

HIGHWAYS

BENZEL BUSCH



2017 MEDIKIT

ROAD TO LUXURY



PRESENTED BY



HIGHWAYS will embark upon a modern and sophisticated journey that extends beyond the drive in pursuit of the finer things in life.

With the discerning taste of a highly regarded Benzel-Busch client in mind, our lifestyle experts provide a unique, insider look into the artistry & technology behind some of the world's most prestigious automobile brands where your car experience will add to divulging your best in world travel, luxury goods, epicurean retreats & local experiences.

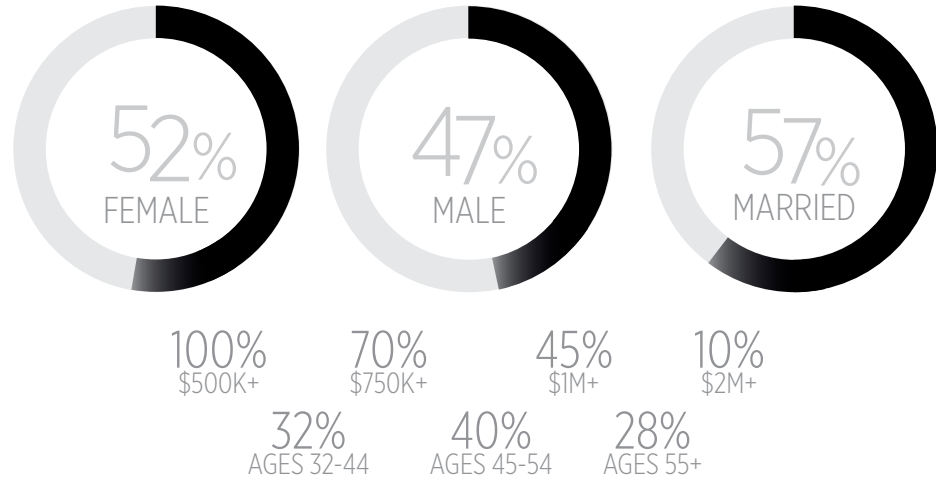
For nearly half a century, Benzel-Busch has been defining the way you drive by establishing a new standard of automotive excellence.

DISTRIBUTION & DEMOGRAPHICS



25,000+
PRINT

OUR READERS



DISTRIBUTION METHODS

*DISTRIBUTION SUBJECT TO CHANGE BASED ON READERS' AND MARKETS' NEEDS

EXCLUSIVE IN-HOME DELIVERY

Northern New Jersey's most affluent residents and the esteemed Benzel-Busch clientele.

IN-ROOM HOTEL AND RESORT PLACEMENT

Available both in-room and at the concierge desks at some of the most prestigious hotels in Northern New Jersey.

LUXURY RETAILERS, RESTAURANTS AND SPAS

Available at high-end establishments throughout New Jersey and including restaurants, country clubs, spas, chartered jets and yachts.

Total Printed: 25,000

Highways is distributed two times per year, targeting Northern New Jersey's affluent men and women as well as Benzel-Busch's highly regarded clientele between the ages of 35 and 55. Our audience has minimum producing assets (IPA) of \$2 million+ and a minimum annual income (one individual) of \$500,000+, resulting in a sophisticated readership with proven buying power, a deep appreciation for luxury and a desire to create and explore their own highways.

EDITORIAL OVERVIEW

EXPERIENCE:

Venture the roads with Benzel-Busch to discover the most revered resorts and getaways in the world.

EPICUREAN:

From the top-rated wineries to rare scotches to the latest restaurant openings with celebrity chefs, sit back and relax as you indulge in life's luxuries.

THE REPORT:

Benzel-Busch spotlights the latest in must-have gadgets and in-home entertainment.

THE MARQUE:

Discover the latest models and advancements for Mercedes-Benz, Audi and Smart.

DISCOVER:

Celebrate the news-worthy, local restaurateur, philanthropist or celebrity, as Benzel-Busch uncovers what drives their passion for success.



IN THE KNOW:

Stay in the know of future local and worldwide events.

