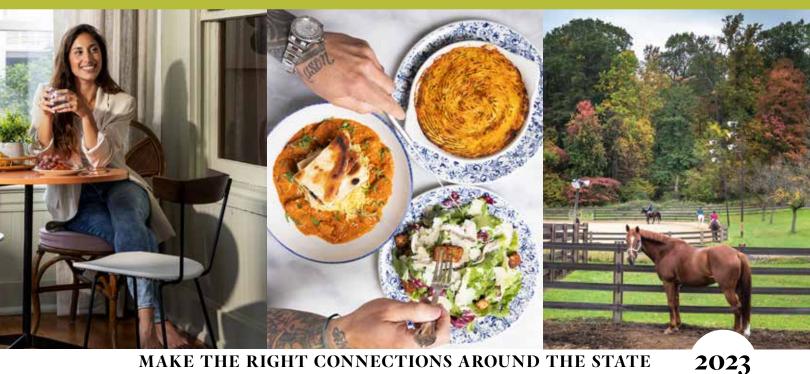
CONNECT WITH NJ'S BEST CONSUMERS

They are affluent, educated, and influential

NewJersey

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





OUR REACH

New Jersey Monthly connects more than

NewJersey

1.5 million times monthly

PRINT



500.000+ Readers

75.258 Subscribers, Newsstand Sales

Circulation

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

Subscribers

N e w s s t a n d



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







PRINT AUDIENCE

New Jersey Monthly magazine readers are...

- Affluent consumers
- Highly educated
- Influential



NewJersey

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



- 5 million page views yearly
- 2.8 million visitors annually

DIGITAL

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



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, 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!





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.

New Jersey Mol

__ Mobile Adhesion

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



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.





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 2023



PRINT

DEADLINES

Materials must be received by 3pm on deadline day

Issue	Deadline
January 2023	11/21
February	12/21
March	1/26
April	2/23
May	3/23
June	4/20
July	5/23
August	6/27
September	7/27
October	8/23
November	9/25
December	10/26

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: 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



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

BANNER ADS
Please supply c

Ad sizes

728 x 90

 $W \times D$

Please supply creative 300×100 in the following sizes 300×25

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

or call our Client Success Managers:

Dina Aponte 862-926-7248 Brianna Edson 973-727-9800



NJM SALES TEAM

Make the right connections

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

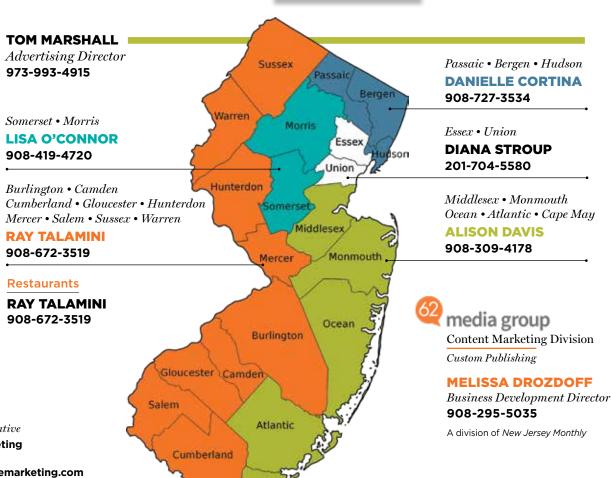
PRINT



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