

NEW JERSEY CHAMBER OF COMMERCE

www.njchamber.com

ENTERPRISE

a quarterly focus on the people and the issues that drive New Jersey business

2012 ADVERTISING INFORMATION



The official magazine of the statewide New Jersey Chamber of Commerce

1,800 DIFFERENT ORGANIZATIONS

13,000 READERS

Readers include business owners, executives, managers, board members, local and national legislators, lawmakers and media outlets.

You can connect with New Jersey's high-end business professionals and the leaders of the community to increase your market share and grow your business. Your message will be featured to 13,000 potential customers in the region's top demographics.

The New Jersey Chamber of Commerce represents a majority of the largest and most powerful companies in the state, along with organizations of all sizes and types. The Chamber has 1,800 member companies, representing nearly 500,000 employees, billions of dollars of annual revenue, and includes 56 Fortune 500 corporations.

Consistent marketing through The Warren Group and *Enterprise* magazine will enable you to build brand awareness and name recognition while helping to establish the path to better relationships with the top companies in New Jersey.

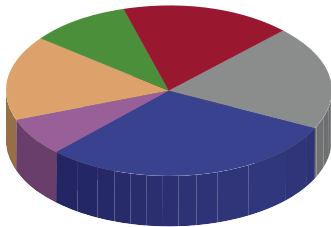


ENTERPRISE READER PROFILE

Enterprise will be delivered to 6,500 executives, business owners, decision makers, and otherwise influential members of the New Jersey economic landscape.

Enterprise Readers by Title:

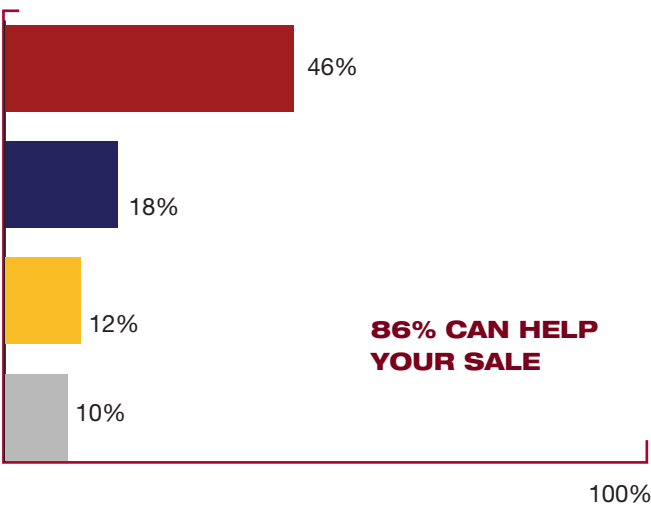
- COO/CFO/Director: 30%
- CEO/President: 20%
- Owner: 7.5%
- Vice President: 16%
- Manager: 10%
- Other: 17%



85% OF READERS RATE ENTERPRISE AS A USEFUL BUSINESS TOOL.

Purchasing Power of Enterprise Readers

- Have authority to buy.
- Have authority to buy some products and services.
- Share in selection and purchasing process.
- Have strong influence on purchases.

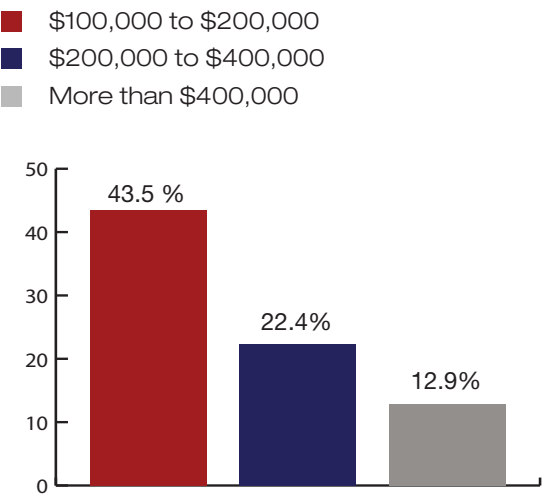


Enterprise is a quarterly magazine focused on the people and the issues that drive New Jersey businesses. All publications will now be delivered to members and readers in both print and digital formats. After the magazine is mailed to members, a link will be emailed to access a high-quality, page-turning, multi-media capable, digital online version of the magazine. All advertisements will appear in both versions, and digital ads will have live email addresses and website links. The connections to advertisers' email addresses and URLs will come at no additional charge.

