

etmagazine

REACH • ENGAGE • CONNECT



LET OUR TEAM HELP YOU GROW YOUR BUSINESS

Company Overview:

ET Week was established in 1991.
We are a monthly lifestyle, dining and entertainment magazine.

Zone 1: Commack/Kings Park

Zone 2: Smithtown/St. James/Hauppauge

Zone 3: Dix Hills/Melville

Zone 4: East Northport/Elwood

Zone 5: Northport/Ft. Salonga/Centerport

Zone 6: Farmingdale

100% Mailed To 90,000 Homes & Businesses

Driven by the needs of our clients, we have become recognized and respected as a market leader in the areas that our publication is circulated. This success is a result of an unrelenting desire to provide our readers with a publication that stimulates interest by incorporating diverse and engaging editorial content with our lifestyle/entertainment magazine format. The in home retention of our ET Magazine® translates into our customers increasing their chances for better results. In addition, through our digital platform, we will continue to provide our readers and advertisers with increased service value.

You can be assured, our company will work hard to provide your business with the attention and care that is required to assist in the development of more sales. As you browse our website under our "Advertising" portal, you will find many success stories that have made ET Magazine® a reliable advertising media source.

www.etweekmedia.com



REACH • ENGAGE • CONNECT

WHY CHOOSE US

TOTAL MARKET COVERAGE

Circulation of 90,000 reaches across your entire market in 14 communities, connecting you to your targeted customers.

QUALITY AND CONTENT DRIVEN

Our large format glossy magazine with editorial sets a new mark in providing our readers with greater appeal and extended shelf life, delivering more value to local businesses that need to stay connected with their targeted customers.

AFFORDABILITY

By strategically releasing monthly, you can reach your targeted customers during peak buying cycles, maximizing return on investment with each advertisement delivered.

PROVEN TRACK RECORD SINCE 1991

Established 1991, we have become the leader in the Shop Local Market, always understanding that our job as a media company means we need to keep you connected with your customers, and we do!



Bridging The Gap

100% MAILED TO 90,000 HOMES & BUSINESSES

We can help you connect to what really matters to your business.

CONTENT IS KING

DISHIN' WITH DENISE

Bring On...THE SUN!

M...to South West Florida proved fruit-ful again...with a delicious refreshing Key Lime Pie. The taste was absolutely free-funly and I definitely will be making this for my family and friends real soon. I'm not big on sweets but this pie had the perfect, incredible combination of tart and sweet. The filling was only combination of tart and sweet. The filling was only combination of tart and sweet. The filling was only combination of tart and sweet. The filling was only combination of tart and sweet.

Brunch Ideas

Ditch the celery stick and compliment your spicy Bloody Mary with cheese filled perogies and BACON! For more beverage recipes, go to Culinary.net



BLOODY MARY

- 1 tsp. Tabasco sauce
- 84 oz. tomato juice
- 2 cups vodka
- 2 tbsp. Worcestershire
- 2 tsp. lime juice
- 6 cheese filled perog (baked according to instructions)
- 6 slices bacon (cooked until crisp)
- Pour over ice
- Garnish with cheese perogies and bacon

Culinary Discoveries Try Other Cultures



The beauty about preparing food from other countries is that we can sample a bit of the world without leaving our home. Food without borders is a wonderful thing. Looking back, I remember my first experience with a new culture was when I moved to a new country. I was excited to try new foods and to learn about the customs and traditions of a new place. I was also a bit nervous, but I knew that I would find a way to fit in. I was also a bit nervous, but I knew that I would find a way to fit in. I was also a bit nervous, but I knew that I would find a way to fit in.

In The Kitchen With...

Chef Luis Estevez

Of Casa Luis Restaurant
1033 Jericho Pike, Smithtown
631.543.4656

Luis Estevez began his career after moving from Spain to the US at the age of 15, where he owned and operated "Cafe Luis" for three years before deciding to come to the states in 1988. He worked in a cousin's restaurant in Greenwich, New York for over ten years before partnering up and opening "Bistro Luis" in Huntington Village. Thirteen years later he moved to Smithtown where he opened "Casa Luis" on his own. Casa Luis has been in business now for over twenty years. Today Luis runs his business and continues the family tradition by passing on his knowledge and passion for the restaurant business to his children.

