

Bergen Living Magazines

2025 Media Kit

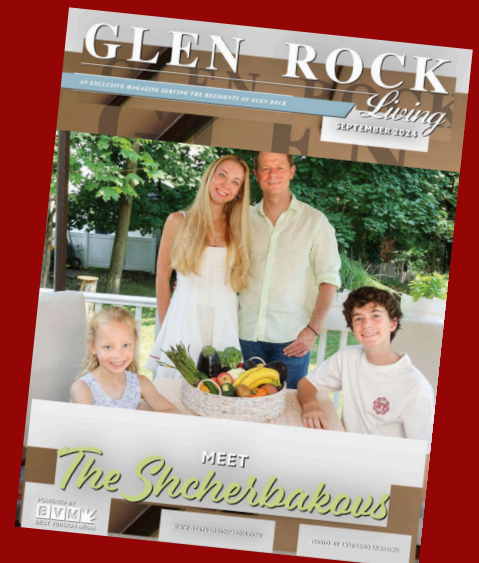
**Your Complete Hyper
Local Marketing Solution**

*Bridging Print & Digital
to Amplify Your Reach*

bergenlivingmagazines.com



@BergenLiving_BVM



Nella Veldran - Publisher

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About Bergen Living Magazines



Nella Veldran - Publisher



At Bergen Living Magazines, our mission is to create a vibrant, connected community through the power of storytelling and local engagement. Our vision is to be the heart of Bergen County where every issue brings neighbors closer together by showcasing the rich tapestry of our shared experiences.

Our 3 magazines are powered by the people they serve - our local communities. Delivered free of charge, each of our monthly editions is a treasure trove of insightful stories, expert advice, and the very latest happenings from around **Franklin Lakes, Ridgewood and Glen Rock**. We are dedicated to highlighting the unique voices and talents within our neighborhoods, providing a platform for community members to share their stories and connect with one another.

From spotlighting local heroes to offering practical tips for everyday life, Bergen Living Magazines is committed to celebrating and enhancing the local experience. Join us in building a stronger, more engaged community through the stories that matter most.

Reach out today!

