

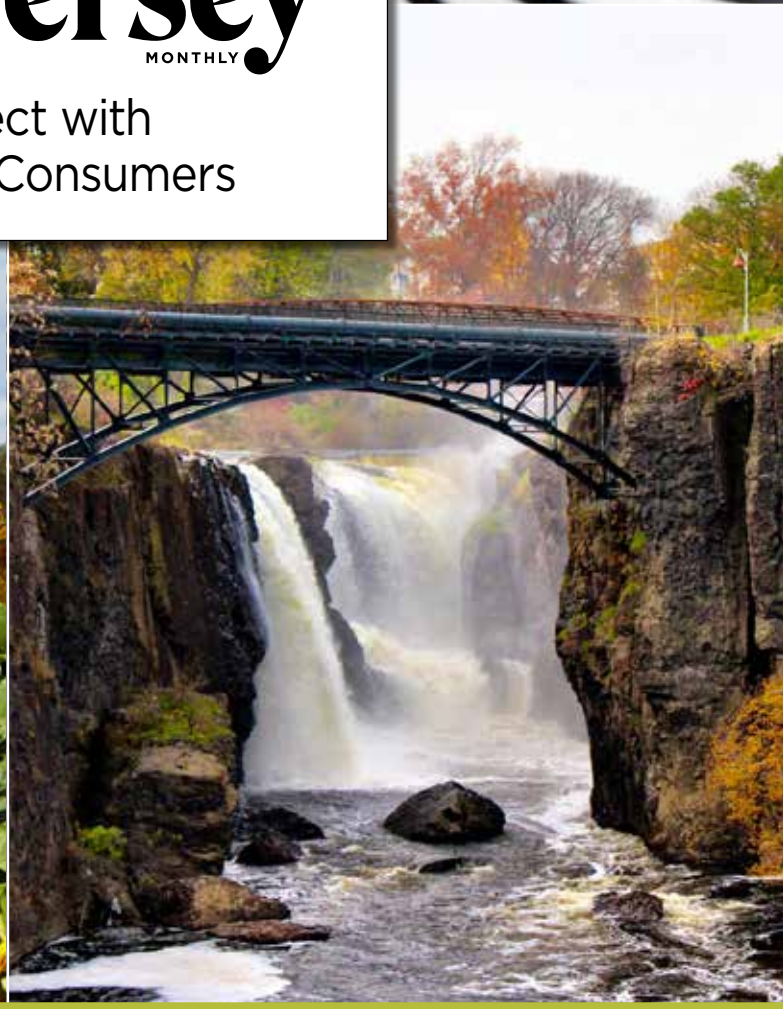


MEDIA KIT 2022

New Jersey

MONTHLY

Connect with
NJ's Best Consumers



OUR REACH

New Jersey Monthly connects more than
1.5 million times monthly

PRINT

Magazine

500,000+
Readers

75,189
Subscribers, Newsstand Sales

Circulation

New Jersey Monthly magazine is displayed prominently and sold in more than 1,300 retail stores

Subscribers

92%

Newsstand

8%

New Jersey
MONTHLY



DIGITAL

NJMonthly.com

Jan-July 2021

445,855
Average monthly page views

201,298
Average monthly visits

257,073
Monthly visitors

Newsletters

125,000+
Weekly recipients

Social Media

157,800
Followers



PRINT AUDIENCE

New Jersey Monthly magazine readers are...

- **Affluent consumers**
- **Highly educated**
- **Influential**

PRINT

DUAL AUDIENCE

Female 56% Male 44%
Average Age: 58

PRIME SPENDERS

\$253,000
Average household income

NET WORTH

\$1,608,000

EDUCATION

70%
College/advanced degrees

HOME OWNERS

89%
\$774,000
Average house value
28%
Own a second home
Average value \$759,300

THEY TAKE ACTION

AFTER READING OUR MAGAZINE...