Mariscada in Salsa Verde

Luis chose this recipe because it is one of his favorites. It has become one of his staple recipes at "Casa Luis", which diners often rave about.

Mariscada in Salsa Verde

Ingredients:

- 1 Doz. Shrimp
- 1 Doz. Scallops
- 1 Doz. Mussels
- 1 Doz. Clams
- Lobster Tails (optional)
- 2 tsp. Olive oil
- 1/2 Large Onion chopped
- 2 Garlic Cloves minced
- 2 tbsps- White Flour
- 1/2 Cup- Sherry Cooking Wine
- 1 Cup- Seafood Stock
- 1 pinch- Sea Salt

PIE FILLING:

- 1 1/2 T of zest from limes
 - 3 egg yolks
 - 1 can (14 ounces) sweetened and condensed milk
 - 3/4 cup fresh lime juice
 - 1 1/2 T sugar
- Preheat oven to 350 degrees. Place crumbs in bowl, add to mix until combined. Place crust in pie dish and pat down with your fingers. Roll out dough and place in pie dish. Bake for 10 minutes or until light brown. Whip egg yolks and zest together in a small bowl. Add to the filling. Bake for 15 minutes or until thickened. A denser milk and mix until culture into graham crust and allow to cool. The will rise slightly. Allow to cool for 2 hours.

HERB BISCUITS

- 1 cup all purpose flour
- 2 tsp baking powder
- 1/2 tsp sugar
- 1/2 tsp dried Italian seasoning
- 1/2 tsp dried minced onion
- 1/4 tsp salt
- 1/8 tsp garlic powder
- 3/4 cup cottage cheese
- 2 Tbs butter
- 1/3 cup milk

Do you know what the secret ingredient is?

It's not just the ingredients you use, but the way you use them. The secret ingredient is your love and attention. When you cook with love, the food tastes better. It's not just the ingredients you use, but the way you use them. The secret ingredient is your love and attention. When you cook with love, the food tastes better. It's not just the ingredients you use, but the way you use them. The secret ingredient is your love and attention. When you cook with love, the food tastes better.

health & wellness

TIME TO DETOX

Dr. Dawn's tip is a simple one. Eat a cup of dark leafy greens a day to cleanse your liver. Sulfur compounds found in garlic and onions also support the liver. Fermented foods support your gut health such as sauerkraut, kimchi or pickles.

DAILY DETOX TIPS

By detoxing daily, you are gently coaxing toxins out of your liver, kidneys, and lymphatic system. The key here is consistency. The benefits of detoxing include increased energy, improved sleep, proper immunity, decreased brain fog, clear skin, bright eyes, shiny hair, fresh breath, weight loss, and optimal organ functioning.

Food & Drink WITH JOANNA

Joanna is a food and drink enthusiast who shares her recipes and tips on a variety of dishes. She is passionate about healthy eating and believes that good food can be both delicious and nutritious.

Dutch Oven Cooking

The Dutch Oven is a versatile cooking vessel that can be used for a variety of dishes. It is perfect for braising, roasting, and slow cooking. The Dutch Oven is a versatile cooking vessel that can be used for a variety of dishes. It is perfect for braising, roasting, and slow cooking.

I love to cook. I'd be lying if I didn't admit it. It has been a hobby of mine for as long as I can remember. I have always enjoyed spending time in the kitchen, experimenting with new recipes, and sharing my creations with family and friends. I have always enjoyed spending time in the kitchen, experimenting with new recipes, and sharing my creations with family and friends.

