

BERGEN NEIGHBORS MAGAZINES

Connecting
businesses
with qualified
consumers

One Story
at a Time.

BERGEN NEIGHBORS MAGAZINES

Bringing People and
Businesses Together

ABOUT



Best Version Media is one of the fastest growing independent media companies in North America with over 800 magazines in the US and Canada.

Bergen Neighbors Magazines has partnered with Best Version Media to bring engaging, personal, hand-crafted publications straight to the doors of affluent homeowners in Bergen County every single month bringing communities together and helping local businesses grow their customer base.

Currently serving the communities of Wyckoff, River Vale, and Old Tappan & Harrington Park.

REACH

COMBINED DISTRIBUTION OF OVER 13,000
HOMES AND 50,000 PEOPLE PER MONTH

- WYCKOFF LIVING: 4,060 HOMES
- RIVER VALE NEIGHBORS - 3,050 HOMES
- NORTHERN VALLEY LIVING - 3,300 HOMES
- NEIGHBORS OF CLOSTER, DEMAREST & HAWORTH
 - 3,500 HOMES

ENGAGEMENT RATE +90%



BERGEN NEIGHBORS MAGAZINES

Bringing People and
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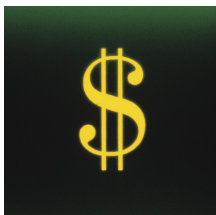
**Our readers are affluent,
highly educated, interested
consumers**

\$236,000 Ave Household Income

\$140,000 Median Household Expenditure

\$500k - \$3.5MM+ Home Value Range

**\$2+ Billion combined HH expenditures across the
7 towns**



- **average age 44 years old**
- **over 25% are 60 years and older**
- **+40% with Kids 18 years and younger**



BERGEN NEIGHBORS MAGAZINES

Bringing People and
Businesses Together

editorial departments

- Health & Wellness
- Arts & Culture
- Education
- Food & Wine
- Home Inspiration
- Special Needs
- Sports
- Pet Corner
- Kids Corner
- Residential Contributors
- Generations (Senior Living)
- Style

expert contributors - blogs

Exclusive opportunity to write quartley blogs

Providing free information to your prospects on a regular basis helps you build trust and familiarity with potential clients.

Brands that
blog
generate 67%
more leads





What people are saying...

"I would like to tell you that I received a client from the ad! I built her an e-commerce website & am doing her social media as well."
- Rebecca

"What a beautiful story with outstanding photos, so perfectly put together. We have already received many comments from our neighbors. Your publication helps all of us in nearby communities to know and understand one another better; a noble deed. Thank you again", Stanley and Barbara

"Hi Doug, My son's baseball team was featured in your December magazine. It is a great story and thanks for publishing it."

"Thanks again for everything. I've gotten a few recent referrals from the magazine...and they commented on how much they liked the ad and write up in the issue."
Best, Demetri

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ment: 🍌🍌🍌🍌 Big
nks to
ergenneighborsmagazin
or featuring my company
ur 147 Washington
e, Hasbrouck Heights
he July issue of home
iration. Doug and his
n were beyond
essional and caring !
alityHomeDevelopers
mebuilder
ilestatedeveloper
rgencountydeveloper
rgencountyNj
rgencounty
raencountvrealstate

"Since I've been running in your magazines my business in those markets has increased." - flooring company

**"IT
WORKED"
-DVINE
BAR**



360: digital social experiential



web-hosted content

sponsored events

digital advertising

Expanded reach via digital, social
and on-the-ground events.