77%
Dined at a featured/advertised restaurant
32%
Shopped in a featured/advertised store
36%
Saved or passed along an article or ad
81%
Discussed something in the magazine

THEY SPEND \$3 BILLION A YEAR

THEY SPEND THEIR MONEY ON...

Apparel	Jewelry
Furniture	Boating
Electronics	Entertainment
Home renovations	Dining out
Automobiles	Landscaping
Travel	



New Jersey
MONTHLY

DIGITAL AUDIENCE



- 4.8 million page views yearly
- 2.7 million visitors annually

DIGITAL

NJMonthly.com

DUAL AUDIENCE

Female 58% Male 42%
Average age 58

VISITORS

257,073
Monthly average

PRIME SPENDERS

\$262,600
Average household income

TIME SPENT

2:17 minutes
Average session length

UNDUPLICATED AUDIENCE

Only 1 out of 3
Are magazine subscribers

New Jersey
MONTHLY

ADVERTISING

Engage with consumers

Almost 50 years of experience and proven success

New Jersey

MONTHLY

PRINT

Print ads convey a high level of professionalism and legitimacy. Advertisers in *New Jersey Monthly* benefit from a halo effect—our readers trust us and tend to trust our advertisers, too.



DIGITAL

BANNER ADS

Engage our web audience with leaderboards and medium rectangles. Custom programs are available.

TEXT HEADLINE

Your one line message appears across the top of every page.

SPONSORED CONTENT

We create a story on njmonthly.com to align your brand with content people enjoy. A short summary/tease and image on our homepage links to the story.

SOCIAL CAMPAIGNS

On Facebook and Instagram for Email Capture and Web Traffic get above average response!



All above also appear on digital version

MOBILE ADHESION ADS

This appears on the bottom of the page on mobile devices, estimated to receive 125,000+ impressions/month.



Mobile Adhesion

NEWSLETTERS

Advertisers see exceptional response to ads in our newsletters.

Weekend Buzz - Sent on Wednesday. 27,000+ subscribers. Covering great events throughout the state.

Side Dish - Sent on Thursday. 30,000+ opt-in subscribers. Covering all the restaurant information foodies need.

Gist - Sent one Sunday/month. 26,000+ subscribers. Sponsorships available.

Newsletters



CUSTOM & HIGHLY TARGETED SPONSORED EMAIL



Be A Sponsor!

New Jersey

MONTHLY

Extend your reach

4 unique opportunities

1

Sponsor An Event

Put your company in front of affluent, influential professionals.



JERSEY CHOICE TOP DENTISTS

A reception for the state's top dentists. Three sponsorships and a valet sponsorship are available. 100 guests. **June/July**



JERSEY CHOICE TOP DOCTORS

A reception for the state's top doctors. Three sponsorships and a valet sponsorship are available. 200 guests. **November**

2

Special Programs

Engage our digital followers in interactive programs, such as polls and contests.



Sample Poll

3

Chart Sponsorships

Print and digital sponsorships available for Top Towns and Top Schools.

The chart displays advertising rates for 'THE TOP 100 TOWNS'. It includes columns for town names, population, and various advertising options with their corresponding rates. A 'Your Logo' placeholder is shown in the top right corner of the chart area.

4

Custom Opportunities

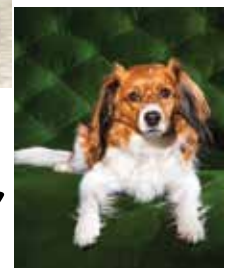
We can develop a custom program with print and digital elements so your company can engage with our audience across multiple channels. We can even layer multiple digital offerings to maximize your exposure.