DINING GUIDE

an inside look at fine local restaurants

<h3>CATERING ANNIE'S</h3> <p>1033 Jericho Pike 631.543.4656</p>	<h3>SUSHI PALACE</h3> <p>1033 Jericho Pike 631.543.4656</p>	<h3>REMA'S LITTLE ITALIAN KITCHEN</h3> <p>1147 Jericho Turnpike 631.543.4656</p>
<h3>GIRO'S ITALIAN RESTAURANT</h3> <p>405 Wheeler Rd., Huntington 631.543.4656</p>	<h3>BARBECUE</h3> <p>500 Jericho Pike 631.543.4656</p>	<h3>BARBECUE</h3> <p>500 Jericho Pike 631.543.4656</p>
<h3>TADORNIA</h3> <p>14 Veterans Memorial Hwy 631.543.4656</p>	<h3>SEVIO RESTAURANT</h3> <p>8801 S. Jericho Turnpike 631.543.4656</p>	<h3>SEVIO RESTAURANT</h3> <p>8801 S. Jericho Turnpike 631.543.4656</p>

By incorporating a variety of editorial features our readers remain stimulated by our publication. Its the most effective means of keeping our audience, your targeted customers engaged.

ET MAGAZINE RELEASE DATES

JANUARY 7 - New Year/Winter

FEBRUARY 4 - Valentine's Day/The Big Game/Home Improvement

MARCH 4 - Spring

APRIL 1 - Prime Season - Everything goes!

MAY 1 - Mothers' Day / Memorial Day Preparation

JUNE 3 - Grads and Dads / July 4th Preparation

JULY 8 - ET's Official Summer Issue

AUGUST 5 - Mid Summer - Back to School

SEPTEMBER 9 - Back to Business and Fixing up the House

OCTOBER 7 - Columbus Day / Halloween

NOVEMBER 4 - Pre Holiday - Building to Thanksgiving

DECEMBER 2 - Grand Holiday Special Edition

SPECIFICATIONS

ACCEPTED ELECTRONIC FILE FORMATS

- ❖ Accepted Image Formats: TIFF or EPS, JPG's & PDF (Hi Res.) Should be as high a resolution as possible (300 dpi).
 - ❖ Digital Camera Pictures do not enlarge well if shot at lower resolutions.
 - ❖ CD ❖ E-Mail ❖ FTP (yours)
 - ❖ Color files should be CMYK whenever possible.
 - ❖ The following application documents will be accepted with Fonts (Mac Only*) & Images sent separately:
 - Photoshop (please include all layers) • Quark Xpress 9 • Illustrator CS4 • MS Word
 - *Missing Fonts or PC Fonts will be substituted at our discretion.

Please Note: Images downloaded off of websites generally are not suitable for print, unless they are specifically available for print/advertising use.

NEVER USE .gif file formats.

GENERAL INFORMATION

Payment Terms: Unless otherwise provided, all advertisements for all Media products must be paid for in full at time of delivering published issue.

Acceptance Of Advertisements: Publisher reserves the right to reject any advertisement that it feels is not fit to print. The advertiser acknowledges that all artwork and copy submitted does not infringe upon any copyright laws and does not limit itself to any and all conflict that may be created as a result of the submitted advertisement.

Positioning of Advertisements: Publisher reserves the right to place advertisements in it's publications at it's own unless previous stated contract terms are agreed upon, which may result in premium charges.

Proofs: The publisher will make proofs available to the advertiser upon request. Once approved, the advertiser assumes all responsibility with respect to all copy. Errors must be reprinted immediately, so that the revisions must be made to subsequent ads. Art changes will be made on all advertisements not run for publication.

Deadline: Wednesday 5pm.

For Pricing and Current Promotions,
Please Call Our Office.

WEBSITE www.etweekmedia.com **E-MAIL** ads@etweekmedia.com
631-543-7445 • Fax: 631-543-7465

AD SPECIFICATIONS

SIZES WIDTH X HEIGHT

FRONT COVER*

Bleed: 8.25" x 10.75"

Trim: 8" x 10.5"

Image: 7.5" x 7.875"

**Need to send client sample of front cover with our logo on it*

BACK COVER WITH INDICIA

Bleed: 8.25" x 9"

Trim: 8" x 8.75"

Image: 7.5" x 8.25"

BACK COVER NO INDICIA

Bleed: 8.25" x 10.75"

Trim: 8" x 10.5"