FRANKLIN LAKES
Living

Ridgewood
Living

GLEN ROCK
Living



Bergen Living Magazines

Issue Month

Closing Date

January 2025

November 24, 2024 Materials Due November 30

February 2025

December 22, 2024 Materials Due December 27

March 2025

January 25, 2024 Materials Due January 28

April 2025

February 25, 2025 Materials Due by February 27

May 2025

March 26, 2025 Materials Due by March 29

June 2025

April 24, 2025 Materials Due by April 28

July 2025

May 25, 2025 Materials Due by May 30

August 2025

June, 26, 2025 Materials Due by June 29

September 2025

July 26, 2025 Materials Due by July 30

October 2025

August 27, 2025 Materials Due by August 30

November 2025

September 24, 2025 Materials Due by September 28

December 2025

October 23, 2025 Materials Due by October 29

January							February							March							April						
Sun	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Wed	Thu	Fri	Sat
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September							October							November							December						
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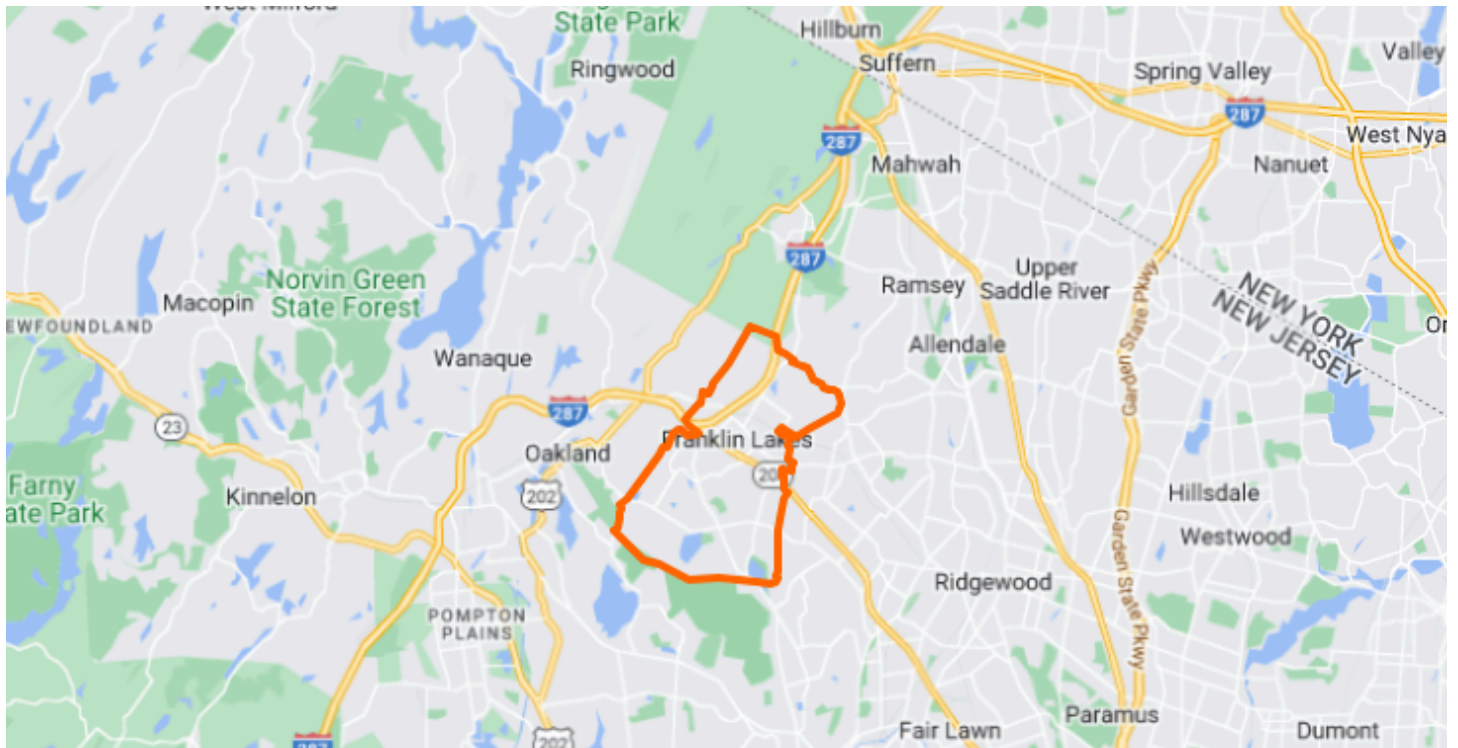
FRANKLIN LAKES *Living*

Franklin Lakes Audience Profile



- Median age of 47.6
- Median household income of \$229,000
- Median property value in Franklin Lakes, NJ - \$1,135,700
- Home ownership age range 40-60
- Home Value \$600,000 - \$4,000,000+
- Households - 3,767
- Home delivery monthly - 3,689