THE CIRCLE:

Benzel-Busch highlights society photos that show off the best of Bergen county.

BENZEL SELECT:

Get to know one of Benzel-Busch's loyal, VIP clientele.

ESSENTIALS: HIS AND HERS

Our fashion expert reveals the latest fashion trends and must-have accessories of this season.



AD SPECIFICATIONS

DIGITAL MEDIA DELIVERY:

DISK: Macintosh formatted CD or DVD. Please include a color laser at 100% scale or a contract proof. Media will not be returned.

EMAIL: Submissions with file sizes less than 20MB may be sent via email to: production@modmediaus.com

BROWSER/FTP UPLOAD: Contact account manager for login information.

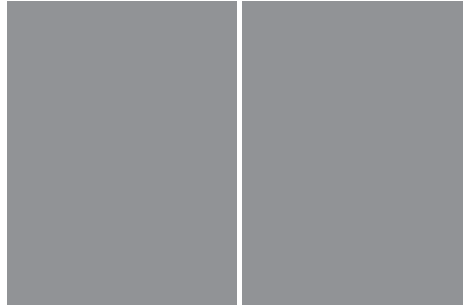
PREFERRED FILE: PDF created using the PDF/x-1a-2001 standard setting. A PDF output file can be requested.

OTHER FILE TYPES ACCEPTED: InDesign, Photoshop and Illustrator. Please supply all links and fonts used in the document.

FOR BOTH PDF AND NATIVE FILES:

1. Crop and ensure that registration marks (if included) are offset so that they are outside of the bleed. Use .167" or 12pt offset. This only applies to PDFs.
2. Convert all spot colors to 4-color process (CMYK)
3. Our maximum Total Area Coverage (TAC) or ink density of 300.
4. For spread ads, keep all copy and important art at least .25" away from the gutter on each side.
5. Make sure all images are high resolution (300 dpi) and are in CMYK mode.

*Note that enlarging an image with a resolution of 300 dpi over 125% in the page layout file will lower the resolution to the point that image quality degradation may be noticeable when printed.



SPREAD
Set-up as two facing full pages



FULL PAGE



1/2 PAGE (HORIZONTAL)

BLEED ADS – Set bleed to .125" on all four sides

| Ad Size | Page Dimensions (w x h) <small>Not including .125" bleed</small> | Live Area <small>All text inside this area</small> |
|---------------------|---|---|
| Full Page | 9" X 10.875" | 8.5" X 10.375" |
| 1/2 Page Horizontal | 9" X 5.3125" | 8.5" X 4.8125" |
| Spread | Equal to Two Full Pages | |

NON-BLEED ADS

| Ad Size | Page Dimensions (w x h) <small>Not including .125" bleed</small> |
|---------------------|---|
| Full Page | 9" X 10.875" |
| 1/2 Page Horizontal | 9" X 5.3125" |

PROOFS

A contract proof is recommended, but not required. Only SWOP certified proofs such as Kodak, Approval, Creo, Iris and Fujifilm FinalProof are acceptable for matching color on press. A standard GATF or SWOP color bar is to be included on the proof, but is not necessary in the digital file.

MATERIALS

| | |
|--|---|
| Highways ATTN: Production 11 PARK STREET, SUITE 2F MONTCLAIR, NJ 07042 | 973.249.6157 production@ modmediaus.com |
|--|---|

AD RATES & CALENDAR



2017 RATES

PRINTED AND DISTRIBUTED: 25,000 COPIES

| Ad Size | 1x | 2x |
|----------|---------|---------|
| SPREAD | \$6,999 | \$6,354 |
| FULL | \$3,883 | \$3,530 |
| 1/2 PAGE | \$2,135 | \$1,941 |

*Premium cover position are available ipon request and subject to availability

2017 ADVERTISING CALENDAR

| Issue | Space Reservation | Materials Deadline | Available |
|--------|-------------------|--------------------|-----------|
| SPRING | Mar. 9 | Mar. 16 | Apr. 6 |
| FALL | Aug. 9 | Aug. 16 | Sep. 6 |

HIGHWAYS

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