Image: 7.5" x 10"

FULL PAGE

7.5" x 10"

1/2 PAGE

7.5" x 4.9"

1/4 PAGE

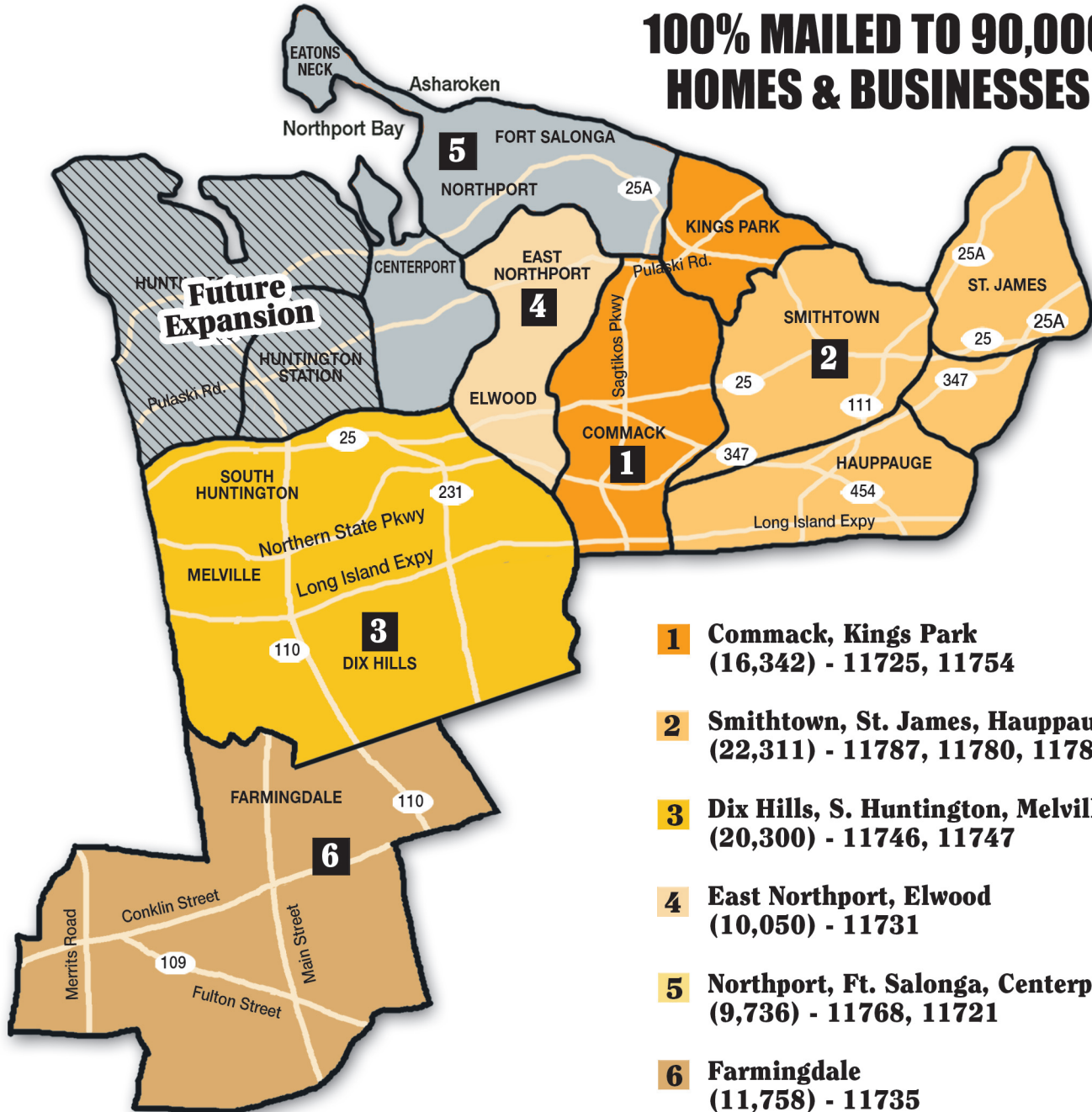
3.65" x 4.9"

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The only Direct Mail Magazine that ensures your a message gets delivered and responded to more effectively than any other print media in our market.

