

# BERGEN NEIGHBORS MAGAZINES

Connecting  
businesses and  
communities

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 10,000  
HOMES AND 40,000 PEOPLE PER MONTH

- WYCKOFF LIVING: 4,000 HOMES
- RIVER VALE NEIGHBORS - 3,050 HOMES
- NORTHERN VALLEY LIVING - 3,250 HOMES

**ENGAGEMENT RATE +90%**





# BERGEN NEIGHBORS MAGAZINES

Bringing People and  
Businesses Together

OUR READERS ARE AFFLUENT, HIGHLY  
EDUCATED, INTERESTED CONSUMERS

**\$160,000 Median Household Income**

**\$135,000 Median Household Expenditure**

**\$500k - \$2.5MM Home Value Range**

**\$1.75 Billion combined HH expenditures across the  
4 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**







COMMUNITY INTEREST

The couple shares their pregnancy excitement.

Small Miracles One Family's Experience with the Fertility Institute of New Jersey & New York

**By Alannah Dragonetti**

"A dream is wish your heart makes."

Disney fans, Ashley and Brittany Cunha, are familiar with this *Goodfellas* soundtrack lyric as well as with the sentiment.

Sixteen months old at the time of our interview, the Bergen County couple's daughter, Avery Hope, is that dream come true. Ashley and Brittany don't have a fairy godmother to thank, but Dr. Zakaria Levine and the team at the Fertility Institute of New Jersey & New York.

Avery is the latest addition to a loving home that blossomed from a friendship that began when Brittany tutored Ashley during their time at New Jersey City University.

"We were friends from the start but began dating during my senior year, when I was no longer Ashley's tutor," Brittany explains.

They made it official with a civil union on May 2, 2013 and wait two and a half years later, when New Jersey legalized same-sex marriage.

"The same county clerk officiated both ceremonies and was glad to see that we were still going strong," Brittany remembers.

Like many married couples, she and her wife longed for a baby.

"We have a dog, but we saw how happy parenthood made our heterosexual friends. Our best friend had twins after three rounds of IVF [in vitro fertilization] treatment and that's what really inspired us to go for it."

Unfortunately, their journey began on the wrong foot.

During a \$400 December 2017 consultation with an Essex County clinic, Brittany, Ashley and their mothers sat in a cold conference room as a nurse explained that, after one month of tracking Brittany's cycle (she would carry the child), they could purchase a package of 3 cycles of IUI (intrauterine insemination) that would cost the couple \$10,000 out of pocket. If they became pregnant the first or second round, the money for another cycle would not be carried over to a future pregnancy and would be lost.

"I felt defeated," Brittany admits. Thankfully, she didn't accept defeat.

That February, while performing research online, Brittany stumbled upon the Fertility Institute of New Jersey & New York's website. Fearing that all fertility clinics operated like the one in Essex County, she emailed some questions to practice manager, Sarah Mandala.

To Brittany's pleasant surprise, Sarah replied right away.

"She was very transparent about the entire process and what it could cost us."

Sarah also explained that wait time to begin treatment was less than one month.

Brittany and Ashley floated into the Institute's Ossell location on a cloud of renewed hope.

Ashley, Brittany and baby Avery, with Michelle, from the Fertility Institute of New Jersey & New York.

They left the same way.

Not only is the Fertility Institute of New Jersey & New York Kinderhook Road office "gorgeous" but more, Michelle Holworth, is "smiling, sweet and loving," Brittany raves.

Michelle's bedside manner put Brittany at ease as she underwent the "uncomfortable poking and prodding process" of bloodwork. Next, patient liaison, Janine Scott, introduced Brittany and Ashley to Dr. Levine.

"He is such a positive presence. When we returned to the clinic for a second time, Dr. Levine greeted us by name. He didn't have a clipboard or anything. You can tell that he loves his job and is excited for each patient's pregnancy."

Ashley and Brittany not only appreciate Dr. Levine's enthusiasm, but his honesty.

"We used an anonymous sperm donor. Whereas the first clinic had proposed genetic testing, the staff didn't explain why we may want to opt for that. Dr. Levine volunteered that genetic testing would determine if the donor and I were carriers of the same diseases. When he put it that way, it made perfect sense for us to agree to genetic testing and the process itself was simple," Brittany recalls.

Once cleared, Brittany underwent her first round of IUI. Understandably anxious, she turned to the staff for support.

