

# FAMILY TIMES™

CENTRAL NEW JERSEY'S PREMIER PARENTING MAGAZINE

## Advertise with The Family Times and Connect with Central New Jersey Families



30,000 copies  
every month

Over 75,000  
Readers  
Every Month

### Print / Social / Digital – We've Got Your Business Covered!

- Social:** Women are activity connected to social media and we are posting around the clock on Facebook and Twitter. Our followers are growing daily and we create more awareness about your business.
- Digital:** Our websites has many page views and followed blogs with a direct link to each advertisers website. Our large Opt-In Newsletters engage Central New Jersey families with a family calendar, directories and local info every month.
- Demographics:** Our readers and target audience are mostly women and moms. Nothing is more valuable to a business than reaching moms. When we launched our first edition in 2008 we made it our mission to connect local businesses with moms.

Please visit [www.GuntherPublications.com](http://www.GuntherPublications.com) for more details.

ANOTHER PUBLICATION BY:  
**GUNTHER**  
Publishing Enterprises, Inc.

*"Targeted Publications That Get Results"*



Are Accepted For Your Convenience



[www.TheMonmouthFamilyTimes.com](http://www.TheMonmouthFamilyTimes.com)

Phone: 732-995-3456 | Fax: 732-677-3390

Email: [info@guntherpublications.com](mailto:info@guntherpublications.com)

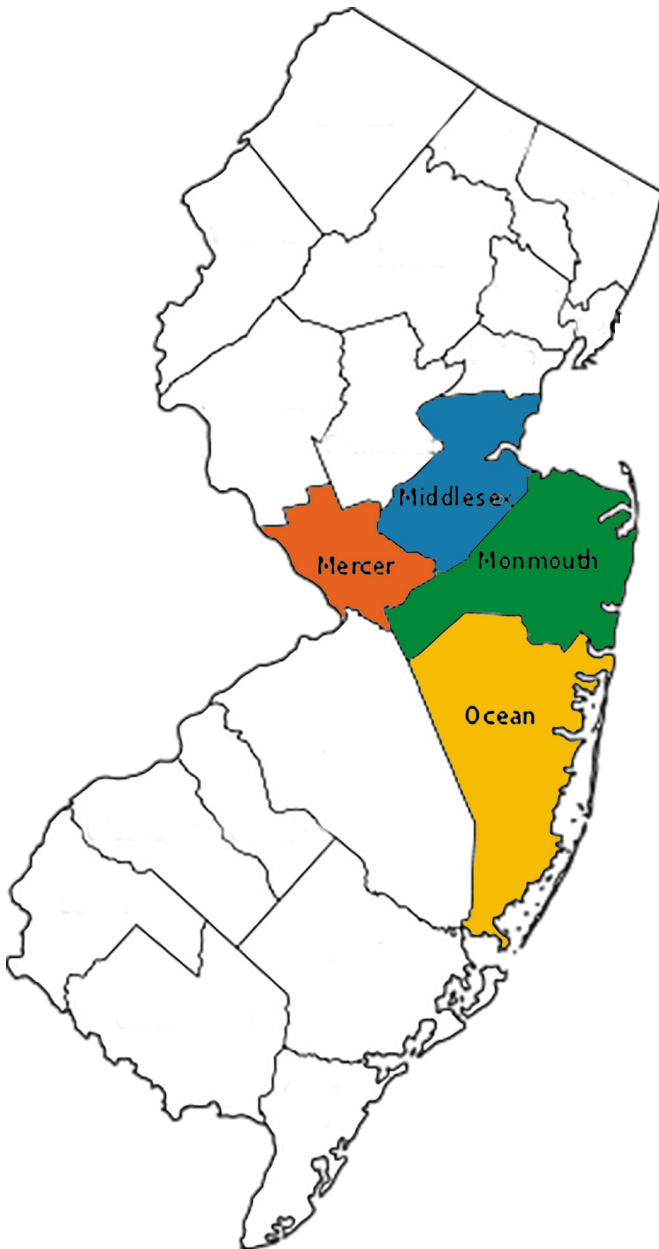
Mail: PO Box 7632, Freehold, NJ 07728

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*Wherever you find families, you'll find The Family Times Parenting Magazine!*



## Monmouth County

Aberdeen  
Allentown  
Belmar  
Eatontown  
Englishtown  
Farmingdale  
Freehold  
Hazlet  
Holmdel  
Howell  
Lincroft  
Manalapan  
Manasquan  
Marlboro  
Matawan  
Millstone  
Morganville  
Neptune  
Red Bank  
Roosevelt  
Shrewsbury  
Tinton Falls  
Wall  
West Long Branch

## Mercer County

East Windsor  
Hamilton  
Hightstown  
Hopewell  
Lawrenceville  
Robbinsville  
Pennington  
Princeton  
Princeton Junction

## Middlesex

Cranbury  
East Brunswick  
Helmet  
Jamesburg  
Milltown  
Monroe  
Old Bridge  
Spotswood

## Ocean

Brick  
Jackson  
Lakewood  
Manahawkin  
Manchester  
Ocean Township

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## CENTRAL NEW JERSEY'S PREMIER PARENTING MAGAZINE

Our readers turn to us for information on education for their children – finding the right school for their child, transitioning from one grade to the next, identifying the best after-school program, finding fun and exciting events and for help raising healthy and happy children. Our articles on nutrition and parenting skills are always among the most popular each issue.