**100% MAILED TO 90,000
HOMES & BUSINESSES**



356 Veterans Memorial Hwy., Suite 8N, Commack, NY 11725
631-543-7445 etweekmedia.com

EST 1991

et magazine®

REACH • ENGAGE • CONNECT

SUCCESS STORIES

Delivering Results To Our Customers Since 1991

Advertising Since October, 1991

"I would like to take this opportunity to thank ET Magazine for providing my restaurant with the kind of local advertising that really works. In our economy, it is refreshing to find a medium that can provide local saturation at a low cost. The design of the Restaurant



LUIS ESTEVEZ, OWNER

Guide with capsulized reviews also helps the image of my restaurant. I have received an excellent return on my investment. Thank you Bela and Marc."

Thanks Again,
Luis Estevez, Owner
Casa Luis Restaurant, Smithtown

Advertising Since March 2009

We have been advertising with ET Magazine since 2009 and have certainly benefited from the experience of working with them. As a real estate broker, image is everything. There are but a few print media on the market that we know of, that presents our advertisements as eye catching and professional as those printed in ET Magazine. The quality of their product is superior as compared to other print media we have used.



BOB, ROB, MICHAEL, OWNERS

Our sales representative, gets high marks for working closely with us on each and every issue that is published.

Should a problem arise, it is addressed immediately. That responsiveness to our business confirms to us that these guys really care about their customers.

We highly recommend ET Magazine to any business that is looking to build their image in the community.

Team Scarito,
Bob, Rob, Michael, Owners
Douglas Elliman Real Estate, Smithtown

Advertising Since May 2010

When we first opened our doors in May of 2010, we began our ad campaign with ET Magazine and was pleasantly surprised on how well our ad was received in the community. It seemed as if every person that came through our door was bringing in one of our coupons from their paper. Though we have tried many other local shoppers guides and glossy magazines, we have found that time after time, ET Magazine produced the best response for our business.



JIM RITCHIE, OWNER

We have also found through working with their creative staff has enabled us to send out the right message and image that best fits the expression of our business. I highly recommend any business to consider making ET Magazine a part of their marketing plan to help generate more sales.

Jim and Meredith, Owners
Acer's Home & Garden Center, Commack

Advertising Since September 2009

Since our grand opening in September 2009, ET Magazine has been such a big part of our success thus far. Our ads have brought in so many new customers, most of which have become regular clients. Owner Marc and his staff are so refreshing to work with and a pleasure to collaborate on our advertising. All we can say is thank you ET Magazine for all of your help and encouragement over the past year and a half in helping us build our business.



JOHN & DAWN, OWNER

John & Dawn, Owners
JD Thomas & Co, Salon
Commack

Advertising Since April 2004

For the beginning of the 2014 Pool season, we expanded into a 3rd location and needed to make our presence known. Over the years, I've always turned to the people at ET Magazine to help me market my business. As soon as our advertisement reaches the homes, we immediately begin to get redemptions on the coupons we put out.



RICH, OWNER

When you are new in the area, building a customer following quickly is essential. Thanks to my marketing partner at ET Magazine, we have been able to meet our sales objectives. I would recommend them to any local business that wants to attract new customers, while reinforcing their name with existing ones.

Rich, Owner
Paragon Pools, East Northport

Advertising Since November 2004

We have been advertising with ET Magazine since 2004. At first we were very hesitant, but after getting a lot of response from the ad, it was a no brainer. Our sales rep cares for our business in every aspect and it shows. She is very helpful in creating our advertisements and is successful in promoting our business. All of the staff I have worked with at ET Magazine have proven to be patient and courteous time and time again. ET Magazine has continually provided our company with excellent service and continues to make sure we are a satisfied customer.



PETER & ANGELO, OWNERS

Peter & Angelo, Owners
Alpine Pastry Shop
Smithtown

For more success stories go to etweekmedia.com under "advertise" at top