

BC The Mag

Life. Style. Where you live.

2026 MEDIA KIT



Who We Are

- Bergen County the Magazine is the premier, targeted magazine of Bergen County, NJ. For the past 23 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

2026 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 | \$2,399 |
| 2/3 Page | \$2,599 | \$2,299 | \$1,999 |
| Half Page | \$2,099 | \$1,699 | \$1,499 |
| 1/3 Page | \$1,499 | \$1,099 | \$999 |
| Inside Back Cover | \$4,199 | \$3,899 | \$3,699 |

BC The Mag Health Beauty & Fitness

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2026 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.

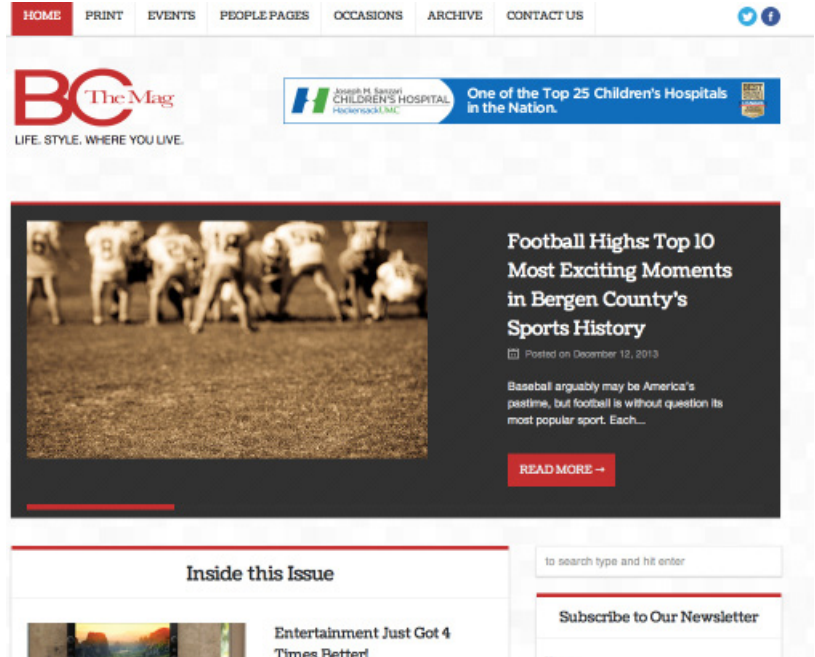
- Beauty Tips
- Mental Health
- Skin Care
- Aesthetic Surgery
- Healthy Eating
- Exercise
- Digital Health Trends

Rates

| | 1x | 3x | 4x |
|-------------------|---------|---------|---------|
| Spread | \$5,999 | \$4,799 | \$4,199 |
| Full Page | \$3,199 | \$2,599 | \$2,399 |
| 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 |

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 |
|--|------------------|----------------|-----------------|----------------------|
| 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

This Week

41,594

Post Reach



Instagram username: bcthemag



Twitter username: bcthemag

Ad Sizes

Ad Sizes

| | |
|------------------------|---|
| 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.