Source: Census Reporter



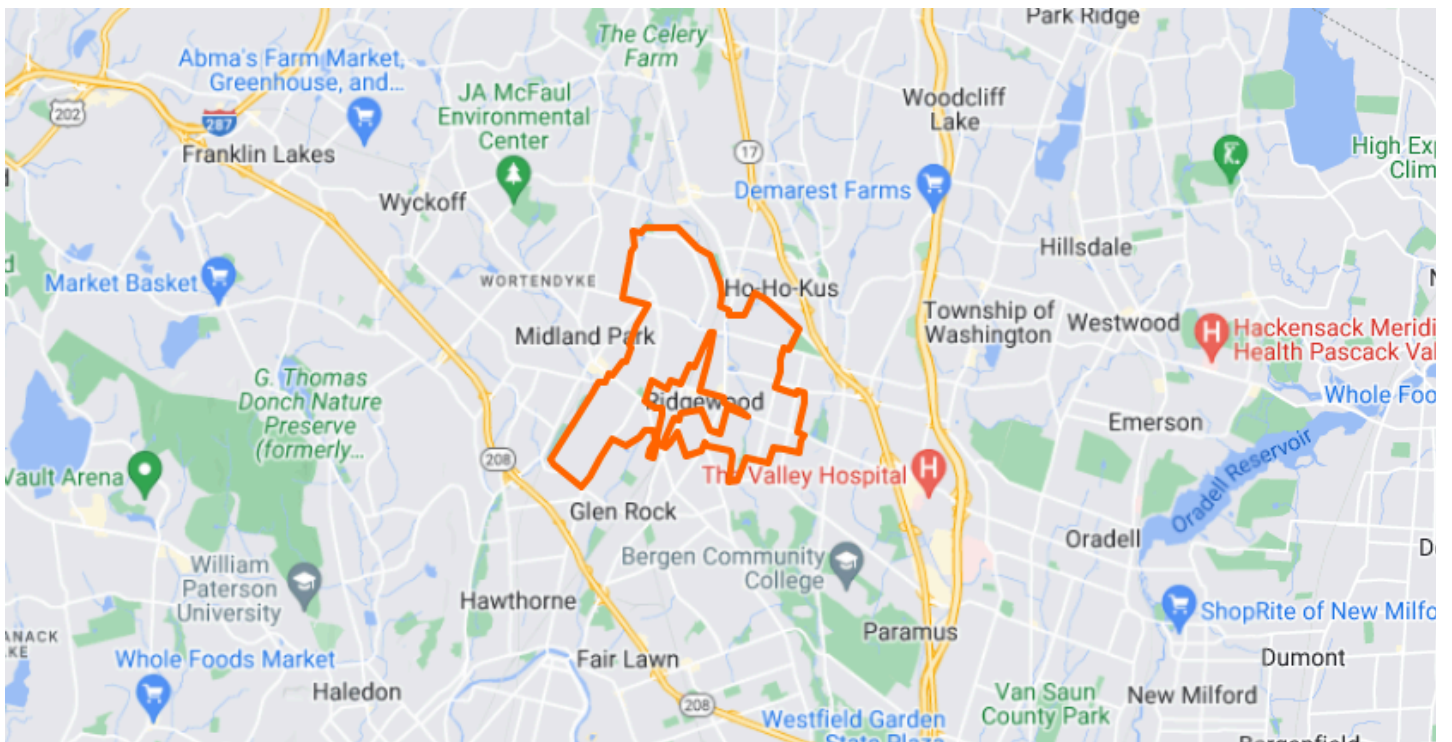
Ridgewood Living

Ridgewood Audience Profile



- Median age of 40.7
- Median household income of \$211,224
- Median property value in Ridgewood, NJ - \$858,900
- Home ownership age range 30-60
- Home Value \$500,000 - \$3,000,000+
- Households - 7,692
- Home Delivery monthly - 4,265

