MEDIA KIT 2022

New Jersey Monthly

Connect with NJ’s Best Consumers
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%

**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

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Sources: Subscriber Study, Erdos & Morgan, 2018; Alliance for Audited Media; Google Analytics; Audience Study, Charles Rodin & Associates, 2019
New Jersey Monthly magazine readers are...

• Affluent consumers
• Highly educated
• Influential

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

Source: Subscriber Study, Erdos & Morgan, 2018; Audience Study, Charles Rodin & Associates, 2019
• 4.8 million page views yearly
• 2.7 million visitors annually

<table>
<thead>
<tr>
<th>NJMonthly.com</th>
</tr>
</thead>
<tbody>
<tr>
<td>DUAL AUDIENCE</td>
</tr>
<tr>
<td>Female 58%  Male 42%</td>
</tr>
<tr>
<td>Average age 58</td>
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<tr>
<td>VISITORS</td>
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<tr>
<td>257,073</td>
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<tr>
<td>Monthly average</td>
</tr>
<tr>
<td>PRIME SPENDERS</td>
</tr>
<tr>
<td>$262,600</td>
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<tr>
<td>Average household income</td>
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<tr>
<td>TIME SPENT</td>
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<tr>
<td>2:17 minutes</td>
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<tr>
<td>Average session length</td>
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<tr>
<td>UNDUPLICATED AUDIENCE</td>
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<tr>
<td>Only 1 out of 3</td>
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<tr>
<td>Are magazine subscribers</td>
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</tbody>
</table>

Sources: Google Analytics; New Jersey Monthly Web Survey; Audience Study, Charles Rodin & Associates, 2019
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!

**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**

All above also appear on digital version.
Be A Sponsor!

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.

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.
SPECS/DEADLINES 2022

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

DEADLINES
Materials must be received by 3pm on deadline day

<table>
<thead>
<tr>
<th>Issue</th>
<th>Deadline</th>
</tr>
</thead>
<tbody>
<tr>
<td>January 2022</td>
<td>11/23</td>
</tr>
<tr>
<td>February</td>
<td>12/22</td>
</tr>
<tr>
<td>March</td>
<td>1/31</td>
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<td>April</td>
<td>2/28</td>
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<td>May</td>
<td>3/28</td>
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<td>June</td>
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<td>July</td>
<td>5/27</td>
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<td>August</td>
<td>6/27</td>
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<td>September</td>
<td>8/1</td>
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<td>October</td>
<td>8/26</td>
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<tr>
<td>November</td>
<td>9/27</td>
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<tr>
<td>December</td>
<td>10/31</td>
</tr>
<tr>
<td>January 2023</td>
<td>11/23</td>
</tr>
</tbody>
</table>

Ad sizes W x D

Spread 2 Full Bleeds

Full bleed
Trim 8.125 x 10.875
Bleed 8.375 x 11.25
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

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.

**New Jersey Monthly**

**TOM MARSHALL**
Advertise Director
973-993-4915

Somerset • Morris
**LISA O’CONNOR**
908-419-4720

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

Restaurants
**RAY TALAMINI**
908-672-3519

**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

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
# Advertising Opportunities

<table>
<thead>
<tr>
<th>Issue</th>
<th>Advertorials: Mini Profiles (Close 10/1)</th>
<th>Advertorials: Special Sections: Select Surgeons—Plastic Surgery (Close 10/1) and Five-Star Wealth Management</th>
<th>Space Close</th>
<th>CR Materials</th>
<th>Subscriber Receipt</th>
</tr>
</thead>
<tbody>
<tr>
<td>January 52 Things You Must Do In NJ</td>
<td></td>
<td></td>
<td>11/22</td>
<td>11/23</td>
<td>12/20</td>
</tr>
<tr>
<td>February Best New Restaurants with Readers’ Choice Restaurant Poll</td>
<td>Advertorials: No Place Like Home, Hospital (Close 12/2)</td>
<td></td>
<td>12/20</td>
<td>12/22</td>
<td>1/18</td>
</tr>
<tr>
<td>March Museums</td>
<td>Advertorial: Women’s Health (Close 1/3)</td>
<td>Special Section: Five-Star Real Estate Agent</td>
<td>1/27</td>
<td>1/31</td>
<td>2/22</td>
</tr>
<tr>
<td>April Steaks</td>
<td>Advertorials: Orthopedics, New Jersey Super Lawyers (Close 2/1)</td>
<td></td>
<td>2/24</td>
<td>2/28</td>
<td>3/21</td>
</tr>
<tr>
<td>May Active Fun</td>
<td>Advertorial: Excellence In Nursing (Close 3/1)</td>
<td></td>
<td>3/24</td>
<td>3/28</td>
<td>4/18</td>
</tr>
<tr>
<td>August Dining, with 30 Best Restaurants &amp; Readers’ Poll Results</td>
<td>Advertorials: Prime Years’ Living, Family Law (Close 6/1)</td>
<td></td>
<td>6/23</td>
<td>6/27</td>
<td>7/18</td>
</tr>
<tr>
<td>September The State of Education</td>
<td>Advertorials: Medical Success Stories, Private Schools &amp; Higher Education (Close 7/1)</td>
<td>Special Section: Select Surgeons—Bone and Joint (Close 6/1)</td>
<td>7/28</td>
<td>8/1</td>
<td>8/22</td>
</tr>
<tr>
<td>October Fall Day Trips</td>
<td>Advertorial: Breast Health (Close 8/1)</td>
<td></td>
<td>8/24</td>
<td>8/26</td>
<td>9/19</td>
</tr>
<tr>
<td>November Jersey Choice Top Doctors</td>
<td>Special Section: Top Doctors Profiles (Close 8/1)</td>
<td></td>
<td>9/23</td>
<td>9/27</td>
<td>10/24</td>
</tr>
<tr>
<td>December Cover Search Winner</td>
<td>Advertorial: Holiday Gifts (Close 10/5)</td>
<td></td>
<td>10/27</td>
<td>10/31</td>
<td>11/21</td>
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*All information subject to change.* 9/29/21