bergenneighbormagazinesnj.com



DIGITAL TALKING POINTS

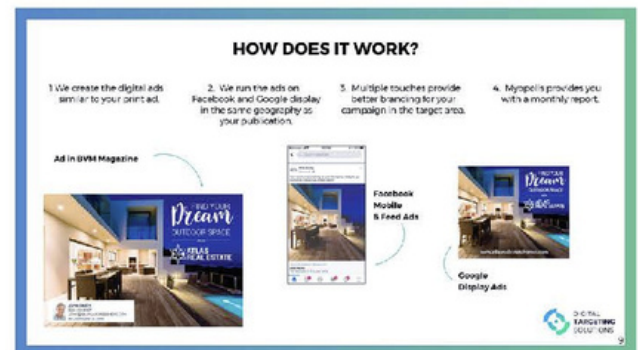
Slide 1. Two-Touch Program

- We've added a second touch to our program to deliver maximum results by Geo-Targeting the same highly qualified consumers you want in this neighborhood on Facebook, Instagram and Google Display alongside the magazine.
- The Geo-Targeted area will cover all the magazine distribution plus a little extra radius to make sure everyone in the magazine distribution is covered.
- A two-touch program helps you amplify your brand on all three platforms, and **now they see you on their coffee table, phone, and laptop.** Print and Digital play off each other, and both work better when combined.



Slide 2. How It Works

- First, we create your print ad. Or you can submit your own ad.
- Then, if we can use print ad's artwork, we create similar Facebook and Google Display ads to provide that branding continuity.
- **You get both mobile and desktop design.** Great value!
- We place and manage the ads on your behalf. **It's "plug and play."** No work on your end!



Slide 3. Reporting

- We are optimizing for impressions on both platforms for maximum branding effect.
- At the beginning of each month, DTS will send the client a report to show impressions for the previous month.
- Impressions will fluctuate month to month depending on online activity.



BERGEN NEIGHBORS MAGAZINES

Advertising &
sponsorship
opportunities

- FULL PAGE
- 1/2 PAGE
- 1/3 PAGE
- 1/4 PAGE
- 1/8 PAGE

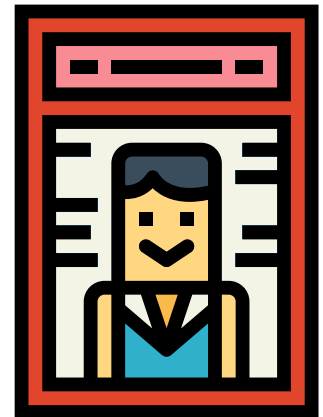
- INSIDE FRONT COVER
- INSIDE BACK COVER
- 2/3 BACK COVER
- CENTER SPREAD

- FAMILY FEATURE SPONSOR
- REAL ESTATE SPONSOR
- CONTENT SPONSOR

- EXPERT CONTRIBUTOR

FREQUENCY

- 12X
- 24X
- 36X



BERGEN NEIGHBORS MAGAZINES

Advertising &
sponsorship
opportunities



Advertisement Specifications

IF YOU ARE 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 border.

Acceptable file formats:

- Adobe Acrobat PDF
- Adobe InDesign INDD
 - Packaged file to include all support documents
- Adobe Illustrator AI, EPS, PDF, SVG
- Adobe Photoshop PSD, TIFF, EPS, PDF or JPG

If your ad is not sent print ready and the correct size, we will not be able to accept the ad, or there will be a fee for edits.

IF BVM IS CREATING AN AD FOR YOU:

Please submit the following:

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

ALL images and artwork MUST be a minimum of 300 dpi at 100% size.

