



New Jersey

MONTHLY



Print, Digital & Social Media

Increasing your visibility to the state's best consumer

WHO WE ARE

New Jersey
MONTHLY

You can't reach New Jersey without *New Jersey Monthly*

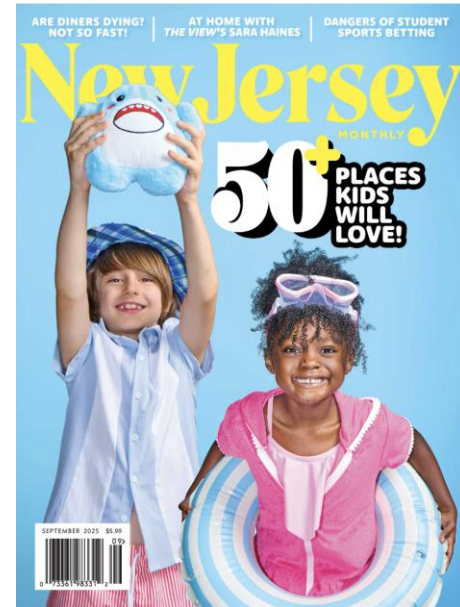
As *New Jersey Monthly* approaches its **50TH ANNIVERSARY** in 2026, we remain the state's **most trusted resource** for everything New Jersey. Published 11 times a year with a monthly print distribution of 45,000 and a monthly digital audience of 176,000, *NJM* delivers a powerful connection to a wide, loyal and engaged audience.

Our editorial coverage spans culture, dining, lifestyle, and travel—and with the addition of *Design NJ*'s legacy, we now bring an expanded focus on home and garden. Across print, digital, mobile, social, newsletters, events, and sponsored content, *NJM* captivates readers with its signature blend of lively storytelling, striking photography, and sophisticated design.

We report here. We write here. And most important, we live here.

NEW JERSEY IS WHO WE ARE.

That's why people don't just read New Jersey Monthly. They live by it.



TOTAL AUDIENCE
2,617,931
1 in 4 New Jerseyans Engage With Us



OUR AUDIENCE not only consumes our editorial content—*they actively seek it out, subscribe to it, and **they come back** for more.*

OUR SUBSCRIBERS receive *New Jersey Monthly* each month—making it a staple in their homes

NEWSSTAND COPIES are sold in high end retailers like Barnes & Noble, Whole Foods, and Kings—reaching an affluent, quality-conscious audience.

DIGITAL REACH 2.1 million annual visits to our website

- 14,000+ loyal return visitors every year
- Visitors spend 10+ seconds on site and explore 1.36 pages per session—well above industry benchmarks

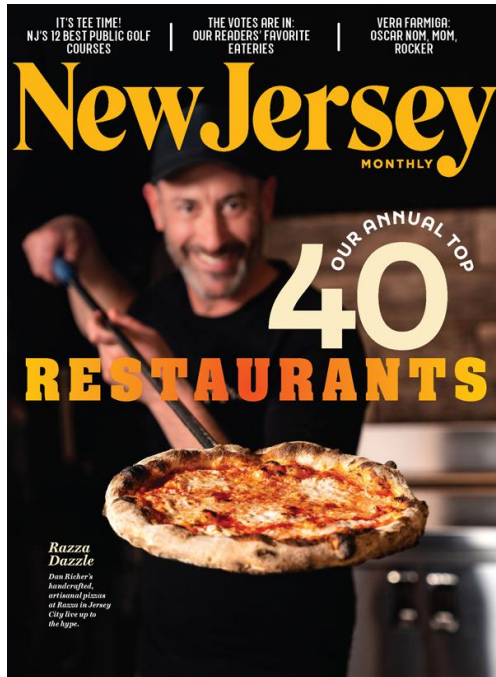
NEWSLETTER CONNECTION

- Our audience opts in to receive weekly newsletters, ensuring your message lands directly in engaged in boxes.

AFFLUENT AUDIENCE

New Jersey

MONTHLY



Print

DUAL AUDIENCE

56% female • 44% male

Average age 58

HOME OWNERSHIP

89% of our readers
own a home

AVERAGE HHI

\$253,000

NET WORTH

\$1,608,000

EDUCATION

70% college/advanced
degrees

Digital

DUAL AUDIENCE

58% female • 42% male

Average age 58

AVERAGE HHI

\$262,600

1 IN 3 DIGITAL USERS
are also Magazine
Subscribers

2.6 MILLION
Visitors Annually

Social

FACEBOOK

50,000 followers

INSTAGRAM

56,000 followers

subscribe
↩



Pure Powerful Print



FEBRUARY

The Foodie Issue:

