

**STICK WITH THE MAGAZINE  
THAT'S NEW JERSEY'S BEST,  
AND BENEFIT FROM OUR  
RELATIONSHIP WITH  
OUR SUBSCRIBERS**

**READERSHIP**

High involvement means response to advertisements.

Average number of readers per copy	5.6
Average time spent reading an issue	55 minutes
Passed issue along to someone else	48%
Saved entire issue	54%
Regular reader	90%
Think magazine is excellent/very good	90%
Think magazine is credible	96%
Think magazine contains useful ads	74%

**ACTIONS TAKEN AFTER  
READING THE MAGAZINE**

Our credibility extends to our advertisers.

Visited an advertiser's web site	15%
Clipped/saved items of interest	45%
Requested information on product/ service seen in the magazine	25%
Visited a store	27%
Dined at a restaurant	67%

Photography: Laura Moss.