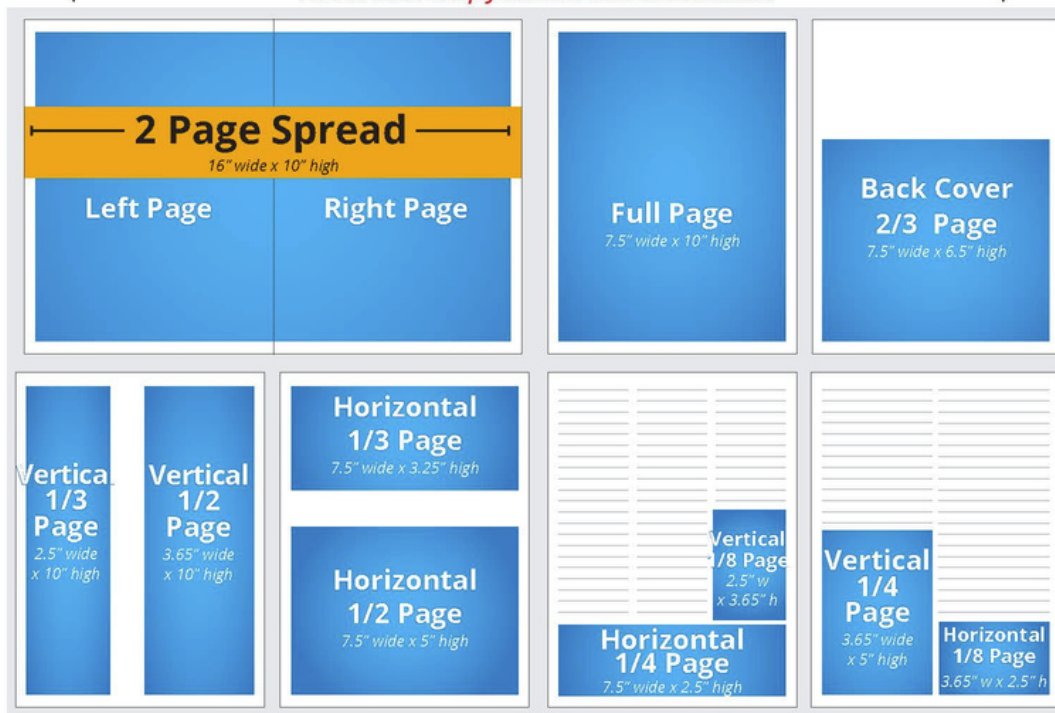
{ Internet photos & images are usually 72 - 90 dpi and ARE NOT convertible to required resolution for print. }

Please, **DO NOT** submit images and logos in a Microsoft Word Document

Accepted media for transmittal: Email

BVM does not design or accept ads that are created with a full bleed.

All ads must comply with the sizes shown below.





Hoffman/Park Ridge Floor & Home

By Alannah Dragonetti

When I call Tony Sicilia, he tells me that he is helping his wife, Kathy, prepare Sunday dinner for "a house full of people" and it is instantly clear that this business profile won't be—can't be!—strictly business. Tony's love for Kathy and their three adult children is a major force behind his success as owner and operator of Westwood's Hoffman/Park Ridge Floor & Home, currently celebrating 20 years of business. (A second, smaller but equally beautiful showroom is located on Kinderkamack Road, in Park Ridge.)

The one stop shop for carpets, area rugs, wood/vinyl/

in the management of Hoffman/Park Ridge Floor & Home. Tony couldn't be more proud.

"Anthony is a younger version of myself and he has even more patience than I do. The customers love him!"

"Our selection rivals any highway or big box store."

To the point that Anthony sometimes finds it embarrassing.

"Customers have come in wanting to set Anthony up with their daughters," Tony laughs, "He does fine on his own."

Anthony knew that he wanted to work alongside his father at Hoffman/Park Ridge Home & Floor right after graduating college. It took some convincing from Anthony



consuming career, but having Anthony in the business gives us an advantage. One of us is there to oversee each job."

Tony's career path wasn't as straightforward. Forty-two years ago, Tony was working as a part-time retail and carpet salesman as he prepared for law school.

"I was really enjoying sales."

Law? Not as much. After a summer internship with a criminal defense attorney left him disillusioned, Tony decided to pursue sales full-time. Tony worked his way up the corporate ladder until he felt prepared to launch a business of his own.

"The kids were small and I wanted to work locally, so I could spend time with them and coach their sports teams."

Tony assisted with coaching baseball and softball at Pascack Valley High School (alma mater of Tony and all three Sicilia children) as well as recreation baseball teams—one of many contributions to the community for which he is known.

"Our 13 and 14 year old baseball teams won state competitions two years in a row. I run into kids I've coached and customers of mine everywhere I go. I always say that we have to be very good at what we do because we have no place to hide."

Hoffman/Park Ridge Floor & Home customers span three generations.

"Our original customers' children have grown-up and bought homes of their own and their children are beginning to do the same," Tony explains.



also very conscious of price and I believe we are the most competitive around while providing the best in service and selection. Our selection rivals any highway or big box store."