"I would email Michelle with every question that came to mind and she would immediately reply to ensure me," Brittany laughs.

It was not long before Brittany emailed Michelle, Sarah, Janine and other members of the team a picture of a positive at-home pregnancy test.

Over two years and one babe later, the correspondence continues. Brittany and Ashley remain Facebook friends with the staff and have brought Avery to visit the Institute twice so far.

The couple who had almost given up on their dream of having a child now tuck their sleeping beauty into bed at 7 each night.

Brittany advises any *River Vale* Neighbors readers who wish to pursue fertility treatment to "find the right place for you and don't give up!"

**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  
21 Broadway, Woodcliff Lake  
Wendy Polhemus, DC

**Norwood Preschool**

A Safe, Nurturing Environment  
Located in Harrison Park

Enrolling Now  
2019-20 School Year  
(201) 767-9909  
NorwoodPreschool.com

12

175

# SMALL MIRACLES

Transformative stories of how a company can impact people's lives.

From medical miracles to weight loss to that new kitchen that brings joy to your life every day, **SMALL MIRACLES** are **testimonials** that resonate with our readers in a more personal and emotional way.



**61% OF PEOPLE ARE MORE LIKELY TO BUY FROM COMPANIES THAT DELIVER UNIQUE CONTENT!**





# 360: digital social experiential



**web-hosted content**

**sponsored events**

**digital advertising**

---

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

[bergenneighbormagazinesnj.com](http://bergenneighbormagazinesnj.com)



# DIGITAL TALKING POINTS

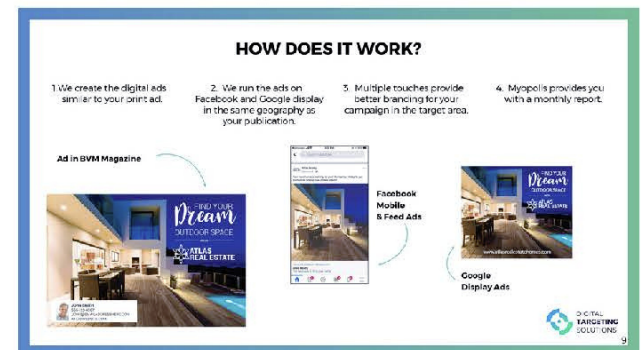
## Slide 1. Two-Touch Program

- 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.



