

FARM & TABLE

MEDIA KIT HOLIDAY 2017

Since 1908, Sickles Market has become a favorite destination for the best produce, plants, gourmet specialties, garden accessories and gifts at the Jersey Shore. Farm & Table Magazine is a way to connect with our customers and surrounding communities by sharing our knowledge and passion for food, home décor, gardening and so much more. We also feel this is an excellent opportunity to partner with our business associates, vendors and community businesses to advertise their efforts with the goal of bringing new customers to their doorsteps as well.

With our inaugural issue being a huge success, we are excited to start our Holiday 2017 issue. This issue will be a combination of articles and recipes about our favorite Thanksgiving, Christmas and Chanukah things. We offer advertising space only to our suppliers, service providers and other local businesses we support and recommend regularly. Exclusivity is practically guaranteed (excluding restaurants) and Sickles Market can even provide production assistance if you need it.

Our Holiday issue will have an in-home delivery date of mid-October. It will be comprised of 74 pages plus a 4 page cover. Distribution is 20,000 and copies will be mailed via USPS to targeted residences in the Central New Jersey area, including our most active customers and other select affluent zip codes in our area. We will also have 3,500 copies available in store for our customers to pick up.

Our pricing is less than half the standard costs for publications of similar distribution and content. We hope you agree this is a wonderful opportunity and the best advertising value you will find anywhere. Attached, please see the Advertising Specs for rate information.

Magazine size:	8.4375"x10.875"
Circulation:	20,000 of which 16,500 is direct mailed
Total pages:	74 pages plus 4 page cover. Maximum 50% ad space.
Content:	Articles discussing food & gardening trends and recommended product offerings in Gourmet Food, Outdoor Living, Gardening, Plants, Home Décor & more!

SICKLES



MARKET™

SHARING QUALITY SINCE 1908

TO RESERVE AD SPACE, CONTACT ABBY AT ADENTNER@SICKLESMARKET.COM
1 HARRISON AVENUE | LITTLE SILVER, NJ 07739
SICKLESMARKET.COM | 732-741-9563

FARM & TABLE | DISTRIBUTION 2017

Our mailing list includes residents in the following zip codes:

MONMOUTH COUNTY

Allenhurst	07711
Asbury Park	07712
Atlantic Highlands	07716
Avon by the Sea	07717
Belford	07718
Belmar	07719
Bradley Beach	07720
Brielle	08730
Colts Neck	07722
Deal	07723
Eatontown	07724
Fair Haven	07704
Farmingdale	07727
Freehold	07728
Hazlet	07730
Highlands	07732
Holmdel	07733
Interlaken	07712
Keansburg	07734
Keyport	07735
Leonardo	07737
Lincroft	07738
Little Silver	07739
Long Branch	07740
Manasquan	08736
Marlboro	07746
Matawan	07747
Middletown	07748
Monmouth Beach	07750
Navesink	07752
Neptune	07753
Oakhurst	07755
Ocean Grove	07756
Oceanport	07757
Port Monmouth	07758
Red Bank	07701
Rumson	07760
Sea Girt	08750
Shrewsbury	07702
Spring Lake	07762
Tinton Falls	07701
West Long Branch	07764

NEW JERSEY

Adelphia	07710
Basking Ridge	07920
Bay Head	08742
Bayville	08721
Beachwood	08722
Brick	08724
Hoboken	07030
Lanoka Harbor	08734
Lavallette	08735
Livingston	07039
Manchester	08759
Mantoloking	08738
Metuchen	08840
Monroe Township	08831
Old Bridge	08857
Point Pleasant Beach	08742
Scotch Plains	07076
Summit	07901

NEW YORK

New York	10022
New York	10013
New York	10023
New York	10065
New York	10028
New York	10004
New York	10024
New York	10016
Staten Island	10312

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FARM & TABLE | AD SPECS 2017



DEADLINES

HOLIDAY 2017

Ad Space Reservation:

August 1

Camera-Ready Ad Artwork:

August 15

In Homes:

October 16-20

AD SIZES

Sickles Square

W x H

4.75w x 4.75h

AD RATES

\$600

1/3 page

2.22w x 9.5h

\$600

1/2 page

7w x 4.75h

\$780

Full page *without bleed*

7w x 9.625h*

\$1100

Full page *with bleed*

8w x 11.375*
*including .25" bleed

\$1200

PREMIUM POSITIONS

~~Inside Cover Front or Back~~

~~9w x 11.45" h*~~

~~\$1500~~

SOLD OUT

Double Page Spread**

18w x 11.45h*
*including .25" bleed

\$2150

****MUST HAVE SUFFICIENT TOLERANCE AND TAKE THE CROSSOVER INTO ACCOUNT****

Final Magazine Trim Size

8.4375" x 10.875"

PREFERRED FILE FORMATS

PDF files are the preferred format. TIFF or JPEG also accepted. Photos must be 300dpi at desired final size. Any other format is not accepted. If you have questions about accepted formats, please contact us.

We reserve the right to reject any supplied ad files that do not meet our standards of quality and suitability. Please check to make sure your supplied files represent your business in the best possible light.

PRODUCTION ASSISTANCE

Sickles Market can create your ad using your original elements at a fee of \$60 per hour. Please call for more information.

EMAIL COMPLETED ARTWORK TO: adentner@sicklesmarket.com

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