Tony estimates that Hoffman/Park Ridge Floor & Home has worked with 20,000 customers, one by accident!

"Years ago, we were asked to install carpet in one of the many Victorian style homes in Westwood. The homeowners promised to leave a key under the 'Welcome' mat, so our guys found the key, installed the carpet and left. We received a call from the customer that the carpet was never installed. After some investigating, we realized that I'd written the wrong street address and we'd carpeted the house next door! A family was about to move into that home that is almost identical in layout and number of bedrooms and had left a key under the mat for contractors to use. So, we installed the client's carpet and the family that moved-in got a fresh carpet for free," Tony laughs.

In the 20 years since he opened Hoffman/Park Ridge Floor & Home, Tony has seen the demand for carpeting fall and orders for hardwood flooring rise, but quality service is always appreciated. As one of many glowing client testimonials on the company website (find them all at <https://www.floorandhome.com/about-us/testimonials/>) reads, working with Hoffman/Park Ridge Floor & Home, is "a wonderful experience, from start to finish."



CASE STUDIES /RETAIL - SERVICE:

HOFFMAN FLOOR & HOME

Results

+20k Facebook and +36k Google Display impressions per month

25% YOY Revenue Increase

Fun Facts About Your Heart

(That May Surprise You)



By Dr. Wendi Polhemus-Rodgers,
Hands on Chiropractics

Whether you're running from a bear, walking through the mall, or sitting and watching a movie, your heart will faithfully pump oxygen rich blood to your body without you even thinking about it. Because it's a vital organ for our survival, caring for it through good nutrition, exercise, and reducing stress is essential for it to work properly.



HANDS ON
FAMILY CHIROPRACTIC

Specializing in Prenatal and Pediatric Chiropractic



Our mission is to help as many people as possible, especially children.

Call today: (201) 505-0001

www.handsonfamilychironj.com

Here are some fun facts that may surprise you about the heart:

- Happiness and a strong sense of emotional vitality help lower your risk of heart disease.
- People can suffer from a broken heart. A life situation can cause temporary heart failure.
- The average heart is a little larger than your fist.
- The Blue whale has the largest heart, which weighs over 1,500 pounds.
- The first evidence that a vegetarian diet benefits the heart comes from the Bible's Book of Daniel (600 BCE).
- Heart disease has been traced back over 3,000 years to Egyptian mummies.
- The heart beats 100,000-115,000 times a day.
- The heart pumps about 2,000 gallons of blood a day.
- When we exercise, it takes 10 seconds for the heart to pump blood to your big toe and back.
- A woman's average heartbeat is about 8 beats per minute faster than a man's heartbeat.
- The heart has its own electrical system, which allows the heart to continue to beat when separated from the body.
- The corneas are the only part of the body that doesn't receive blood from the heart.
- We have about 60,000 miles of blood vessels in our body.
- Blood vessels will wrap around the world 4 times.
- A well-functioning heart will pump approximately 4 table-spoons of blood with every beat.
- Runners have 45% lower risk of heart disease or stroke.

So, now that you've learned some fun facts about the heart, remember one last, important fact: Take care of your heart because it takes care of you!

CASE STUDIES /MEDICAL: HANDS ON FAMILY CHIROPRACTIC

Results

Leveraged content contribution during key seasonal points to increase patient acquisition and retention resulting in revenue increase of over \$36,000.

Wyckoff Living Resource Guide

BY DOUG DROHAN, PUBLISHER

At Wyckoff Living, we are proud to provide our annual guide for Seniors, adult children and other loved ones with a handy resource of businesses that offer services for families looking for solutions and help with aging and caring issues.

EMOTIONAL/MENTAL HEALTH

E Quantum Breakthroughs. Energy Healing
Dr. Anne Deady
10 Spicatore Ave. 2C, Ho-Ho-Kus, NJ
201-925-1046 | www.drannedeady.com

The mission of EQB is to use life force energy to help people break through or transcend barriers limiting them from living and achieving at their highest potential.

