

# CONNECT WITH NJ'S BEST CONSUMERS

*They are affluent, educated, and influential*

# New Jersey

MONTHLY

Take advantage of our **PRINT** and **DIGITAL** opportunities  
to reach New Jerseyans with exceptional buying power



MAKE THE RIGHT CONNECTIONS AROUND THE STATE

2024



## OUR REACH

*New Jersey Monthly* connects through the  
**magazine, website, newsletters**  
**and social media**

### PRINT

#### Magazine

60,480  
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**  
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### DIGITAL

#### NJMonthly.com

Jan-July 2023

272,436  
Average monthly page views

197,749  
Average monthly visits

183,390  
Monthly visitors

#### Newsletters

100,000+  
Weekly: Side Dish, Weekend Buzz  
Seasonal: ShoreCast

#### Social Media

174,000  
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	

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## DIGITAL AUDIENCE



# 2.2 million visitors annually

## DIGITAL

**NJMonthly.com**

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**DUAL AUDIENCE**

Female 58% Male 42%  
Average age 58

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**PRIME SPENDERS**

\$262,600  
Average household income

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**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, medium rectangles, and billboard ads (Billboard not shown). 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](http://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. 25,709 subscribers. Covering great events throughout the state.

**Side Dish** - Sent on Thursday. 31,315 opt-in subscribers. Covering all the restaurant information foodies need.

**Gist** - Sent one Sunday/month. 21,826 subscribers. Sponsorships available.

**ShoreCast** - Sent on Tuesdays during the summer. 21,343 subscribers.

Newsletters



### CUSTOM & HIGHLY TARGETED SPONSORED EMAIL





**Be A Sponsor!**

Extend your reach

## 4 unique opportunities

**New Jersey**  
MONTHLY

**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.



**3**

### Chart Sponsorships

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

Table showing New Jersey Monthly rates for THE TOP 100 TOWNS. The table includes columns for Town, State, and various rate categories (Print, Digital, etc.). A "Your Logo" label with an arrow points to the top right corner of the table.

**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.



Cover Contest  
Photo Entries

# SPECS/DEADLINES 2024



## PRINT



## DIGITAL

### DEADLINES

Materials must be received by 3pm on deadline day

Issue	Deadline
January 2024	11/22
February	12/22
March	1/26
April	2/23
May	3/25
June	4/22
July	5/21
August	6/26
September	7/26
October	8/22
November	9/23
December	10/25

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

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

#### FILE REQUIREMENTS

**Resolution:** 72dpi

**File Format:**  
JPEG or GIF

**File Size:**  
Must be sized exactly

**Color:** RGB

Ad sizes	W x D
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<b>BANNER ADS</b>	728 x 90
Please supply creative in the following sizes	300 x 100 300 x 250

<b>MOBILE ADHESION</b>	320 x 50
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<b>BILLBOARD</b>	2000 x 500
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#### NEWSLETTERS

**Side Dish**

**Weekend Buzz**

Leaderboard - 600 x 130

Medium Rectangles - 290 x 315

Text Ad - Max 60-65 characters

**Gist**

Call for sponsorship specs

**Shorecast**

Leaderboard - 600 x 150

Medium Rectangles - 300 x 300

Information about additional digital ad opportunities upon request

### PRINT OR DIGITAL QUESTIONS

[ads@njmonthly.com](mailto:ads@njmonthly.com)

or call our Client Success Managers:

**Dina Aponte 862-926-7248**

**Brianna Edson 973-727-9800**

# 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

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

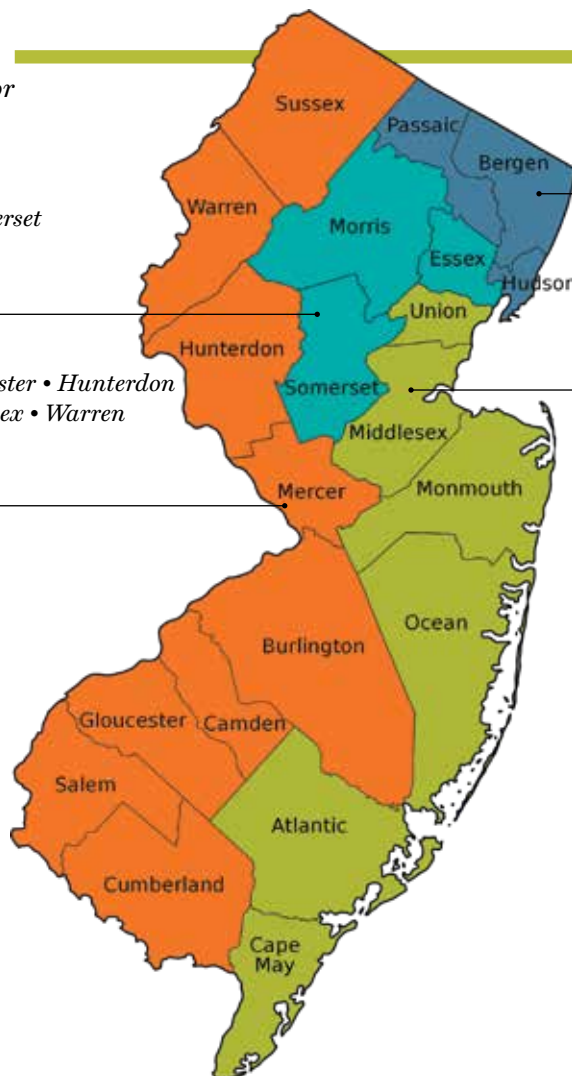
*Burlington • Camden  
Cumberland • Gloucester • Hunterdon  
Mercer • Salem • Sussex • Warren*  
**RAY TALAMINI**  
908-672-3519