Source: Census Reporter



GLEN ROCK

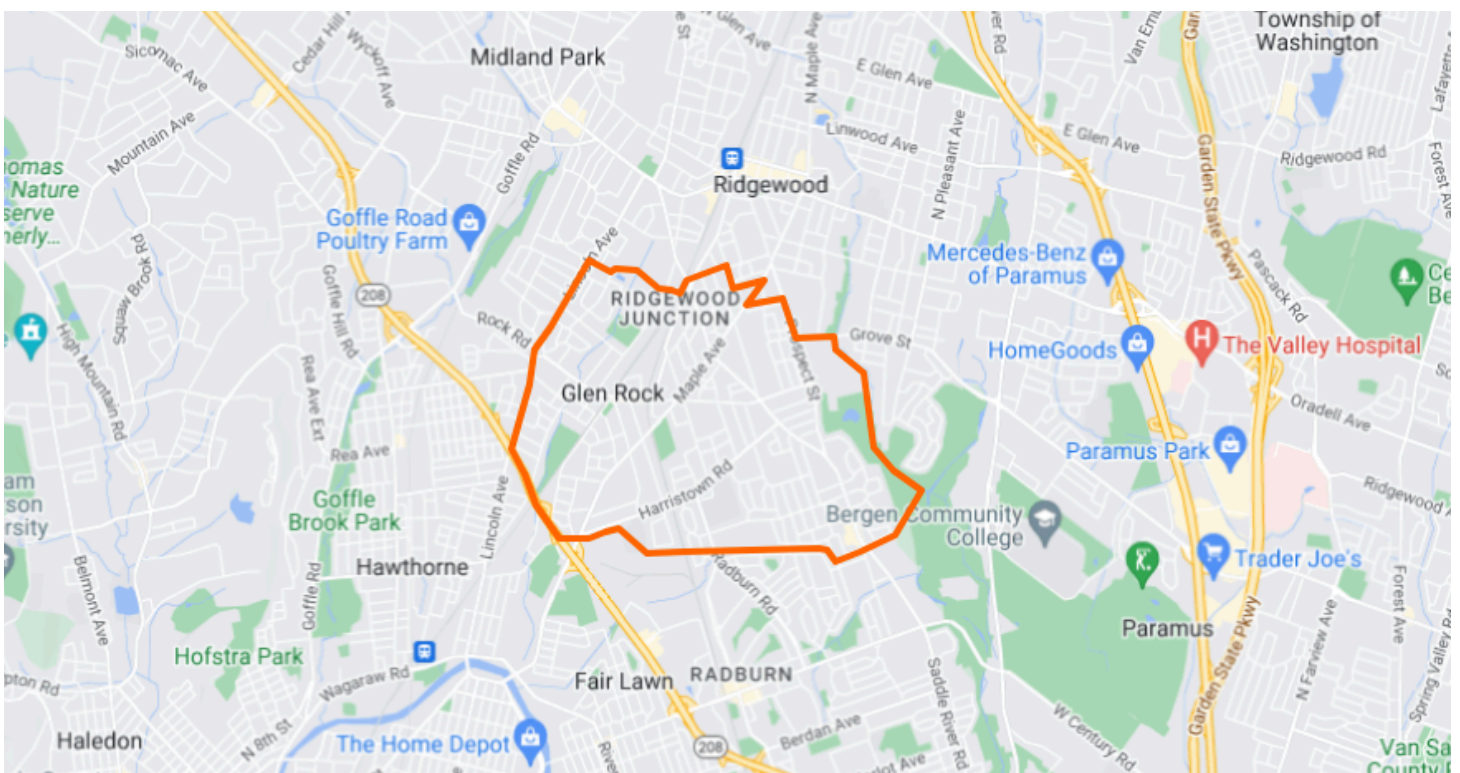
Living

Glen Rock Audience Profile



- Median age of 39.3
- Median household income \$213,000
- Median property value in Glen Rock, NJ \$786,300
- Home ownership age range 30-60
- Home Value range - \$450,000 - \$1,500,000+
- Households - 3,652
- Home Delivery monthly - 3,492

Source: Census Reporter



Editorial Sections

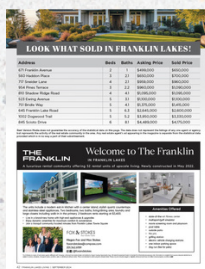
RESIDENT STORYTELLING



COMMUNITY HAPPENINGS



REAL ESTATE



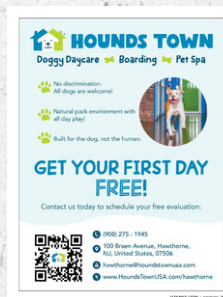
"Storytelling & Local Engagement"

"Enhancing The Local Experience"

SPORTS



PET CORNER



BVM
BEST VERSION MEDIA

FRANKLIN LAKES
Living

Ridgewood
Living

GLEN ROCK
Living

Your business will have a powerful way to educate the community. Submit four (4) Educational articles per year about your industry. Expert Contributors have the opportunity to contribute articles, build awareness and showcase their expertise. Educate and influence readers on topics that make them the local go-to person in the community in their industry. Your name, business and picture will be prominent in the expert contributor table of contents section every month.

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EXPERT DESIGN SOLUTIONS

Bringing Your Landscape to Life:

TRANSFORM YOUR OUTDOOR SPACE WITH PROFESSIONAL LANDSCAPE LIGHTING

BY TOM FLINT, THOMAS FLINT LANDSCAPE DESIGN AND DEVELOPMENT
PHOTOS BY ADAM FASS PHOTOGRAPHY

The fall breeze of autumn has arrived, bringing you to reflect both the daylight and moonlit hours in your outdoor retreat. Properly designed landscape lighting allows you to clearly enjoy their outdoor spaces well into the evening, extending the time spent in their outdoor oasis and creating a warm and cozy atmosphere for social gatherings or relaxation. This not only increases the value of your property but also allows for more opportunities to connect with nature and enjoy the beauty of the outdoors in a comfortable and secure landscape environment.