Mindfully Alive. Counseling & Psychotherapy
Andrea R. Nyerger, MA LPC ACS
201-388-3987
andrea@mindfullyaliveonline.com
www.mindfullyaliveonline.com

At Mindfully Alive, we are licensed psychotherapists highly specialized in blending skills and knowledge of ancient wisdom traditions (Eastern, Shamanic) with the science of the brain and cellular functioning moving beyond symptom relief and normal functioning, to exceptional human functioning.



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Pari Shanti, LPC, LLC.
Psychotherapist, Family and Relationship Therapist
Franklin Lakes, NJ. 201-847-0273.
shantipari1@gmail.com
Trained Family Therapist, Hypnotherapist, Psychoanalyst, Certified Tobacco Treatment specialist, and non-obstructive Sleep Disorders.

HEALTH & WELLNESS

Functional and Integrative Obesity Medicine
Dr. Rubina Bhutta, MD and
Dr. Amita Kalia, MD
1124 East Ridgewood Avenue, Suite 103,
Ridgewood | 201-452-8683 | fomedicine.com
Functional, Integrative and Obesity Medicine is a multi-specialty wellness center that helps patients improve their overall health through evidence-based medical and alternative treatment plans.

Alternatives for Wellness
Erica Hill, CNHP, EC Practitioner,
Herb Specialist
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www.alternativesforwellnessnj.com
Unique Natural Therapies to Keep You Healthy.
When we truly listen to what our bodies are telling us, we unlock the secrets to optimal wellness of body and mind.

DENTAL CARE

Wispelwey Dental
Dr. Chris Wispelwey
841 Franklin Ave, Suite 3 | Franklin Lakes, NJ.
201-891-4644 | www.cwispelwey.com
Dr. Chris Wispelwey will cater to your specific needs, may it be advanced Cosmetic Smile Design and Implant Dentistry, or a gentle touch and careful attention to detail.

TERRIE O'CONNOR REALTORS
The Spring Market has Sprung!
I am incredibly thankful to my clients for making me the #1 Individual Sales Associate in the Township of Wyckoff for 2020. When you work with an experienced agent who knows the market, has excellent resources and works hard for you, you get results. Let me help you with a powerful game plan or strategy.

#PROPERTIESBYPATTI

2020 TOP REALTOR AWARD



Ridgewood Oral Surgery & Implant Center
Dr. Manfred Saker
201-236-5050 - Ramsey 201-444-5355
Glen Rock www.ridgewoodoralsurgery.com
Dr. Manfred Saker, DMD practices full scope oral and maxillofacial surgery.

ESTATE ATTORNEY

The Paton Law Firm, LLC
Kimberly A. Paton, Esq.
33-11 Broadway Suite 2 | Fair Lawn, NJ
201-291-1603 | Kimberly@patonlawfirm.net
www.patonlawfirm.com

Kimberly A. Paton, Esq. has been practicing in the Trust and Estate (including Elder Law) area for over 30 years. She focuses on proper estate planning and protecting assets.

ESTATE ORGANIZER

Legacy Estate Organizing
Eileen Moynihan
845-200-3500
eileen@legacyestateorganizing.com
www.legacyestateorganizing.com
Eileen works with the executor and estate attorney to locate assets that belonged to the decedent.

FINANCIAL PLANNING/WEALTH MANAGEMENT

Morgan Stanley/The Deatherage Group
Judith Kaufman
201-569-6462
judith.kaufman@morganstanley.com

The Deatherage Group attributes their success to the simple, yet often overlooked, principle that there's always a solution to meet clients' needs.

FUNERAL HOME

Vander Raat Funeral Home
257 Godwin Ave, Wyckoff, NJ.
201-891-3400
Offering families comfort and Peace Of Mind.

MEDICAID GUIDANCE

Senior Change Solutions, LLC
Antoinette Koshykar
201-280-4206
Senior Change Solutions advocates for NJ Seniors to provide Medicaid Planning and processing of state benefits for seniors who need long term care.

