

brand new
full-color
magazines

ultra-local &
upscale for
outstanding
response

opening up a world
of opportunities
right here at home

iNTOWN

YOUR NEIGHBORHOOD CONNECTION

The Journal News
CUSTOM PUBLISHING



there's
no place
like home

and no one
knows it
better than

iNTOWN

YOUR NEIGHBORHOOD CONNECTION

A new series of ultra-local community magazines serving Westchester, Rockland and Putnam Counties, New York and lower Fairfield County, Connecticut.



What's new? What's hot?

What's great about the areas we call home?

iNTOWN will lay it all out for readers – with exciting and interesting features on dining, local hot spots, things to do with the kids, a business directory, calendar of events, local personalities and more.



Cover home base like you never could before – with your ads in iNTOWN.

These ultimate local magazines give you a consistent environment to:

- maintain visibility in your prime market area
- support your communities
- reach your best customers – your neighbors!



Each edition of iNTOWN magazine will have a highly targeted distribution of 25,000 via:

- Direct mail to non-subscribers with high household income in targeted areas
- Home delivery of *The Journal News* (paid subscriptions, qualified audience)
- *The Journal News* single copy editions
- Key high-traffic locales throughout the city

**find out more
and reserve
space today!**

Contact your account executive or

Scott Colantonio

914.696.8277

scolonto@thejournalnews.gannett.com

The Journal News

CUSTOM PUBLISHING





publication schedule 2005

march	📅	White Plains
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april	📅	Scarsdale
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may	📅	Mount Kisco Katonah Bedford Bedford Hills Chappaqua
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june	📅	Larchmont Mamaroneck
	📅	Tuckahoe Eastchester Bronxville

july	📅	Rye Harrison Purchase
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august	📅	Dobbs Ferry Hastings Irvington Tarrytown
	📅	Rockland Magazine

september	📅	White Plains
	📅	Putnam Magazine

october	📅	Mount Kisco Katonah Bedford Bedford Hills Chappaqua
	📅	Scarsdale

november	📅	inTOWN Holiday Issue
	📅	Rockland Magazine

december	📅	Larchmont Mamaroneck
	📅	Rye Harrison Purchase



full page

7.25" x 10" (no bleed)

half page horizontal

7.25" x 4.9"

sixth page vertical

2.3125" x 4.9"

sixth page horizontal

4.75" x 2.375"

third page horizontal

4.75" x 4.9"

third page vertical

2.3125" x 10"

twelfth page

2.3125" x 2.3125"

iNTOWN

YOUR NEIGHBORHOOD CONNECTION

network ad sizes & rates 2005, net*

	full	half	third	sixth	twelfth
Open	\$2,100	\$1,600	\$1,250	\$1,000	\$750
2x – 4x	1,680	1,280	1,000	800	600
5x – 9x	1,575	1,200	938	750	563
10x – 14x	1,470	1,120	875	700	525
15x – 19x	1,260	960	750	600	450
20x	1,000	750	625	525	425

premium positions

back page	\$3,900	color free
inside front	3,500	
page 3	3,200	
page 4	3,000	
page 5	3,200	
page 7 (opposite Contents)	2,800	
page 9 (opposite Contents)	2,700	
inside back	3,000	

This exciting new upscale magazine will be direct-mailed and carrier-delivered to nearly every household in the area!

*Rates do not apply to Rockland Magazine.