Landscape lighting offers a plethora of benefits that enhance the aesthetic appeal, safety, and functionality of outdoor spaces. The illumination provided by landscape lighting can transform a dull and dark outdoor area into a magical and inviting space. By strategically illuminating trees, shrubs, pathways and other landscape features, homeowners can create a visually appealing ambience that adds depth and dimension to their outdoor environment. Landscape lighting around the pool can create a soft and inviting atmosphere for

nighttime swims or gatherings. With the right lighting design, homeowners can continue to use their outdoor spaces for dining, reading, or simply relaxing long after the sun has set.

Landscape lighting plays a crucial role in enhancing the safety and security of a property. Well-lit pathways, stairs, and entryways help prevent accidents and injuries by illuminating potential hazards such as steps or uneven surfaces. Furthermore, a well-lit exterior can deter intruders and provide homeowners with a sense of security and peace of mind.

Outdoor lighting can highlight architectural features, plants, and other design elements, creating a visually appealing and cohesive look for your outdoor spaces. Customized lighting also allows for flexibility in design choices, including energy-efficient options or smart technology for easy control. The soft glow of well-placed lights can create a cozy and intimate ambience that enhances the overall experience of spending time outdoors.

With Thomas Flint Landscape Design, clients can benefit from our expertise in designing customized outdoor living spaces and lighting solutions that cater to both the functional and aesthetic needs of their property. With attention to detail, quality craftsmanship, and a commitment to customer satisfaction, Thomas Flint Landscape Design ensures that every installation is completed with precision and professionalism to maximize the benefits of all aspects of our client's outdoor living space.

Thomas Flint
Landscape Design & Development

Creating Outdoor Living
Specialists in pool, landscape, outdoor living space design

- Creativity is in our culture
- Expertise that delivers value
- Results that create loyalty
- Innovations that inspire

thomasflint.com • (201) 321-1111

Business Profile

Business profile - A feature article that highlights whatever it is that you want the community to know about your business. It's an opportunity for you to showcase your organization and share what sets you apart from your competition.

BUSINESS PROFILE

MEET THOMAS FLINT

BY KATHYNE SCHWARTZ

I spent the weekend about going to the Thomas Flint Landscape Design & Construction office in the heart of the city. The office is a beautiful space with a large window that looks out onto the city. The office is a beautiful space with a large window that looks out onto the city. The office is a beautiful space with a large window that looks out onto the city.




As we plan for the new year, what better time than the middle of winter to dream about a backyard to enjoy in the seasons turn.

Thomas Flint
Landscape Design & Construction



LANDSCAPE MAINTENANCE | OUTDOOR LIVING SPACES | CUSTOM SWIMMING POOLS

award-winning residential design-build firm
201-827-5142 | THOMASFLINT.COM

BUSINESS PROFILE

THE VALLEY HOSPITAL Enters a New Era

BY KATHYNE SCHWARTZ | PHOTOS BY JANEY JOHNS PHOTOGRAPHY

The Valley Hospital is a digital health care organization that is redefining the patient experience. The hospital is a digital health care organization that is redefining the patient experience. The hospital is a digital health care organization that is redefining the patient experience.



When the staff of the hospital moved into their new offices, they were greeted by a modern, bright, and welcoming environment. The hospital is a digital health care organization that is redefining the patient experience. The hospital is a digital health care organization that is redefining the patient experience.

THE VALLEY HOSPITAL

Valley Hospital is a digital health care organization that is redefining the patient experience. The hospital is a digital health care organization that is redefining the patient experience. The hospital is a digital health care organization that is redefining the patient experience.

Category	2019	2020	2021
Revenue	\$1.5B	\$1.6B	\$1.7B
Operating Expenses	\$1.0B	\$1.1B	\$1.2B
Net Income	\$500,000	\$500,000	\$500,000

BUSINESS PROFILE

THE VALLEY HOSPITAL Enters a New Era

JUST DOWN THE BLOCK

BY KATHYNE SCHWARTZ | PHOTOS BY JANEY JOHNS PHOTOGRAPHY

The Valley Hospital is a digital health care organization that is redefining the patient experience. The hospital is a digital health care organization that is redefining the patient experience. The hospital is a digital health care organization that is redefining the patient experience.