THE ARTIS WAY OF MEMORY CARE IS NOW OPEN

and Welcoming New Residents in Chestnut Ridge!

At Artis, our residents are not defined by their dementia. We help them be who they've always been!

To find out more about Memory Care, The Artis Way or to schedule a tour:
TheArtisWay.com/Wyckoff • 845-215-8381

Artis Senior Living of Chestnut Ridge: 801 Chestnut Ridge Road, Chestnut Ridge, NY 10977
Check out our other nearby community in Briarcliff Manor.



Your Partner in Memory Care



CASE STUDIES /SENIOR LIVING: ARTIS SENIOR LIVING

Results

3 deposits and 6 influencers over 18 month span resulting in \$45,000 monthly top line revenue



RWS BUILDING & REMODELING



Create Your Perfect Home

- Additions
- Add-A-Level
- New Construction
- Design & Build
- Whole House Remodel

New Home & Renovation Experts
Contact Us For A Consultation Today!

201-749-1001

rstout@rwsbuild.com / rwsbuild.com

NJ License #13VH08239400

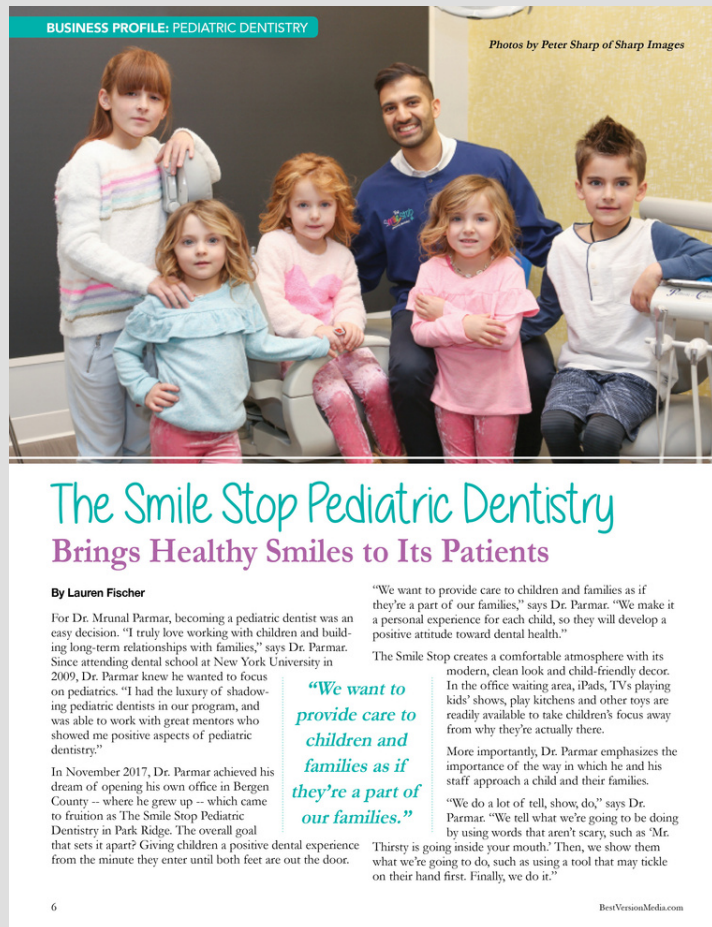
Personal Attention - Quality Craftmanship - Professional Service



CASE STUDIES / CONTRACTOR: RWS BUILDING & REMODELING

Results

At least 5 completed projects in HP and OT including full kitchen renovation and 5,000 sq ft home build in Old Tappan



The Smile Stop Pediatric Dentistry Brings Healthy Smiles to Its Patients

By Lauren Fischer

For Dr. Mrunal Parmar, becoming a pediatric dentist was an easy decision. "I truly love working with children and building long-term relationships with families," says Dr. Parmar. Since attending dental school at New York University in 2009, Dr. Parmar knew he wanted to focus on pediatrics. "I had the luxury of shadowing pediatric dentists in our program, and was able to work with great mentors who showed me positive aspects of pediatric dentistry."