Cutest Cat Winner



Top Dog Winner



SPECS/DEADLINES 2022



PRINT



DIGITAL

DEADLINES

Materials must be received by 3pm on deadline day

Issue	Deadline
January 2022	11/23
February	12/22
March	1/31
April	2/28
May	3/28
June	4/25
July	5/27
August	6/27
September	8/1
October	8/26
November	9/27
December	10/31
January 2023	11/23

Ad sizes	W x D
Spread	2 Full Bleeds
Full bleed	
Trim	8.125 x 10.875
Bleed	8.375 x 11.125
Safety	7.625 x 10.375
Full page	7 x 10
2/3 V	4.5 x 10
1/2 V	4.5 x 7.5
1/2 H	7 x 4.875
1/3 V	2.187 x 10
1/3 S	4.5 x 4.875
1/6 V	2.187 x 4.875
1/6 H	4.5 x 2.375

Upload ads to

UPLOAD FINAL PDFs TO FTP

Our server is easily accessed via your web browser.

Web Address: <http://upload.njmonthly.net>

Username: njmftp **Password:** njm1dc

All fields must be completed to proceed with upload.

Multiple-file uploads: placed in folder, zip/stuff before uploading.

FILE REQUIREMENTS

Resolution: 300dpi

File Format: PDFs only accepted

File Size: Must be sized exactly (see ad sizes above)

Color: CMYK; B/W to be greyscale. NO SPOT COLORS

DEADLINE

Supply ad 14 days before it is scheduled to run along with the URL you want the ad to direct to.

Information about additional digital ad opportunities upon request

Ad sizes	W x D
BANNER ADS	
Leaderboard	728 x 90
Mobile Leaderboard	300 x 100
Medium Rectangle	300 x 250
MOBILE ADHESION	320 x 50
BILLBOARD	2000 x 500

NEWSLETTERS

Side Dish • Weekend Buzz

Leaderboard 600 x 130

Medium Rectangles 290 x 315

Text Ad Max 135 characters

Gist • Call for sponsorship specs

PRINT OR DIGITAL QUESTIONS

ads@njmonthly.com

or call our Client Success Manager:

Ann Marie Kramer 973-886-2093

New Jersey

MONTHLY

Make the right connections

Contact one of *New Jersey Monthly's* account executives and reach almost 1 million prospective customers.

PRINT



DIGITAL



New Jersey

MONTHLY

TOM MARSHALL
Advertising Director
973-993-4915

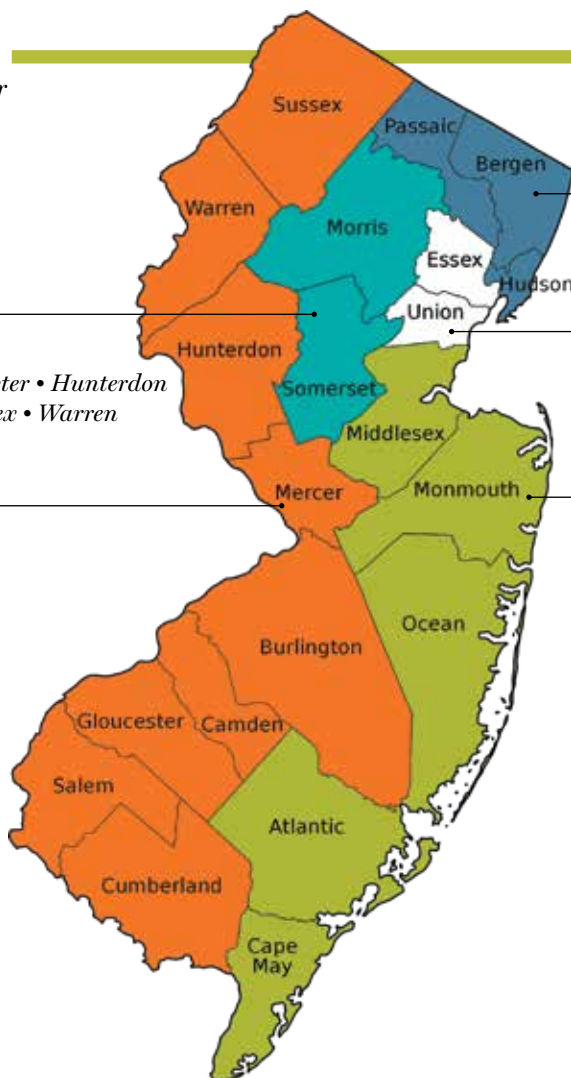
Somerset • Morris
LISA O'CONNOR
908-419-4720

