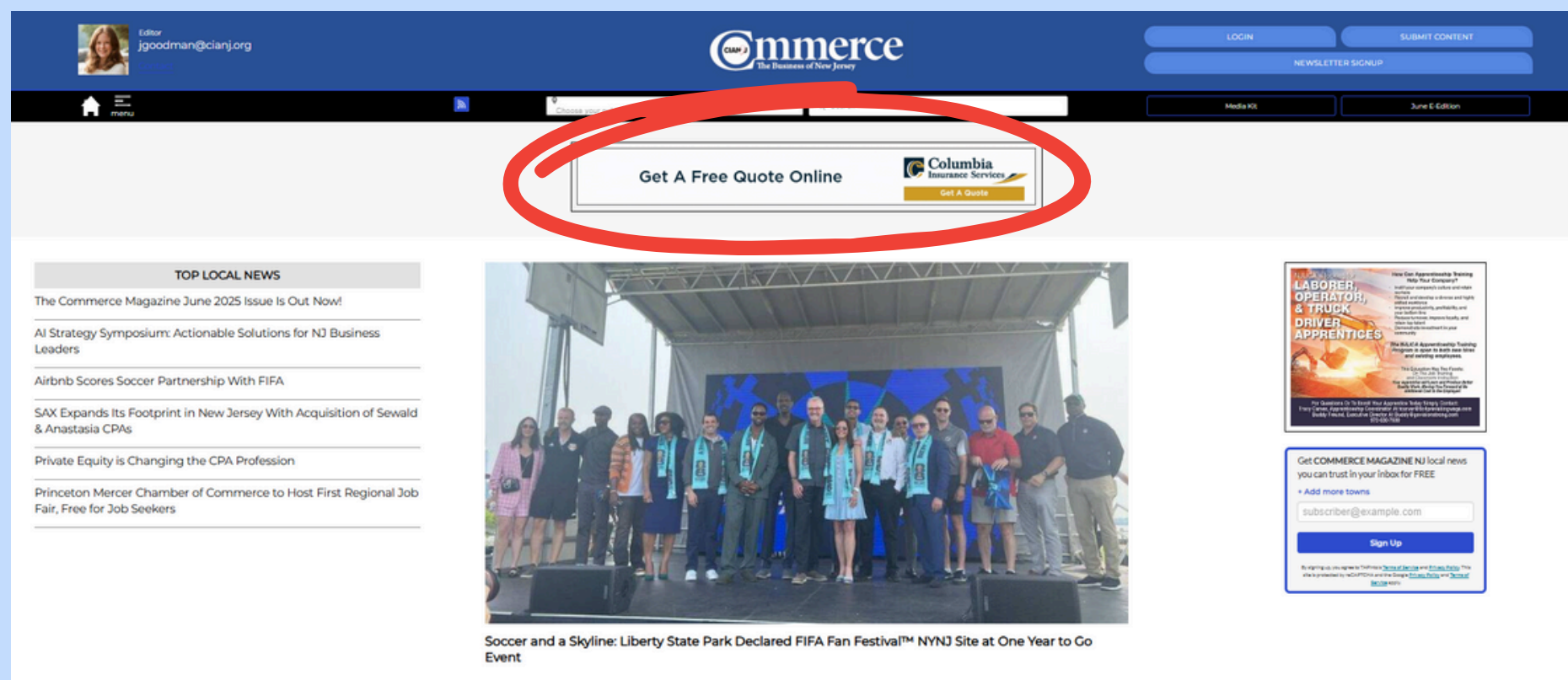
# **CIANJ Digital Ad Sizes:** **(Hot Topics & Business Beat Newsletter)**