In November 2017, Dr. Parmar achieved his dream of opening his own office in Bergen County -- where he grew up -- which came to fruition as The Smile Stop Pediatric Dentistry in Park Ridge. The overall goal that sets it apart? Giving children a positive dental experience from the minute they enter until both feet are out the door.

"We want to provide care to children and families as if they're a part of our families."

"We want to provide care to children and families as if they're a part of our families," says Dr. Parmar. "We make it a personal experience for each child, so they will develop a positive attitude toward dental health."

The Smile Stop creates a comfortable atmosphere with its modern, clean look and child-friendly decor. In the office waiting area, iPads, TV's playing kids' shows, play kitchens and other toys are readily available to take children's focus away from why they're actually there.

More importantly, Dr. Parmar emphasizes the importance of the way in which he and his staff approach a child and their families.

"We do a lot of tell, show, do," says Dr. Parmar. "We tell what we're going to be doing by using words that aren't scary, such as 'Mr. Thirsty is going inside your mouth.' Then, we show them what we're going to do, such as using a tool that may tickle on their hand first. Finally, we do it."

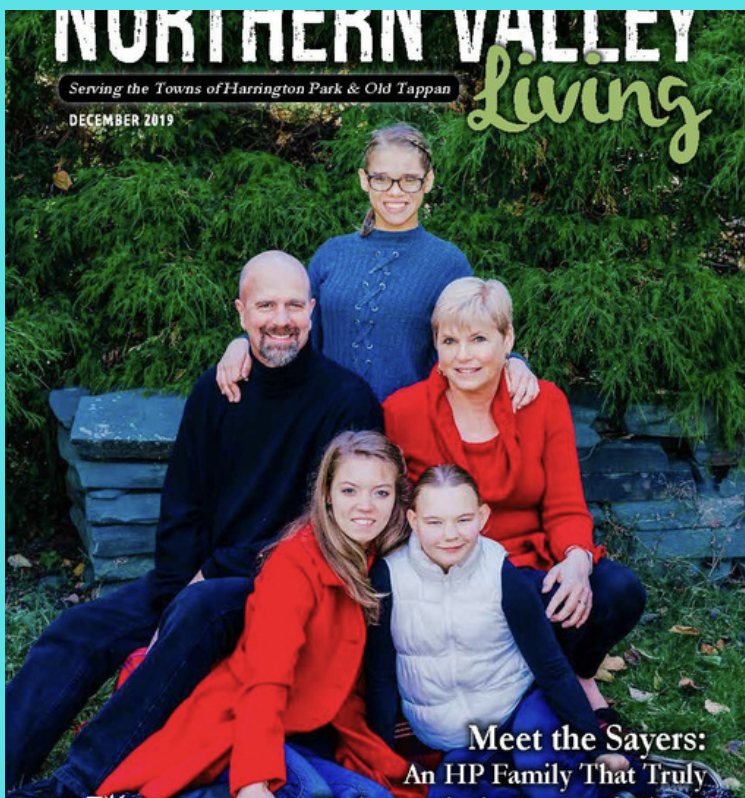
Thirsty is going inside your mouth. Then, we show them what we're going to do, such as using a tool that may tickle on their hand first. Finally, we do it."