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On the Spot Home Improvements

BRINGING YOUR VISIONS TO LIFE

BY PIERA DEMARCO, VICE PRESIDENT

On the Spot Home Improvements is a digital health care organization that is redefining the patient experience. The hospital is a digital health care organization that is redefining the patient experience. The hospital is a digital health care organization that is redefining the patient experience.




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BUSINESS PROFILE

CENIA

MAKING YOU FEEL LIKE A STAR

BY KATHYNE SCHWARTZ

Cenia is a digital health care organization that is redefining the patient experience. The hospital is a digital health care organization that is redefining the patient experience. The hospital is a digital health care organization that is redefining the patient experience.




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BUSINESS PROFILE

THE SALAD HOUSE

LANDING WHERE YOU SHOULD BE

BY KATHYNE SCHWARTZ

The Salad House is a digital health care organization that is redefining the patient experience. The hospital is a digital health care organization that is redefining the patient experience. The hospital is a digital health care organization that is redefining the patient experience.




BERRY & SON'S

Berry & Son's is a digital health care organization that is redefining the patient experience. The hospital is a digital health care organization that is redefining the patient experience. The hospital is a digital health care organization that is redefining the patient experience.




Campaign Duration - Three Options

12 MONTHS - Designed to introduce your business to the community to build trust and create TOMA (Top of Mind Awareness).

24 MONTHS - Great value with steep discounts especially designed for organizations that have been in business five years or more. Complementary business profile feature included in campaigns of 24 months or longer

36 MONTHS - Best value typically reserved for businesses that are well-established. Custom Solutions that brand your business in the community.

Why Bergen Living Magazines is the most effective local advertising option:



Open Rate

Residents Appear on the Cover

Independent Survey Shows 89.4% of Residents read BVM Monthly Magazines*



High Value Penetration

Partnership with Residents, Organizations & Neighborhoods

Neighborhood Specific Target Marketing

Micro Targeted Hyper Local Relevant Content

Independent Survey Shows 92.6% of Residents found the content very useful*



Market Influence

All Homeowners Affluent & Influential Residents with Buying Power

Highly Educated Residents



Premier Distribution

Active and Involved Residents within the Community

Not Sitting on a stack at coffee shop or store

Penetrate the Market you are trying to Reach



Readership

It's a Magazine of the people, by the people, for the people. That is why they LOVE IT!

Resident Feature, Neighborhood Events, Information on Local Businesses
Readers Participate in the Content

Repeated Readership because of Relevant Content and Events Calendar

FRANKLIN LAKES
Living

Ridgewood
Living

GLEN ROCK
Living

ONLINE LISTINGS

Show up where your customers are searching



WHY DO LISTINGS MATTER?



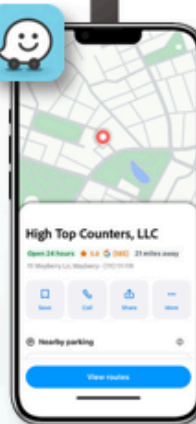
Rank higher in organic search
Enhance visibility in 'near me' searches



Be where it matters
Ensure your presence across all popular search engines, map apps, and voice assistants



Increased Trust
Ensure your brand appears with accurate, up-to-date information



"Hey Google,
Call High Top Counters."

"Alexa,
What are the hours of High Top Counters?"

BENEFITS

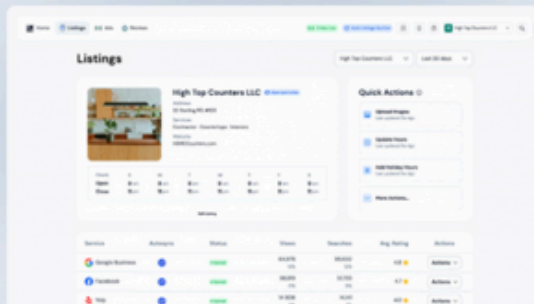


Take control

Remove duplicates and maintain correct information

Manage your listings

Sync accurate information, post images, update hours, and monitor activity



Be chosen

Accurate listings increase customer engagement



Save time

Manage all your listings (hours, images, activity) all from ONE place

View detailed engagement statistics on your listings



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GLEN ROCK
Living



GO DIGITAL!

