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 2023
New Jersey Monthly connects more than 1.5 million times monthly

PRINT

Magazine
500,000+
Readers
75,258
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 2022
417,553
Average monthly page views
201,298
Average monthly visits
170,400
Monthly visitors

Newsletters
96,000+
Weekly recipients

Social Media
170,400
Followers

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...

<table>
<thead>
<tr>
<th>Apparel</th>
<th>Jewelry</th>
</tr>
</thead>
<tbody>
<tr>
<td>Furniture</td>
<td>Boating</td>
</tr>
<tr>
<td>Electronics</td>
<td>Entertainment</td>
</tr>
<tr>
<td>Home renovations</td>
<td>Dining out</td>
</tr>
<tr>
<td>Automobiles</td>
<td>Landscaping</td>
</tr>
<tr>
<td>Travel</td>
<td></td>
</tr>
</tbody>
</table>

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

**DIGITAL AUDIENCE**

**NJMonthly.com**

**DUAL AUDIENCE**
Female 58%  Male 42%
Average age 58

**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

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

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 show). 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. 24,545 subscribers. Covering great events throughout the state.

Side Dish - Sent on Thursday. 23,899 opt-in subscribers. Covering all the restaurant information foodies need.

Gist - Sent one Sunday/month. 21,495 subscribers. Sponsorships available.

CUSTOM & HIGHLY TARGETED SPONSORED EMAIL
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.

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.

**Be A Sponsor!**

*New Jersey Monthly*

**ADVERTISING**

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**Cover Contest Photo Entries**
## SPECS/DEADLINES 2023

### UPLOAD FINAL PDFs TO FTP

Our server is easily accessed via your web browser.

**Web Address:** [http://upload.njmonthly.net](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

### PRINT

<table>
<thead>
<tr>
<th>Ad sizes</th>
<th>W x D</th>
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</thead>
<tbody>
<tr>
<td>Spread</td>
<td>2 Full Bleeds</td>
</tr>
<tr>
<td>Full bleed</td>
<td></td>
</tr>
<tr>
<td>Trim</td>
<td>8.125 x 10.875</td>
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<tr>
<td>Bleed</td>
<td>8.375 x 11.125</td>
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<tr>
<td>Safety</td>
<td>7.625 x 10.375</td>
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<tr>
<td>Full page</td>
<td>7 x 10</td>
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<tr>
<td>2/3 V</td>
<td>4.5 x 10</td>
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<tr>
<td>1/2 V</td>
<td>4.5 x 7.5</td>
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<td>1/2 H</td>
<td>7 x 4.875</td>
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<td>1/3 V</td>
<td>2.187 x 10</td>
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<td>4.5 x 4.875</td>
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<td>1/6 V</td>
<td>2.187 x 4.875</td>
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<tr>
<td>1/6 H</td>
<td>4.5 x 2.375</td>
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</tbody>
</table>

### DEADLINES

Materials must be received by 3pm on deadline day

<table>
<thead>
<tr>
<th>Issue</th>
<th>Deadline</th>
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<tbody>
<tr>
<td>January</td>
<td>11/21</td>
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<tr>
<td>February</td>
<td>12/21</td>
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<tr>
<td>March</td>
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<td>November</td>
<td>9/25</td>
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<tr>
<td>December</td>
<td>10/26</td>
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</tbody>
</table>

### DIGITAL

**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**

- **BANNER ADS**
  - 728 x 90
  - 300 x 100
  - 300 x 25

- **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 60-65 characters

- **Gist • Call for sponsorship specs**

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
Make the right connections

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

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

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

Essex • Union
DIANA STROUP
201-704-5580

Middlesex • Monmouth
Ocean • Atlantic • Cape May
ALISON DAVIS
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Custom Publishing

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Business Development Director
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