Banner : 800 px W x 120 px H

## **Commerce Website Ad Sizes:**

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

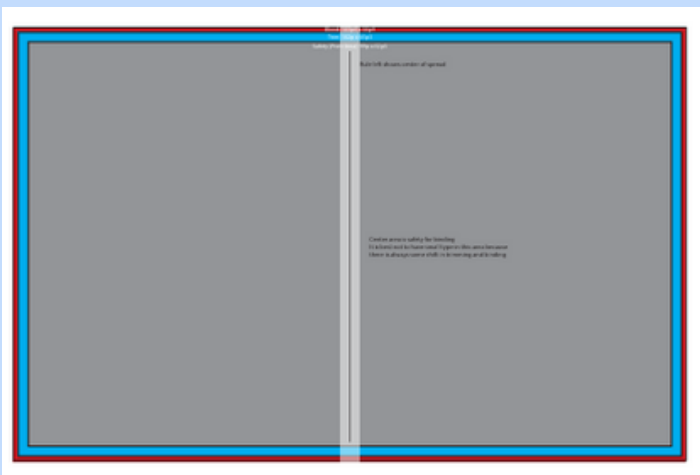
Bullseye: 300 px W x 250 px H



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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

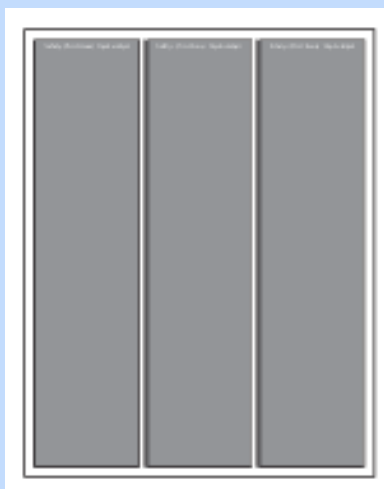


## Half Page Spread With Bleed:

- 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"

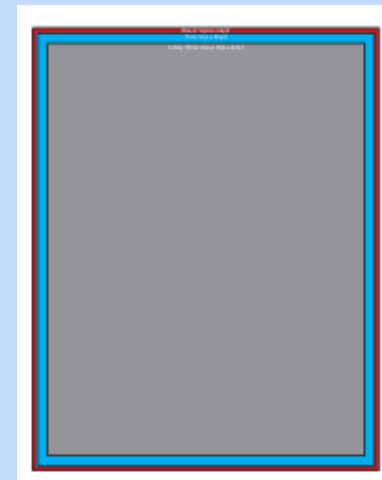
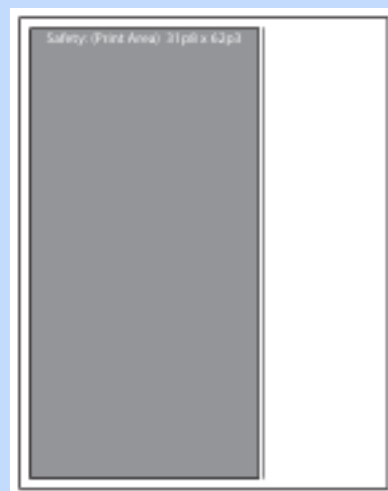
## Two Thirds Vertical:

- 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)

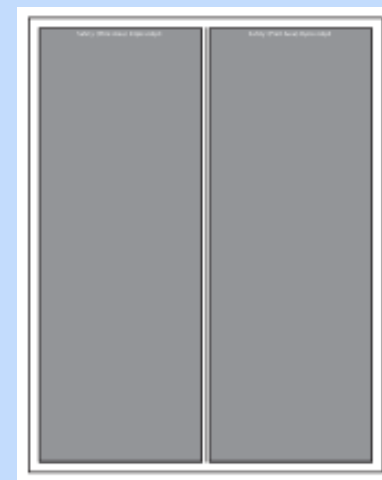


## Full Page With Bleed:

- 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)

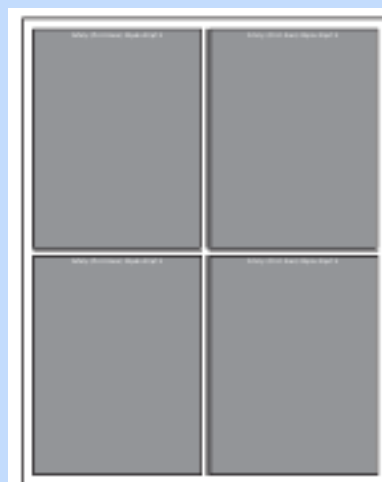


## Half Page Vertical:

- 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)



