

BC The Mag

Life. Style. Where you live.

2023 MEDIA KIT



Who We Are

- Bergen County the Magazine is the premier, targeted magazine of Bergen County, NJ. For the past 21 years, our goal has consistently remained to cover the people, places and events that shape our county.
- We now produce two distinct magazines: BC the Magazine and BC Health, Beauty & Fitness.
- Throughout the year, we circulate over 300,000 magazines for free to one of the wealthiest communities in America.
- The editorial in each of our publications represents the sophisticated lifestyle of Bergen County Residents. Features and Departments include: Home, Dining, Travel, Style, Celebrity Profiles, Health, Event Planning, etc.



Circulation

35,000

Publications / Year

6

2023 Issues

Winter

Early Spring

Late Spring

Summer

Fall

Holiday

Distribution: Magazines are bulk distributed to over 900 locations throughout Bergen County for complimentary pick up as well as mailed to homes upon request.

Rates

	1X	3x	6x
Spread	\$5,999	\$4,799	\$4,199
Full Page	\$3,199	\$2,599	\$2,299
2/3 Page	\$2,599	\$2,299	\$1,799
Half Page	\$2,099	\$1,699	\$1,399
1/3 Page	\$1,499	\$1,099	\$899
Inside Back Cover	\$4,199	\$3,899	\$3,699

BC The Mag Health Beauty & Fitness

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2023 Dates: March, June, September, December



35,000 Print Circulation

New in 2014, BC Health, Beauty, & Fitness is a comprehensive wellness guide for maintaining and improving your mental and physical health. As the idea of healthy living has transcended beyond a mere trend, BC Health, Beauty, & Fitness is the most well rounded resource for those who wish to live a healthy and prosperous life.

Distribution: Bulk dropped at 900+ locations throughout BC for Complimentary pick up as well as mailed to the home upon request.

- Beauty Tips
- Healthy Eating
- Mental Health
- Exercise
- Skin Care
- Digital Health Trends
- Aesthetic Surgery

Rates

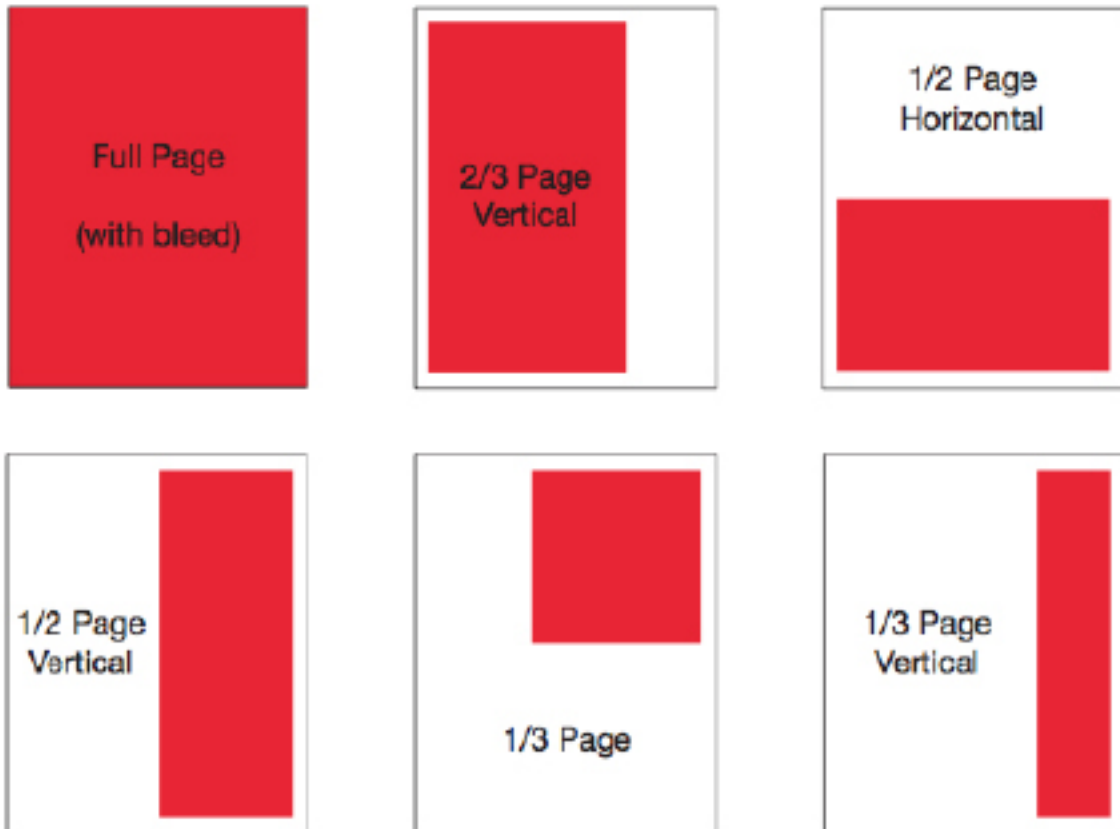
	1x	3x	4x
Spread	\$5,999	\$4,799	\$4,199
Full Page	\$3,199	\$2,599	\$2,299
2/3 Page	\$2,599	\$2,299	\$1,999
Half Page	\$2,099	\$1,699	\$1,499
1/3 Page	\$1,499	\$1,199	\$999
Inside Back Cover	\$4,199	\$3,899	\$3,699