Best New Restaurants and More

Best New Restaurants with the
Readers' Choice Restaurant Poll

Special Sections: Dining Guide: 12/8

Select Surgeons *Plastic Surgeons*: 10/10

Five-Star Wealth Management

• Space Close: 12/15 • CR Materials: 12/16

• Subscriber Receipt: 1/23

MARCH

NJ is Ready for Its Movie and TV Close-Up

What towns are film ready, highlight
movies/films/actors with a NJ spin

Special Section: Five Star Real Estate

Advertorial: Education in NJ

Private Schools K-12 / Colleges: 12/18

• Space Close: 1/21 • CR Materials: 1/22

• Subscriber Receipt: 2/27

APRIL

50 Free Things To-Do in New Jersey

Advertorials: Hospitals That Make a Difference: 1/30

Special Section: Super Lawyers

• Space Close: 2/18 • CR Materials: 2/19

• Subscriber Receipt: 3/27

MAY

Dine Around the World - Without Leaving NJ

Highlight art scenes in NJ towns and parks

Outdoor home/landscape focus

Advertorial: Innovation and Success in Medicine: 2/27

• Space Close: 3/19 • CR Materials: 3/20

• Subscriber Receipt: 4/24

JUNE

Summer Guide: The Shore and More!

Everything NJ has to offer in the summer

Special Section: Businesses that make a difference in NJ

Businesses also celebrating anniversaries: 3/2

• Space Close: 4/16 • CR Materials: 4/17

• Subscriber Receipt: 5/22

JULY

Top Dentists

Special Section: Top Dentists 3/25

• Space Close: 5/20 • CR Materials: 5/21

• Subscriber Receipt: 6/26

AUGUST

Top 50 Restaurants

Reader's Choice Restaurant Poll Winners

Advertorial: Family Law & Estate Planning: 6/1

Special Section: Dining Guide: 6/11

• Space Close: 6/18 • CR Materials: 6/19

• Subscriber Receipt: 7/24

SEPTEMBER

Post-Summer Fun in New Jersey

Special Section: Select Surgeons *Orthopedics*: 6/1

• Space Close: 7/22 • CR Materials: 7/23

• Subscriber Receipt: 8/28

OCTOBER

Fall Day Trips

Advertorial: Everything and anything about women's health: 7/31

• Space Close: 8/19 • CR Materials: 8/20

• Subscriber Receipt: 9/25

NOVEMBER

Top Doctors

NJM 50th Anniversary Issue

Special Section: Top Doctors: 7/31

• Space Close: 9/23 • CR Materials: 9/24

• Subscriber Receipt: 10/30

DECEMBER / JANUARY 2027

Cover Search Winner

Special Section: Mini Profiles: 10/1

Advertorial: Holiday Gift Guide: 10/1

• Space Close: 10/23 • CR Materials: 10/24

• Subscriber Receipt: 11/28

UNIQUE OPPORTUNITIES

Interact with Our Loyal Audience

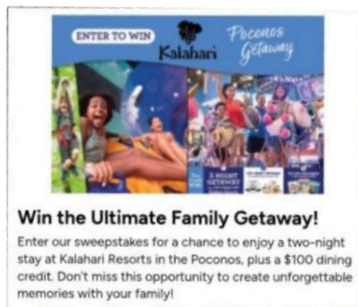
New Jersey
MONTHLY

Custom Programs

We can create a tailored program that combines print and digital elements to help your company engage with our audience in meaningful ways.



Contests and Sweepstakes



These programs that can include sponsored newsletters, banner ads, sponsored content, and more. Generate interest and build your email list.

Events and Additional Sponsorship Opportunities



From gatefolds and reverse covers to sponsorship of tentpole programs, such as the Readers' Choice Restaurant Poll, we create memorable experiences that captivate our audience.

Programs Targeted to Reach Top Doctors and Dentists and Dentists

We offer exclusive ways to celebrate New Jersey's Top Doctors and Dentists, including personalized congratulatory emails and plaque sponsorships in their honor.



Our Subscriber Newsletters



1 Weekend Buzz
The Best Things To-Do in NJ
 • Sent to 29K+ on Wednesdays

2 Side Dish
A NJ-Sized Helping of Local Food and Restaurant News
 • Sent to 30k+ on Thursdays

3 Shorecast
The Most Noteworthy News from the Jersey Shore
 • 21K+ sent on Tuesdays, May through September

Net rates:

Position A \$540
 Position B \$420
 Position C \$420
 Position D \$420

4 The Gist
NJM Editors' Recommended Reads
 • Delivered to 22K+ on Sunday mornings
 Our most engaged subscribers newsletter

Our editors' recommended reads, *plus* online exclusives
 All ad positions are reserved exclusively for the sponsor

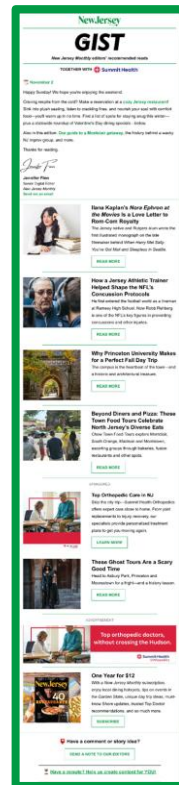
Special Treatment:
 Highlighted brand presence throughout the newsletter with multiple click opportunities

Net rates:
 \$600 per week
 4 week minimum

Dedicated to
ONLY ONE ADVERTISER

Module with
 Your Message

Your Special
 Ad Placement



White-Glove Sponsored Content Experience

Extend your reach. Increase visibility. Drive results.

