

## **OUR REACH**

New Jersey Monthly connects more than

NewJersey

## 1.5 million times monthly





500.000+ Readers

75.189 Subscribers, Newsstand Sales

#### Circulation

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

Subscribers

Newsstand

## 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

**(100** 



### 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  $% \left( 1\right) =\left( 1\right) \left( 1\right) \left($ 

#### **THEY SPEND \$3 BILLION A YEAR**

THEY SPEND THEIR MONEY ON...

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

Travel



- 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



### **ADVERTISING**

Engage with consumers

# Almost 50 years of experience and proven success

NewJersey

## 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.

#### **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.

CUSTOM & HIGHLY TARGETED SPONSORED EMAIL



Mobile Adhesion



### **ADVERTISING**



Extend your reach

## NewJersey

## 4 unique opportunities



### **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** 



#### **Special Programs**

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



Sample Poll



#### **Chart Sponsorships**

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

THE TOP 100 TOWNS (CONTINUED ON PLACE)													
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#### **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.







## SPECS/DEADLINES 2022



## PRINT



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	WxD
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: <a href="http://upload.njmonthly.net">http://upload.njmonthly.net</a>
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



## DIGITAL

#### **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	WxD			
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 I	Buzz			
Leaderboard	600 x 130			
Medium Rectangles	290 x 315			
Text Ad Max 135	ax 135 characters			
Gist • Call for sponsors	ship specs			

#### **PRINT OR DIGITAL QUESTIONS**

ads@njmonthly.com

or call our Client Success Manager: **Ann Marie Kramer 973-886-2093** 



### **NJM SALES TEAM**

# Make the right connections

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

## **PRINT**



## DIGITAL



NewJersey



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

## MEDIA PLANNER 2022











To reserve your ad space call 973-539-8230

Issue	Advertising Opportunities	Space Close	CR Materials	Subscriber Receipt
January 52 Things You Must Do In NJ	<ul> <li>Advertorial: Mini Profiles (Close 10/1)</li> <li>Special Sections: Select Surgeons—Plastic Surgery (Close 10/1) and Five-Star Wealth Management</li> </ul>	11/22	11/23	12/20
February  Best New Restaurants  with Readers' Choice  Restaurant Poll	Advertorials: No Place Like Home, Hospital (Close 12/2)	12/20	12/22	1/18
March Museums	<ul> <li>Advertorial: Women's Health (Close 1/3)</li> <li>Special Section: Five-Star Real Estate Agent</li> </ul>	1/27	1/31	2/22
April Steaks	Advertorials: Orthopedics,     New Jersey Super Lawyers (Close 2/1)	2/24	2/28	3/21
<i>May</i> Active Fun	Advertorial: Excellence In Nursing (Close 3/1)	3/24	3/28	4/18
June The Shore Guide	Advertorial: Professional Profiles (Close 4/1)	4/21	4/25	5/16
July Jersey Choice Top Dentists	• Special Section: Top Dentists Profiles (Close 4/1)	5/25	5/27	6/20
August Dining, with 30 Best Restaurants & Readers' Poll Results	• Advertorials: Prime Years' Living, Family Law (Close 6/1)	6/23	6/27	7/18
September  The State of Education	<ul> <li>Advertorials: Medical Success Stories,         Private Schools &amp; Higher Education (Close 7/1)     </li> <li>Special Section: Select Surgeons—Bone and Joint (Close 6/1)</li> </ul>	7/28	8/1	8/22
<i>October</i> Fall Day Trips	Advertorial: Breast Health (Close 8/1)	8/24	8/26	9/19
November Jersey Choice Top Doctors	• Special Section: Top Doctors Profiles (Close 8/1)	9/23	9/27	10/24
December Cover Search Winner	Advertorial: Holiday Gifts (Close 10/3)	10/27	10/31	11/21