

Media Kit
2012



2WJOY ©
Life Redefined

MAGAZINE

2NJOY Magazine

Established 2009

is a premier magazine created to provide an entertaining, informative and educational resource for the segment of the population who is defining aging on their own terms.

Distribution

Distribution is one of our highest priorities. Copies of current issues are found in over 1000 drop-points throughout Northwest Arkansas and surrounding cities including Joplin, Eureka Springs, Holiday Island, Pea Ridge, Farmington, and neighboring communities.

The magazine can now be read online at www.2njoymag.com. Store front posters are distributed throughout the community featuring our "Online" presence.

Advertiser and focal points for distribution include:

- Barnes & Noble Bookstore Rogers
- The Queen Anne Mansion Eureka Springs
- Eureka Springs Chamber of Commerce
- Rogers - Lowell Chamber of Commerce
- Bentonville - Bella Vista Chamber of Commerce
- Fayetteville Chamber of Commerce
- Hotels
- Medical offices
- Coffee shops
- Real Estate offices
- Restaurants
- Grocery stores
- Convenient stores
- Frisco Station Mall
- Visitor Information Centers
- Convention & Visitor Bureaus
- Realtor Relocation Packets
- Spas
- Hair Salons
- Professional offices
- Health Clinics

Locations are provided copies for distribution to their clients and replenished frequently. Readership - 60,000 plus.

We serve a community that responds to our commitment to quality. Our relationship with our advertisers is paramount and we continuously strive to provide new and innovative services that will support our advertisers.

Lifestage Marketing

Baby Boomers are the largest buying group in America and represent the generation with the greatest buying power in the history of our country.

Boomers have more discretionary income than any other age group while controlling 70% of the total net worth of American households. Boomers own 80% of all money in savings and loan associations and spend more money disproportionately to their numbers.

To reach Boomers, words and images need to acknowledge this unique stage of life between being young and old.



2012 Editorial Calendar

February / March

- Healthy Living ad deadline: Jan. 11, 2012
- Wellness Spas

April / May

- Boomer Toys ad deadline: Mar. 12, 2012
- Pets - Big & Small

June / July

- Back Road Travel ad deadline: May 14, 2012
- NWA Melting Pot

August

- Back to School ad deadline: July 2, 2012
- Boomer Style

September

- Fall Getaways ad deadline: Aug. 3, 2012
- Culinary Pursuits

October

- Arts ad deadline: Sept. 3, 2012
- Entertainment

November

- 1st Annual - "Best of 2012" ad deadline: Oct. 5, 2012

December

- Christmas Events ad deadline: Oct 17, 2012
- 2nd Annual "Chefs"

*all dates are subject to change



Contact

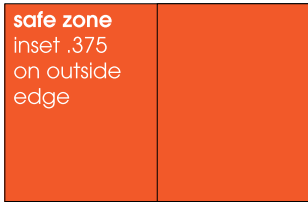
105 SE 22nd Street
Suite #9
Bentonville, AR 72712

Phone: (479) 464-8900

eMail: advertising@2njoyinc.com

Site: www.2njoymag.com

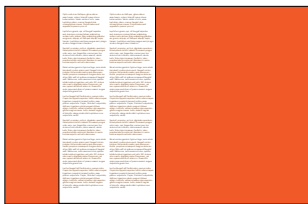
Ad Specs



safe zone
inset .375
on outside
edge

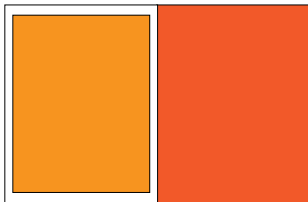
full spread

Full Bleed W=17.25 in by H=11.25 in



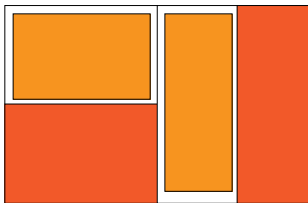
full page + 1/3

Full Bleed - full + 1/3
Full Page W=8.625 in by H=11.25 in
1/3 Bleed W=2.958 in by H=11.25 in



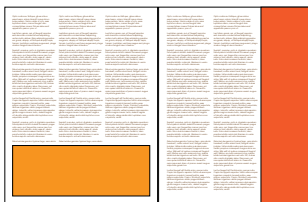
full page

Full Bleed W=8.75 in by H=11.25 in
In column W=7.625 in by H=9.875 in



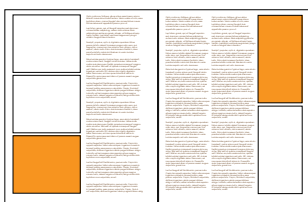
1/2 page

Horizontal
Full Bleed W=8.625 in by H=5.5625 in
In column W=7.625 in by H=4.875 in
Vertical
Full Bleed W=4.25 in by H=11.25 in
In column W=3.75 in by H=9.875 in



1/3 page

Horizontal
In column W=7.625 in by H=3.1875 in
Vertical
Full Bleed W=2.958 in by H=11.25 in



1/6 page

Horizontal
In column W=3.75 in by H=3.2083 in
Vertical
In column W=2.4583 in by H=4.875 in



premium placement

outside back cover | inside back cover
inside front cover | page one

2NJOY Magazine's Commitment to Our Advertisers

2NJOY Magazine introduces innovative platforms allowing advertisers to connect with high-end consumers like never before.

Due to its upscale design, extra heavy paperstock and "elegant book" features, the publication remains on coffee tables and in offices indefinitely.

Advertising is directed and adheres to premium design standards with in-house designers for additional support structure and guidance.

Comprehensive Departments with more in-depth and dynamic editorial including: Travel, Arts, Culture, Profiles, Food, Health & Wellness, Money Matters, and Generations.

2NJOY Magazine's luxury publication is now even more elegant in design and photography for our growing readership.

2NJOY strongly supports and is a member of the Rogers-Lowell Chamber of Commerce, Bentonville/Bella Vista Chamber of Commerce, Fayetteville Chamber of Commerce and the Bella Vista Business Association.

2NJOY Magazine will represent our advertisers with our positive community image and commitment to customer service.

All printed rates are net.

Ad Rates

Frequency Discount

	1x	3x	5x	8x
full spread	\$3295	\$2965	\$2795	\$2636
full + 1/3	\$2395	\$2155	\$2035	\$1916
full page	\$1995	\$1795	\$1695	\$1596
1/2 page	\$ 995	\$ 895	\$ 845	\$ 796
1/3 page	\$ 695	\$ 625	\$ 590	\$ 556
1/6 page	\$ 395	\$ 355	\$ 335	\$ 316

Premium Placement Rates

outside back	\$2650
inside back	\$2335
inside front	\$2590
page one	\$2195

2NJOY Magazine can assist with advertising layout design and production. Camera ready art accepted in PDF, TIFF, EPS, JPEG, or native Photoshop or Illustrator files. CMYK outlined fonts, embedded links, 300 PPI. No PMS colors will be printed.

Cancellations not accepted after the space reservation.

Balance of per issue rate due upon approval of Ad Copy.

Advertising rates are subject to change at any time.

2NJOY reserves the right to refuse any advertisement.