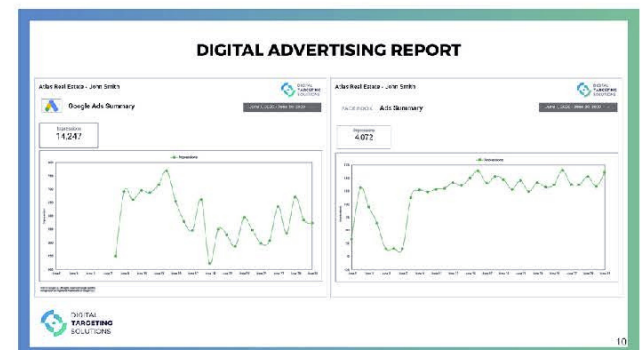
## Slide 2. How It Works

- 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

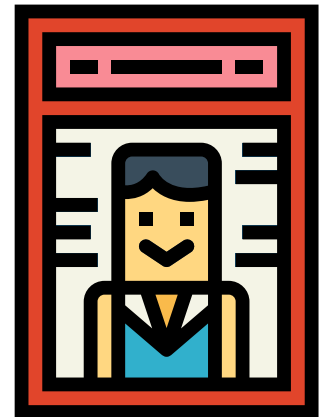
- INSIDE FRONT COVER
- INSIDE BACK COVER
- 2/3 BACK COVER
- CENTER SPREAD

- 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.**

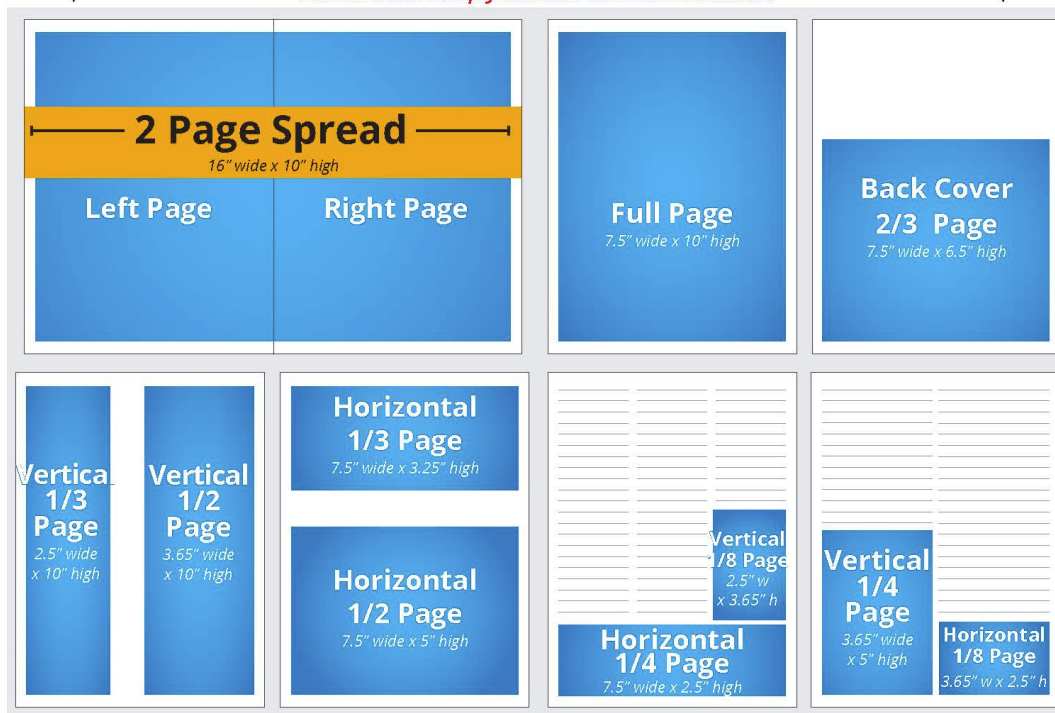
{ Internet photos & images are usually 72 - 90 dpi and ARE NOT convertible to required resolution for print. }

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

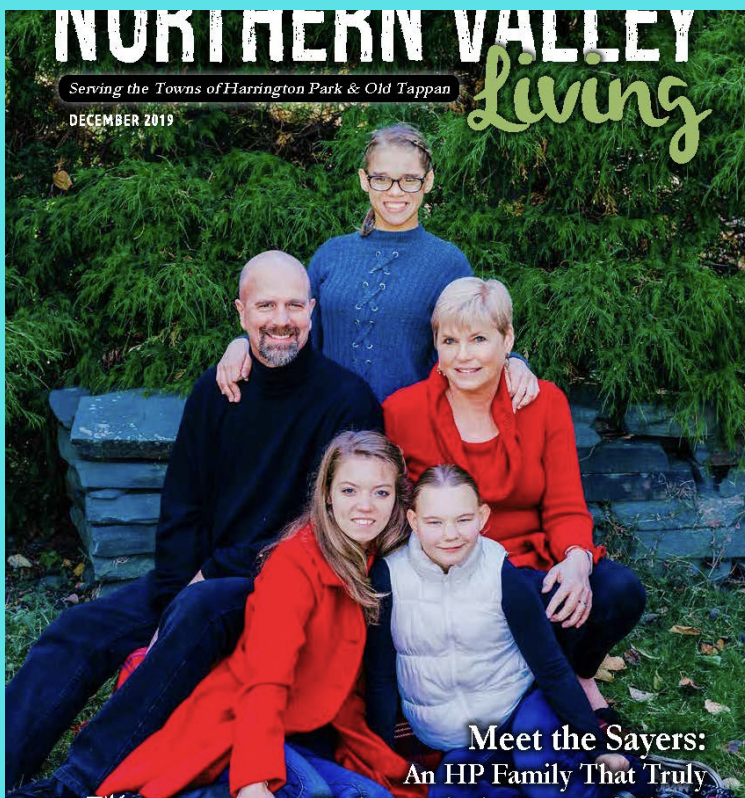
**Accepted media for transmittal: Email**