## Quarter Page

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



# ***Mechanical Specifications***

## **Production Requirements**

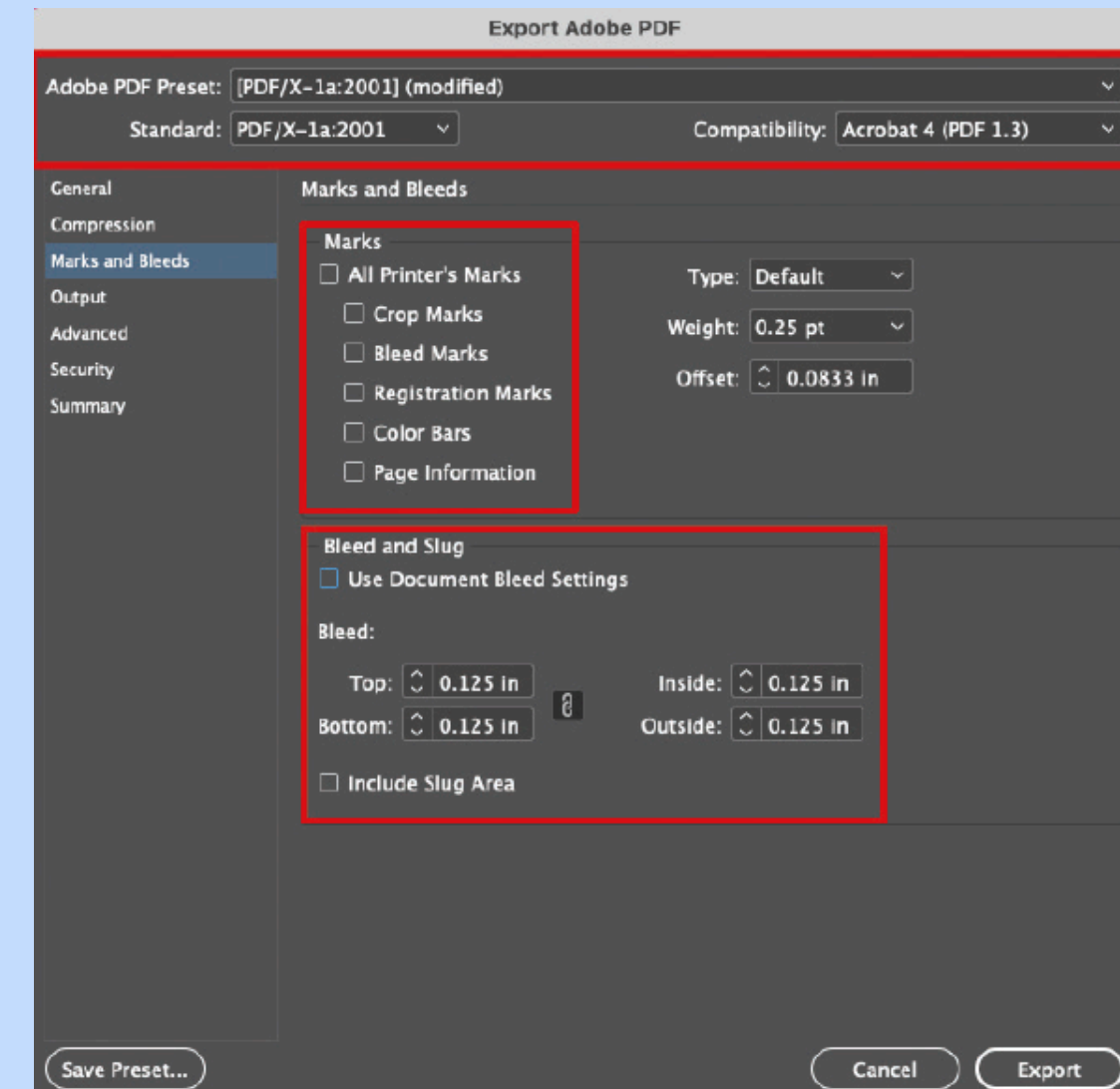
- **Bleed:** The non-printing area beyond the Trim that is cut and discarded in the binding process. Bleed is typically 1/8" to ensure that your image fills the Trim area completely.
- **Trim:** The finished size of the magazine. For web printing, the trim area has a +/- deviation margin of 1/8"
- **Safety:**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