CASE STUDIES /MEDICAL: SMILESSTOP PEDIATRIC DENTIST

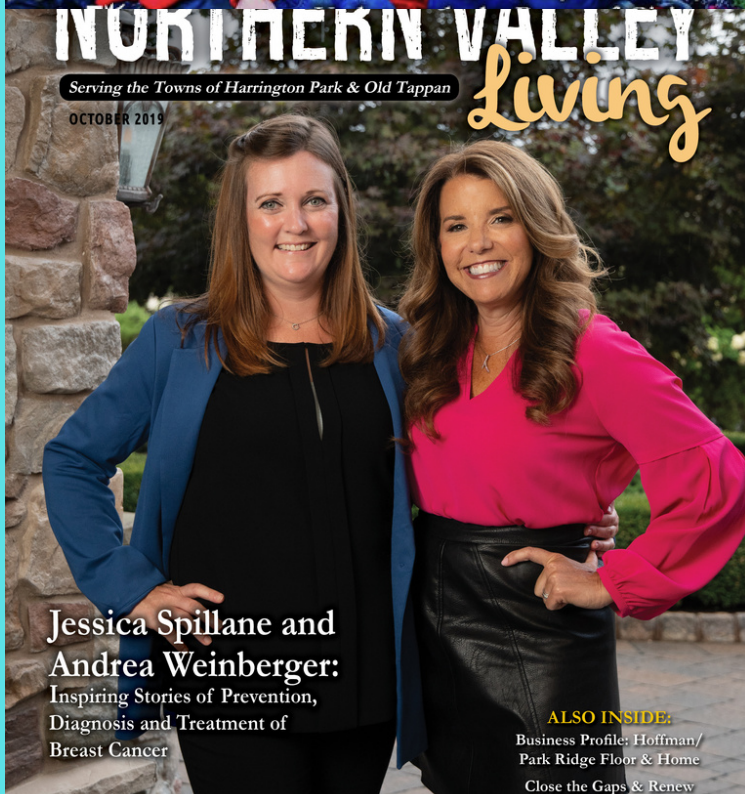
Results

Leveraged content contribution,

In-Market Customer Acquisition = 8 new patients
within the first 18 months

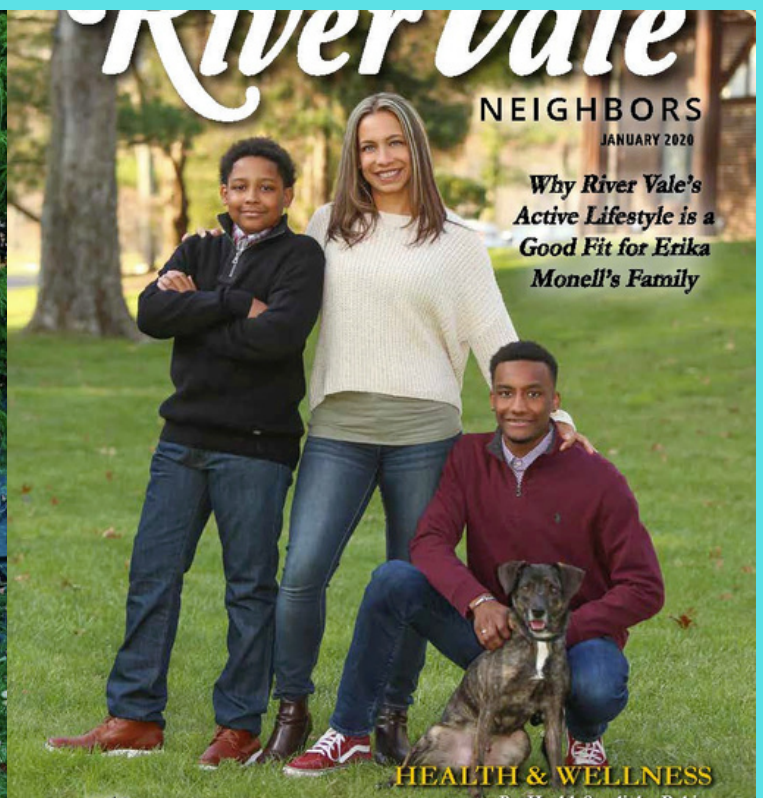


Meet the Sayers:
An HP Family That Truly



Jessica Spillane and
Andrea Weinberger:
Inspiring Stories of Prevention,
Diagnosis and Treatment of
Breast Cancer

ALSO INSIDE:
Business Profile: Hoffman/
Park Ridge Floor & Home
Close the Gaps & Renew



Why River Vale's
Active Lifestyle is a
Good Fit for Erika
Monell's Family

HEALTH & WELLNESS



Meet the
Maiettas
There's always
tons of fun
happening at
their home

ALSO INSIDE:
Wyckoff Sports:
Tyler Zanki
Benefits of a ROTH IRA



The Grants