Burlington • Camden
Cumberland • Gloucester • Hunterdon
Mercer • Salem • Sussex • Warren
RAY TALAMINI
908-672-3519

Restaurants
RAY TALAMINI
908-672-3519

New York City
Sales Representative
Couture Marketing
917-821-4429
karen@couturemarketing.com

New England
Sales Representative
Lange Media
781-642-0400
erklange@aim.com



Passaic • Bergen • Hudson
DANIELLE CORTINA
908-727-3534

Essex • Union
DIANA STROUP
201-704-5580

Middlesex • Monmouth
Ocean • Atlantic • Cape May
ALISON DAVIS
908-309-4178

62 media group

Content Marketing Division
Custom Publishing

MELISSA DROZDOFF
Business Development Director
908-295-5035

A division of New Jersey Monthly

MEDIA PLANNER 2022



New Jersey

MONTHLY

To reserve your ad space call

973-539-8230

Issue	Advertising Opportunities	Space Close	CR Materials	Subscriber Receipt
<i>January</i> 52 Things You Must Do In NJ	<ul style="list-style-type: none"> • <i>Advertorial: Mini Profiles (Close 10/1)</i> • <i>Special Sections: Select Surgeons—Plastic Surgery (Close 10/1) and Five-Star Wealth Management</i> 	11/22	11/23	12/20
February Best New Restaurants with Readers' Choice Restaurant Poll	<ul style="list-style-type: none"> • <i>Advertorials: No Place Like Home, Hospital (Close 12/2)</i> 	12/20	12/22	1/18
<i>March</i> Museums	<ul style="list-style-type: none"> • <i>Advertorial: Women's Health (Close 1/3)</i> • <i>Special Section: Five-Star Real Estate Agent</i> 	1/27	1/31	2/22
<i>April</i> Steaks	<ul style="list-style-type: none"> • <i>Advertorials: Orthopedics, New Jersey Super Lawyers (Close 2/1)</i> 	2/24	2/28	3/21
<i>May</i> Active Fun	<ul style="list-style-type: none"> • <i>Advertorial: Excellence In Nursing (Close 3/1)</i> 	3/24	3/28	4/18
<i>June</i> The Shore Guide	<ul style="list-style-type: none"> • <i>Advertorial: Professional Profiles (Close 4/1)</i> 	4/21	4/25	5/16
<i>July</i> Jersey Choice Top Dentists	<ul style="list-style-type: none"> • <i>Special Section: Top Dentists Profiles (Close 4/1)</i> 	5/25	5/27	6/20
<i>August</i> Dining, with 30 Best Restaurants & Readers' Poll Results	<ul style="list-style-type: none"> • <i>Advertorials: Prime Years' Living, Family Law (Close 6/1)</i> 	6/23	6/27	7/18
<i>September</i> The State of Education	<ul style="list-style-type: none"> • <i>Advertorials: Medical Success Stories, Private Schools & Higher Education (Close 7/1)</i> • <i>Special Section: Select Surgeons—Bone and Joint (Close 6/1)</i> 	7/28	8/1	8/22
<i>October</i> Fall Day Trips	<ul style="list-style-type: none"> • <i>Advertorial: Breast Health (Close 8/1)</i> 	8/24	8/26	9/19
<i>November</i> Jersey Choice Top Doctors	<ul style="list-style-type: none"> • <i>Special Section: Top Doctors Profiles (Close 8/1)</i> 	9/23	9/27	10/24
<i>December</i> Cover Search Winner	<ul style="list-style-type: none"> • <i>Advertorial: Holiday Gifts (Close 10/3)</i> 	10/27	10/31	11/21