Reinforce your print branding with local high-value customers.



GOOGLE DISPLAY ADS*



FACEBOOK ADS**



INSTAGRAM ADS**

We geotarget the same highly-desired neighborhood as our publication with Facebook and Google Display Ads - giving you full market coverage in the community.

Your customers will now see you on their coffee table, desktop and mobile devices. It's cool, simple, effective.

Supercharge your brand by combining the best of digital with print

How Does it Work?

**Bergen Living
Magazines**

1. We create the digital ads similar to your approved print ad.
2. We run and manage the campaign.
3. It's plug-and-play for you.



bergenlivingmagazines.com



DIGITAL BUNDLES

Standard

✓ Facebook/Instagram

(1-5k Impressions)

✓ Google Display
(5-10k Impressions)

✓ Online Listings



Consistent Presence Online

Premium

✓ Facebook/Instagram

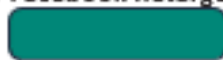
(5-10k Impressions)

✓ Google Display

(10-20k Impressions)

✓ Online Listings

✓ Facebook Retargeting



Consistent Presence +
Retargeting

Pro

✓ Facebook/Instagram

(10-20k Impressions)

✓ Google Display

(20-50k Impressions)

✓

✓ Facebook Retargeting

✓ Additional Radius /
Postal Codes

Saturate the Market +
Retargeting

Bergen Living
Magazines

Ad Specifications

SUPPLYING YOUR OWN AD?

PLEASE SUBMIT THE FOLLOWING:

1. Your ad, sized according to the dimensions below
2. Color Mode: CMYK
3. Ad resolution of 300 dpi
4. All ads require a visual border around the perimeter.

ACCEPTABLE FILE FORMATS:

- PDF, JPG, TIFF, EPS, PSD, AI, SVG
- INDD (packaged with supporting files)

If you don't send your ad print-ready and the correct size, we will not be able to accept the ad - or we will need the working files to make edits.

BVM DESIGNED AD

PLEASE SUBMIT THE FOLLOWING:

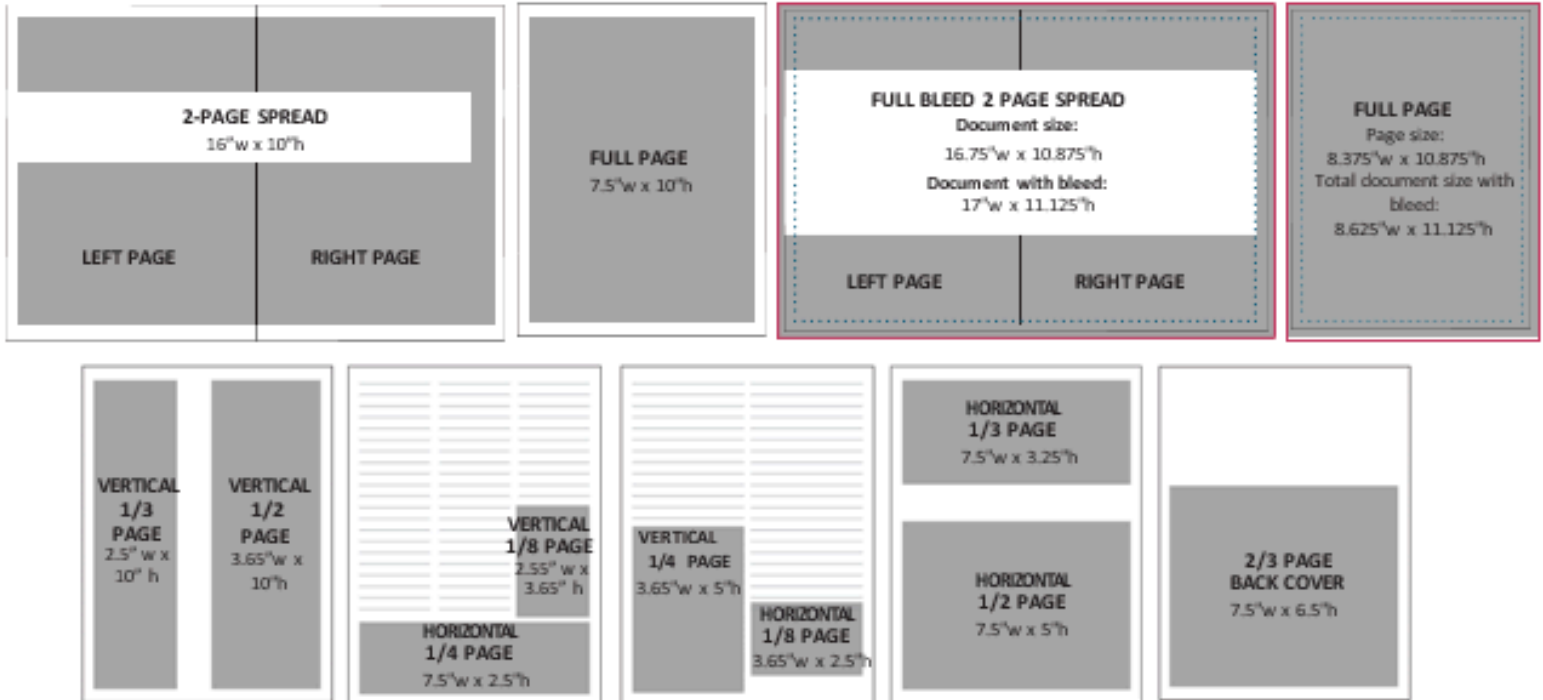
- All text to be included in the ad
- Business logo (EPS, AI, PDF or PNG file preferred)
- Any images or photos you would like included