### And as their children grow, so does their devotion to parenting. Here's a profile of our readership:

87% are women ages 25-48

91% have children ages 2-12

70% have a household income above \$75,000

Along with our core magazine, The Family Times Parenting Magazine also connects with readers through our monthly e-newsletter to roughly 4,000 opt-in e-subscribers as well as on all our Social Media platforms and website.

### Where do they pick up our Magazines?

Preschools

Elementary and middle schools (public and private)

Enrichment centers

Tutoring centers

After-school programs

Pediatric offices, OBGY Offices, Dental offices and more Healthcare locations

Libraries

Community events

Kid-Friendly Restaurants

\* We are the sole sponsor for the I Play America Kids Club.

Our magazines are also sent home with the children attending Kids Club Birthday parties at iPlay America, Approximately 150 per week.

### Why do Parents Pick Up Our Magazines?

We focus on education – from preschool to college

We cover camps

We report on pediatric health and wellness

We list dozens of family-friendly events every month in print and on our website

### CNJ Parents Engage With Us!

They follow us on Twitter

They're friends with us on Facebook

They visit our Website.

They read our Newsletters

### How Do We Know We Are The Premier Parenting Resource in CNJ?

We see the feedback our Advertisers are getting!

CNJ Families read our blogs.

Our magazines are taken from our various pink-up locations – we have better than a 90% pickup rate at most of our locations.

Our e-newsletters and dedicated e-blasts average over a 10% open rates.

Our readers interact with us! They comment on our social media pages and even call our office!

### Targeted content on special pages and sections help connect your business voice with the values and needs of our readers:

Activities

Camp Guides

Celebrations

Education

Family Matters

Fashion

Food

Grandparents

Health

Home

Moms & Dads

Parenting

Pets

Special Needs

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## AD RATES

Full Page .....	\$695	<b>Includes:</b>
Half Page .....	\$495	FREE ad design
1/4 Page .....	\$385	FREE web link
1/8 Page .....	\$265	FREE social media posts
		FREE newsletter mentions

### Premium Placement (In Glossy, Family only):

Page 2.....	\$1,195	<b>Discounts:</b>
Back Cover .....	\$1,250	3 months .....10%
Inside Back Cover .....	\$1,195	6 months .....15%
Page 3 or 5.....	\$1,050	9 months .....20%
(non-glossy)		12 months.....25%

## FILE SUBMISSION

All ads must be set up in CMYK.

**No Pantone colors.**

Black color must be 100% black/K.

Minimum page resolution is 300dpi.

File format (display): pdf, jpg, psd, eps.

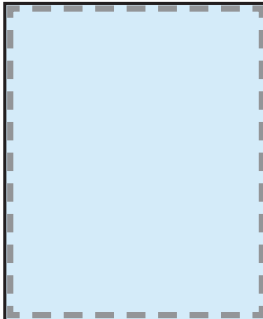
File format (editorial): word doc with attachment

Photo format: jpeg

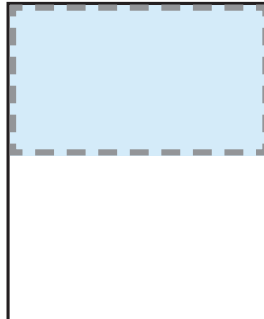
All ads to be created and submitted at final trim size with no crop marks.

## AD SIZES

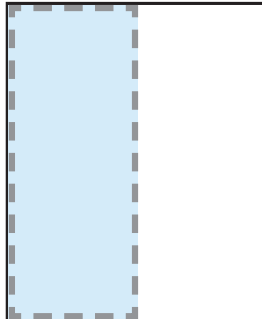
**Full**  
7.5" x 9.75"



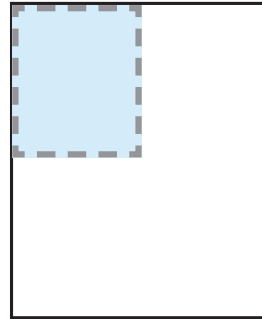
**Half Horizontal**  
7.5" x 4.73"



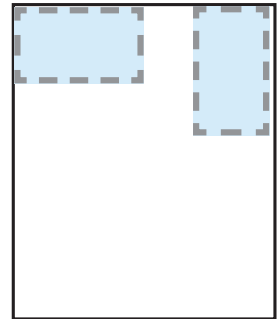
**Half Vertical**  
3.6" 9.75"



**Quarter**  
3.6" x 4.74"



**Eighth**  
3.6" x 2.25"



## YOUR AD GETS SENT HOME IN IPLAY AMERICA'S PARTY BAGS EVERY WEEK!

Our Exclusive Kids Club Partnership with iPlay America allows us to send home a copy of The Family Times with every child (average 150 per weekend/600 a month).

Business Logo Exposure on 1 Eblast per quarter, 4 per year to over 5,500 members.

*Plus more!*



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