

# 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**

### 100% Mailed To 80,000 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](http://www.etweekmedia.com)

WHY CHOOSE US



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## TOTAL MARKET COVERAGE

Circulation of 80,000 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 80,000 HOMES & BUSINESSES**

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



# ET MAGAZINE RELEASE DATES

**JANUARY 6** - New Year/Winter

**FEBRUARY 3** - Valentine's Day/The Big Game/Home Improvement

**MARCH 3** - Spring

**APRIL 1** - Prime Season - Everything goes!

**MAY 5** - Mothers' Day / Memorial Day Preparation

**JUNE 2** - Grads and Dads / July 4th Preparation

**JULY 7** - ET's Official Summer Issue

**AUGUST 4** - Mid Summer - Back to School

**SEPTEMBER 8** - Back to Business and Fixing up the House

**OCTOBER 6** - Columbus Day / Halloween

**NOVEMBER 3** - Pre Holiday - Building to Thanksgiving

**DECEMBER 1** - 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 2022 • Illustrator 2022

\*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](http://www.etweekmedia.com)    **E-MAIL** [ads@etweekmedia.com](mailto: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

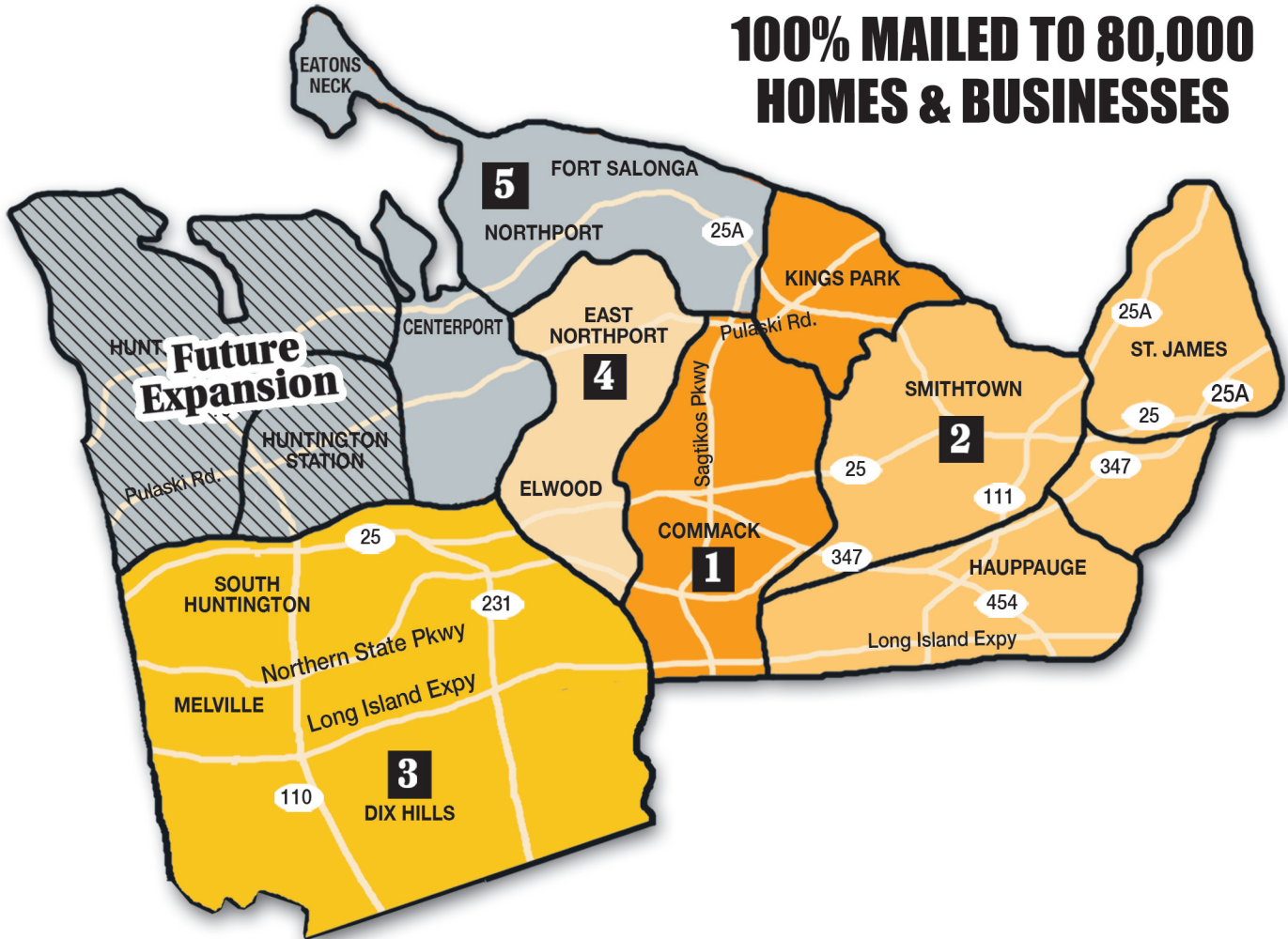
3.65" x 4.9"

# et magazine

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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 80,000  
HOMES & BUSINESSES**



**1** Commack, Kings Park  
(16,832) - 11725, 11754

**2** Smithtown, St. James,  
Hauppauge, Head of Harbor, Nissequoque  
(22,311) - 11787, 11780, 11788

**3** Dix Hills, S. Huntington, Melville  
(20,300) - 11746, 11747

**4** East Northport, Elwood  
(10,050) - 11731

**5** Northport, Ft. Salonga, Centerport  
(9,736) - 11768, 11721

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

EST 1991

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## 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](http://etweekmedia.com) under "advertise" at top