



# OUTLOOK

2010 | 50TH ANNUAL EDITION

## SUNDAY STAR-LEDGER READERS

New Jersey consumers, business leaders and government officials will look for guidance as they prepare to face new challenges and opportunities in the coming year.

To keep pace with the changing economic landscape, many will look to Outlook 2010. Now in its 50th year, Outlook will provide them with an analysis of the state's economy, along with timely reports on business trends, industry updates and lifestyle developments. Publishing over 7 weeks, each edition of Outlook 2010 provides the Garden State's executives, community leaders, decision-makers, and consumers with valuable information on the state's core enterprises, including banking, commerce, pharmaceuticals, high technology, real estate and other major industries.

Each edition of Outlook 2010 will connect with nearly 1.3 million Sunday Star-Ledger readers and 5.7 million unique monthly visitors via NJ.com, the online home of the Star-Ledger. Gain access to this quality audience and extend your name recognition with an advertising message in one or more of these highly anticipated sections.

TOTAL ADULTS .....	1,261,400
HOME OWNERS .....	996,200
HOUSEHOLD INCOME \$75,000+ .....	738,700
EMPLOYED .....	827,900
COLLEGE EDUCATED .....	788,700
HOUSEHOLD INCOME \$100,000+ .....	547,400
HOUSEHOLD OWNS STOCK/STOCK OPTIONS/ BONDS OR MUTUAL FUNDS .....	694,000
WORKING WOMEN .....	362,900
PROFESSIONAL/MANAGERIAL .....	423,500
INVOLVED IN COMPANY PURCHASING DECISIONS .....	242,100
CORPORATE DECISION MAKERS .....	208,700
BUSINESS OWNERS/SELF EMPLOYED .....	117,800

Sources: 2009 Release 2, Scarborough Report. ©2009 Scarborough Research. All rights reserved. Omniture SiteCatalyst October, 2009.

## MAKE AN IMPACT

with an extensive audience of influential executives, professionals and prospective clients with your advertisement in Outlook 2010.

FOR MORE INFORMATION or to RESERVE SPACE, contact your Star-Ledger Account Executive or call Isabella Mest at 973-392-5894 or email [specialsections@starledger.com](mailto:specialsections@starledger.com)

*NJ.com provides expanded coverage for The Star-Ledger's special sections, with 5.7 million unique monthly visitors.*

Star-Ledger  nj.com  
Everything Jersey

**2010 OUTLOOK PUBLICATION SCHEDULE:**

**PUBLISHING:**

**AD CLOSE:**



**Travel**

- ▲ Vacation Travel
- ▲ Caribbean/Mexico/Florida
- ▲ Canada/Skiing
- ▲ Weekend Travel
- ▲ Value Travel

**Sunday, January 17**

**Wednesday, January 6**



**Retail, Education & Jobs**

- ▲ Recruitment/Careers
- ▲ Education
- ▲ Professional Services
- ▲ Tax Specialists
- ▲ Own Your Own Business
- ▲ Summer Camps
- ▲ Retailing
- ▲ Banking

**Sunday, February 7**

**Wednesday, January 27**



**Real Estate**

- ▲ Commercial, Industrial & Retail Real Estate
- ▲ Investment Properties
- ▲ Urban Office Design

**Sunday, February 14**

**Wednesday, February 3**



**Home & Business**

- ▲ Resales & Rentals
- ▲ Home Furnishings
- ▲ Home Improvement

**Sunday, February 14**

**Wednesday, February 3**



**Automotive**

- ▲ Cars
- ▲ Trucks
- ▲ Hybrids
- ▲ SUVs & Crossovers
- ▲ Four Wheel Drives
- ▲ Luxury Vehicles
- ▲ Recreational Vehicles
- ▲ Family Transportation

**Sunday, February 14**

**Wednesday, February 3**



**Presidents' Week Auto Deals**

**Monday, February 15**

**Wednesday, February 3**



**Travel Resource Guide**

- ▲ Vacation Travel
- ▲ Caribbean/Mexico/Florida
- ▲ Canada/Skiing
- ▲ Weekend Travel
- ▲ Value Travel

**Sunday, February 21**

**Wednesday, February 10**



**Circle of Excellence**

- ▲ NJ Association of Realtors Sales Awards

**Sunday, February 21**

**Wednesday, February 10**



**Healthcare**

- ▲ Hospitals & Healthcare
- ▲ Healthcare Careers
- ▲ Pharmaceutical
- ▲ Biotechnology

**Sunday, February 28**

**Wednesday, February 17**



**Spring Homebuyers Guide**

- ▲ Residential Real Estate
- ▲ Resales & Rentals
- ▲ Active Adult Communities
- ▲ New Jersey's Waterfront
- ▲ Eastern Pennsylvania Real Estate
- ▲ Urban Redevelopment
- ▲ Green Building
- ▲ Condos & Townhouses
- ▲ Distinctive Properties

**Sunday, March 7**

**Wednesday, February 24**



**Banking & Investments**

- ▲ Financing
- ▲ Investment Strategies
- ▲ Financial Planning

**Sunday, March 14**

**Wednesday, March 3**



**Resource Guide**

- ▲ Real Estate—Residential, Resales, Rentals, Commercial/Industrial & Retail
- ▲ Recruitment/Careers
- ▲ Education
- ▲ Healthcare
- ▲ Luxury Homes
- ▲ Urban Redevelopment
- ▲ Professional Services
- ▲ Retail

**Sunday, March 14**

**Wednesday, March 3**