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

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

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

DIGITAL  
**DEB O'BRIEN**  
Digital Sales Manager  
201-213-7319



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

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

**62 media group**

Content Marketing Division  
Custom Publishing

**MELISSA DROZDOFF**  
Business Development Director  
908-295-5035

A division of  
*New Jersey Monthly*



# MEDIA PLANNER 2024



## New Jersey

MONTHLY

To reserve your ad space call

973-539-8230

Issue	Advertising Opportunities	Space Close	CR Materials	Subscriber Receipt
<b>January</b> Things To Do/ NJ Winter Fun Guide	<ul style="list-style-type: none"> <li>• <b>Special Sections: Select Surgeons—Plastic Surgery</b> (Close 10/2)</li> <li>• <b>Healthy Start Mini Profiles</b> (Close 11/1)</li> <li>• <b>and Five-Star Wealth Management</b></li> </ul>	11/20	11/22	12/18
<b>February</b> Best Restaurants with the Readers' Choice Restaurant Poll	<ul style="list-style-type: none"> <li>• <b>Advertorials: Your Home, Your Way and, Hospital Visionaries</b> (Close 12/1)</li> <li>• <b>Special Section: Dining Guide</b> (Close 12/1)</li> </ul>	12/21	12/22	1/22
<b>March</b> Pop Culture	<ul style="list-style-type: none"> <li>• <b>Advertorial: Women's Health</b> (Close 1/2)</li> <li>• <b>Special Section: Five-Star Real Estate Agent</b></li> </ul>	1/25	1/26	2/20
<b>April</b> Enjoying the Great Outdoors	<ul style="list-style-type: none"> <li>• <b>Advertorial: Orthopedics</b> (Close 2/1)</li> <li>• <b>Special Section: Super Lawyers</b></li> </ul>	2/22	2/23	3/18
<b>May</b> Spring Road Trips, Nursing		3/22	3/25	4/15
<b>June</b> Shore Guide	<ul style="list-style-type: none"> <li>• <b>Special Section: Professional Profiles</b> (Close 3/28)</li> </ul>	4/19	4/23	5/13
<b>July</b> Jersey Choice Top Dentists	<ul style="list-style-type: none"> <li>• <b>Special Section: Top Dentists Profiles</b> (Close 4/1)</li> </ul>	5/20	5/21	6/17
<b>August</b> Top 30 Restaurants with the Readers' Choice Restaurant Poll Results	<ul style="list-style-type: none"> <li>• <b>Advertorials: Prime Years' Living and Family Matters</b> (Family Law &amp; Estate, Medicaid, and Special Needs Planning) (Close 5/30)</li> <li>• <b>Special Section: Dining Guide</b> (Close 6/3)</li> </ul>	6/25	6/26	7/22
<b>September</b> New Jersey as the Garden State	<ul style="list-style-type: none"> <li>• <b>Advertorials: Medical Success Stories, Private Schools &amp; Higher Education</b> (Close 7/1)</li> <li>• <b>Special Section: Select Surgeons—Bone and Joint</b> (Close 5/30)</li> </ul>	7/25	7/26	8/19
<b>October</b> Fall Day Trips	<ul style="list-style-type: none"> <li>• <b>Advertorial: Breast Health</b> (Close 8/1)</li> </ul>	8/21	8/22	9/16
<b>November</b> Jersey Choice Top Doctors	<ul style="list-style-type: none"> <li>• <b>Special Section: Top Doctors Profiles</b> (Close 8/1)</li> </ul>	9/20	9/23	10/21
<b>December</b> Cover Search Winner	<ul style="list-style-type: none"> <li>• <b>Advertorial: Holiday Gift Guide</b> (Close 10/1)</li> </ul>	10/24	10/25	11/18

All information subject to change. 2/7/24