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

*All ads must comply with the sizes shown below.*







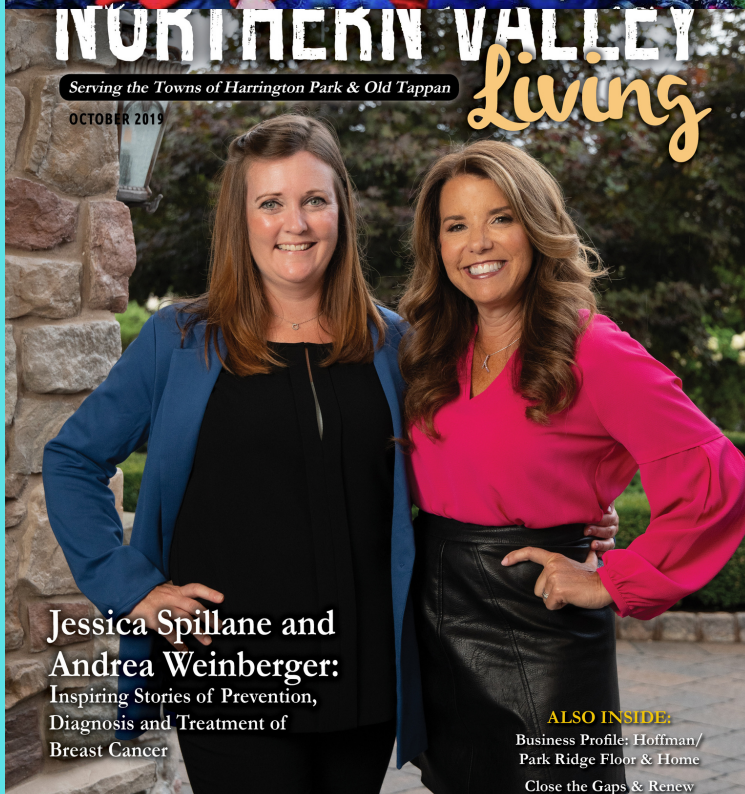
# NORTHERN VALLEY

Serving the Towns of Harrington Park & Old Tappan

DECEMBER 2019

## Living

Meet the Sayers:  
An HP Family That Truly



# NORTHERN VALLEY

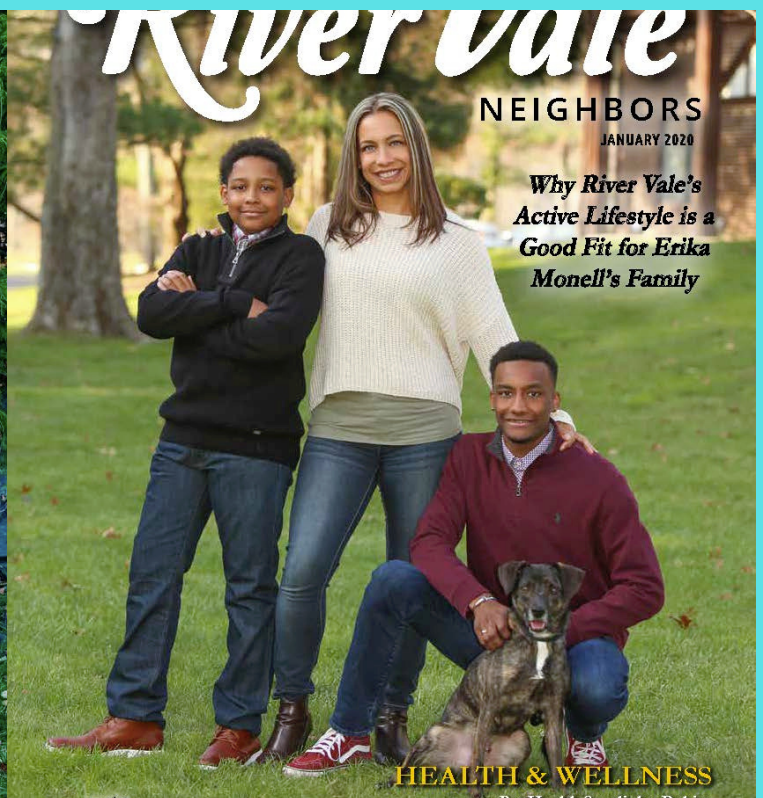
Serving the Towns of Harrington Park & Old Tappan

OCTOBER 2019

## Living

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



# River Vale

NEIGHBORS

JANUARY 2020

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

HEALTH & WELLNESS



# Wyckoff

## Living

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

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



# Wyckoff

## Living



# River Vale

NEIGHBORS

JULY 2019

The Grants