**ALL images MUST be high resolution
(300 dpi minimum)**

**Internet images are usually 72 dpi and ARE NOT
convertible to the resolution required for print.**

Please **DO NOT** submit images in
a Microsoft Word document.

MARGIN SPECS: — 0.125" BLEED AT LEAST 0.25" SAFE SPACE



FRANKLIN LAKES
Living

Ridgewood
Living

GLEN ROCK
Living

Digital Ad Specifications

We will build Google and Facebook display ads using the assets from your print ad. Clients are welcome to provide their own digital ads using the specifications below. Digital ads should be provided at the same time as print ad.

TIPS

- Do not include QR code
- Text on image should be large enough to read if ad is viewed on a phone.
- Ads with a white background require a border.

FACEBOOK ADS

Please provide publisher:

1. Primary Text (Ad Copy): 1-2 sentences that add

additional content for the ad. This can include location information, call number, details of services/offering. Recommended length; 140 characters or less.

2. Image: Ad Image specs -1200x628 pixels (or 1080x1080 pixels)

3. Headline: Up to 40 characters (including spaces and punctuation) for a headline that tells a user what they can expect when clicking the ad.
IE - Check Out Daily Deals

4. Description: Up to 40 characters (including spaces and punctuation). Description is optional.
IE - New Special Weekly - Click for Details.

PRIMARY TEXT
The primary message

of your ad. 140 characters or less | recommended.

HEADLINE
40 characters limit (including spaces)

DESCRIPTION
40 characters limit (including spaces)



GOOGLE DISPLAY ADS:

Please provide your Publisher with completed ads:

- All banners must be 150KB file size or less.
- We can accept up to 3 sizes for use and are as follows:
 - 300 x 250 pixels (REQUIRED)
 - 300 x 600 pixels
 - 728 x 90 pixels
- Supported file formats: .JPG, .PNG

- Ads with a white background require a border.

Bergen Living
Magazines

Our Partners

Big or Small, We Partner with All: Celebrating Our Diverse Business Community

We believe in the power of partnerships, both big and small. This page showcases some of the prominent brands we've had the privilege to work with.

Our mission is to provide a platform that supports all partners equally, whether they are household names or local gems just making their mark. We are proud to offer advertising solutions that cater to the unique needs of each business, helping them grow and succeed in our vibrant community.

Join us in building connections that make a difference,
no matter the size of your enterprise.