Turn your brand into a multi-channel campaign taking your sponsored content beyond a single article designed to maximize reach, traffic, and engagement. Ideal for brands looking to connect with a targeted audience, achieve measurable goals, and extend their reach across every channel.

How Your Brand Benefits:

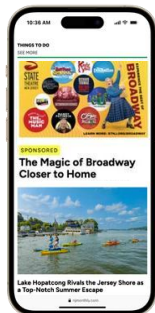
- **Trusted editorial content:** Custom sponsored content created by our editorial team, approved by you before launch, with links to your website and social channels.
- **Branded ownership of your page:** 100% share of voice on your sponsored content page to drive qualified traffic.
- **One-on-one audience engagement:** Dedicated branded email delivered to an interest-based audience of 10,000+.
- **Extended reach:** Meta Amplification of 100,000 impressions to an extended custom audience built for your brand.
- **Increased visibility:** Sponsored homepage placement reaching 160,000 monthly website visitors.
- **Stay top of mind:** Run-of-site branded display ads keep your story visible across our website with 100,000 monthly impressions.



A FULL 360° APPROACH



Moving the audience from awareness to engagement.



RUN OF SITE MEDIA:
SITE-WIDE BRAND PRESENCE

HOMEPAGE MODULE:
INTEGRATED WITH EDITORIAL

AWARENESS



META AMPLIFICATION:
EXPANDED SOCIAL REACH

INFLUENCE



ORGANIC SOCIAL:
PARTNERSHIP POST

TRUSTED EDITORIAL:
CUSTOM BRANDED STORYTELLING

FIRST PARTY DATA:
DIRECT EMAIL
ENGAGEMENT

ENGAGEMENT

Perfect For Digital Marketers

njmonthly.com

- Ad CTR almost **Double National Average**
- Website engagement **Above Average**
- **Total Views:** 2.1 million
- **Total Users:** 1.2 million



Email Newsletter

1. **Side Dish:** average clicks 5.1%
 2. **Weekend Buzz:** average clicks 4.2%
 3. **Shorecast:** average clicks 4.9%
 4. **The Gist:** average clicks 5.7%
- Our most engaged audience!*

NJM Newsletters Clicks
are **Above Average!**

Industry average: 4%



SALES TEAM

Your Personal Connection

New Jersey
MONTHLY

Contact your designated New Jersey
Monthly
Account Executive

Advertising Director

Deb O'Brien

973-993-4915

dobrien@njmonthly.com



Lisa O'Connor

973-993-4888

loconnor@njmonthly.com

*Burlington • Camden • Morris
Somerset • Sussex • Warren*

Heidi Heath

973-993-4902

hheath@njmonthly.com

*Bergen • Hudson • Hunterdon •
Passaic*

Alison Davis

973-993-4886

adavis@njmonthly.com

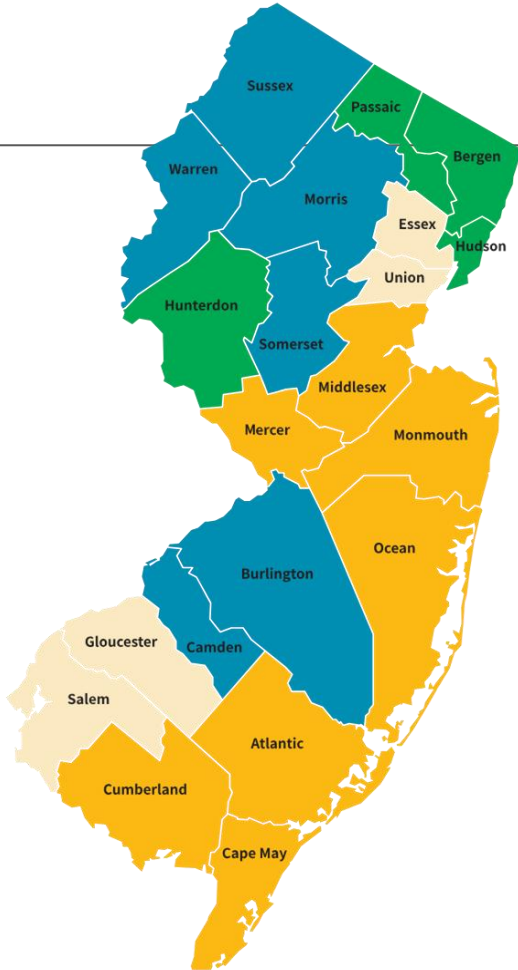
*Atlantic • Cape May • Cumberland
Mercer • Middlesex • Monmouth • Ocean*