Ad Sizes

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Spread (with bleed)	Trim Size: 16.75 x 10.875 Bleed Size: 17 x 11.125
Full Page (with bleed)	Trim Size: 8.375 x 10.875 Bleed Size: 8.625 x 11.125
Full Page (no bleed)	Size: 8 x 10
2/3 Page Vertical	Size: 4.5 x 10
1/2 Page Horizontal	Size: 7 x 4.875
1/2 Page Vertical	Size: 3.375 x 10
1/3 Page Vertical	Size: 2.125 x 10
1/3 Page	Size: 4.625 x 4.875

Keep all live matter at least 1/2" from trim.

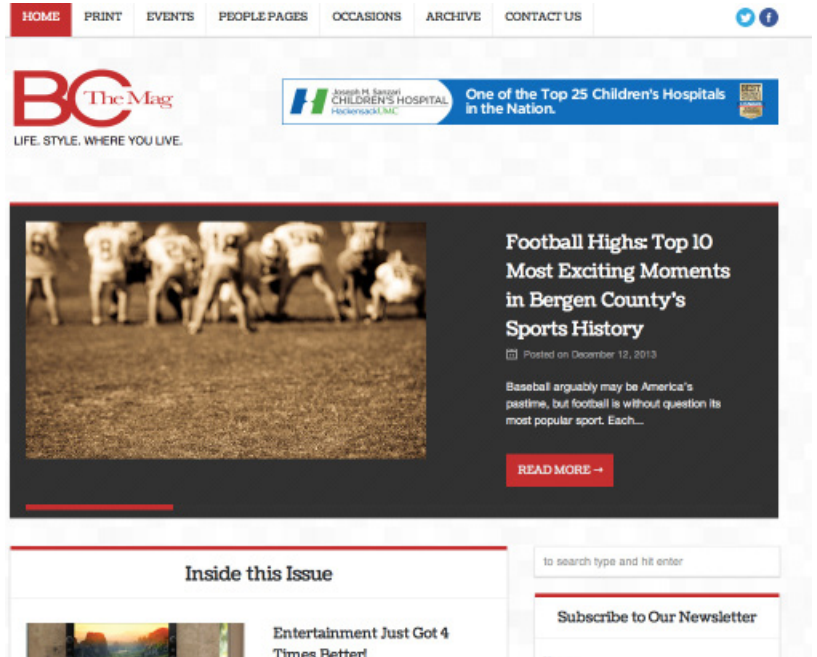




Digital Properties

■ bcthemag.com

- Thousands of unique monthly visitors
- Daily content postings
- Monthly Newsletters
- Event Postings
- Photo Album postings
- Comprehensive Digital Editions for each Magazine via ISSUU.



Please Call for Digital Advertising Opportunities

■ facebook.com/bcthemag

Page	Total Page Likes	From Last Week	Posts This Week	Engagement This Week
YOU 1 BC the Mag	8.5K	▲0.3%	150	682
2 bergen.com	6.5K	▲0.2%	12	47
3 (201) Magazine	5.1K	▲0.5%	8	57
4 Bergen Health & Life Ma...	3.3K	▲0.1%	2	5
5 HudsonMOD	2K	▲0.3%	3	5

- Over 20,000 Reach/Week
- Average 30 New likes/week
- Daily Postings
- Contests
- Continuous Conversation with readership



Instagram username: bcthemag



Twitter username: bcthemag