In today's competitive business environment, you need to maximize your exposure to potential markets and clients. The captivating coverage of the local business environment within Enterprise will create a perfect venue for your marketing message. Readers will learn of new laws and regulations, economic facts and trends, where the growth opportunities are, how to improve their business, what professionals and companies are succeeding and how, and much more.

75% of our readers recommend products and services to their clients and business partners.

Annual Household Income of Enterprise Readers



Showcase your company to the state’s business and legislative communities, top executives, members of the New Jersey Legislature and the governor’s office, as well as local and national officials. *Enterprise* promotes a vibrant business environment and economic prosperity through vision, expertise and innovative solutions.

OUR READERS TAKE ACTION

Which of the following actions have you taken after reading *Enterprise*?

Purchased a product or service.....	5%
Recommended a product or service to my company or a client	12%
Passed a story or an ad on to a colleague or client	42%
Visited a company’s website	34%
Contacted a company for more information.....	8%
Filed a story or an advertisement for future reference	15%

Niche business publications have been identified in independent studies as one of the most effective ways to build name recognition and have a positive influence on a target audience.

If you want to increase your business and build relationships as well as name recognition, you need to stay visible and present your value proposition to the leaders in this state. The statewide Chamber of Commerce has the influence to accomplish those goals, and the vehicles to deliver your message.

“The increased business that has resulted from my association with the Chamber has already paid for the cost of membership many times over. My Chamber sales representative has made every effort to connect and introduce me to prospective clients, which has expanded my business. I highly recommend Chamber membership to any business owner looking to network and grow.”

– Michelle Hermelee, BH Sky Associate



ADVERTISING RATES

FULL COLOR RATES

AD SIZE	4X	1X
Full (7.25 "w x 9.75"h)	\$1,965	\$2,460
Two-thirds Page	\$1,570	\$1,970
Half (7.25 "w x 4.75 "h or 4.75 "w x 7.25 "h)	\$1,360	\$1,660
Third (4.75 "w x 4.75 "h)	\$1,090	\$1,300
Back Cover	\$2,275	N/A
Inside Cover	\$2,085	N/A

All rates are net • All NJCC members receive a 10% discount

Bleeds available on all full-page ads. We offer inexpensive specials and inserts, such as belly-wraps, tip-ons, blow-ins, gate-folds, and more. Please call for details.

Local magazines are read more frequently and more thoroughly than national publications, and advertising in *Enterprise* will support all related interaction with the New Jersey Chamber and its members.

"59% of 1,001 surveyed adults in the U.S. purchased something after it was seen or mentioned in a custom publication."

Editorial coverage will include features on banking, higher education, energy, health care/wellness, insurance/employee benefits, accounting/financial services, real estate, and more.

Bonus Distribution: Chamber Open House, Everything Jersey and Walk to Washington

SPECIFICATIONS

Full (7.25 "w x 9.75"h) **Two-thirds** (4.75"w X 9.75"h) **Half** (7.25"w x 4.75"h) **Third** (4.75"w x 4.75"h)

*All ads to be emailed to custompubs@thewarrengroup.com

**File format: high resolution PDF (300 dpi min.), CMYK color, all fonts and images embedded

2012 CALENDAR DATES

Quarter	Q1	Q2	Q3	Q4
Ad Closing Date	January 20	April 13	July 13	October 12
Materials Due	January 27	April 20	July 20	October 19
Issue Date	February 29	May 23	August 22	November 20
Topics	Construction Real Estate Law	Higher Education/ Training Accounting/ Banking	Environmental Impact Energy Savings/Green Labor/Legal	Health Care/Wellness Insurance/ Employee Benefits Infrastructure

FOR MORE INFORMATION

Call 800.356.8805 ext.344 or email custompubs@thewarrengroup.com to discuss your marketing campaign today.