Tracy Hadel

973-993-4889

thadel@njmonthly.com

Essex • Gloucester • Salem • Union



DEADLINES



ISSUE	Ad for Production	Press Ready
DECEMBER/ JANUARY 26	10/23	10/24
FEBRUARY	12/15	12/16
MARCH	1/21	1/22
APRIL	2/18	2/19
MAY	3/19	3/20
JUNE	4/16	4/17
JULY	5/20	5/21
AUGUST	6/18	6/19
SEPTEMBER	7/22	7/23
OCTOBER	8/19	8/20
NOVEMBER	9/23	9/24
DECEMBER/ JANUARY 27	10/21	10/22

SPECS

Ad Sizes

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

File Requirements

- **Format:** .pdf Only
- **Resolution:** 300 dpi
- **Color:** CMYK
Convert B/W to Grayscale
NO SPOT COLORS

SEND FILE TO:

- Upload Final .pdf to FTP
- **Web Address:**

<http://upload.njmonthly.net>

- **Username:** njmftp
- **Password:** njm1dc

DEADLINES

Materials are due 14 days before materials run

All ads requiring a redirecting URL



SPECS

• Run of Site Ad Sizes

Billboard 1440 x 240

Banner Ads

Send all 3 sizes 728 x 90
300 x 100
300 x 250

• Dynamic Ads

Amazing Cube 300 x 300

- 6 images

- Includes caption and call to action

Gallery

300 x 300

- Up to 8 images
- Graphic with caption and logo

Instant Video

- YouTube URL
- Caption and logo

• Newsletter Ads Sizes

Leaderboard (A, D) 600 x 130

Medium Rectangle (B, C) 290 x 315

The Gist - Call for sponsorship specs

File Requirements

Resolution: 72 .dpi

Format: .pgn, .jpg or .gif

Color: RGB

- Images under 150KB
- .gif under 1MB

RATE SHEET 2026

New Jersey
MONTHLY

PRINT Advertising Rates



	12 x	6 x	3 x	1 x
Cover 2	\$9,930	10,800	11,545	12,410
Cover 3	8,895	9,680	10,340	11,125
Cover 4	11,685	12,685	13,580	14,580
4 Color				
Spread	\$14,000	15,230	16,290	17,500
Full Page	7,370	8,015	8,565	9,200
2/3 Page	5,920	6,445	6,885	7,400
1/2 Page	4,650	5,045	5,395	5,800
1/3 Page	3,270	3,545	3,785	4,080
Black/White				
Full Page	\$5,615	6,100	6,530	7,010
2/3 Page	4,465	4,855	5,190	5,590
1/2 Page	3,475	3,770	4,030	4,335
1/3 Page	2,385	2,595	2,760	2,975
1/6 Page	1,260	1,365	1,470	1,565



DIGITAL Advertising Rates

• Run of Site Media

Banner Ads	\$14/m
Dynamic Ads	\$24/m
<i>Amazing Cube, Instant Video or Gallery</i>	
Billboard	\$28/m

• Weekly Newsletters

Shorecast • Side Dish • Weekend Buzz

Position A	\$540/week
Positions B, C or D	\$420/week

• Social Media - Meta

Paid Partnership Post Organic	\$495/post
Paid Custom Campaign	
13k impressions/month	\$860/month
26k impressions/month	\$1,095/month
66k impressions/month	\$1,975/month

• Special Opportunities

The Gist Takeover	\$600/week*
<i>*4 week minimum</i>	
Dedicated Email	\$2,500
Sponsored Content	\$12,000/month



OUR REACH

New Jersey

MONTHLY

360 Approach



MEET THE EDITOR

New Jersey
MONTHLY



Julie Gordon is the Editor of *New Jersey Monthly* and the Editorial Director of *New Jersey Bride*. A journalist with nearly two decades of experience in New York and New Jersey media, Julie has spent her career writing and editing for newspapers, magazines and websites in the fields of lifestyle, entertainment, news and fashion. She has interviewed everyone from Anne Hathaway and Zach Braff to the Kardashians and

Real Housewives, as well as countless local movers and shakers, community leaders and business owners. Prior to joining *New Jersey Monthly* and *New Jersey Bride*, Julie worked as Deputy Editor of [PageSix.com](#) at the New York Post. Her work has also appeared in publications including *Newsday*, [Businessweek.com](#) and *USA Today*, and on WNBC's *New York Nonstop* TV series. Julie lives in Morris County with her family.