

New Jersey  
MONTHLY



# Print, Digital & Social Media

Increasing your visibility to the state's best consumer

## WHO WE ARE

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

**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

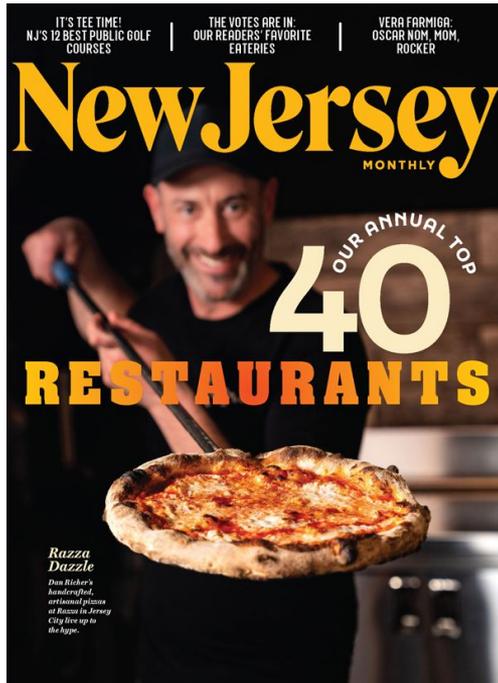
- 14,000+ loyal return visitors every year
- Visitors spend 10+ seconds on site and explore 1.36 pages per session—well above industry benchmarks

### 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

**New Jersey**  
MONTHLY

### 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 50<sup>th</sup> Anniversary Issue

**Special Section:** Top Doctors: 7/31

- Space Close: 9/23 • CR Materials: 9/24
- Subscriber Receipt: 10/30

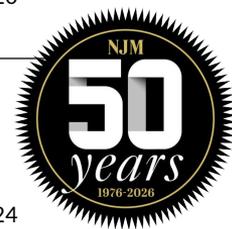
### DECEMBER / JANUARY 2027

#### 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



## Interact with Our Loyal Audience

### 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

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

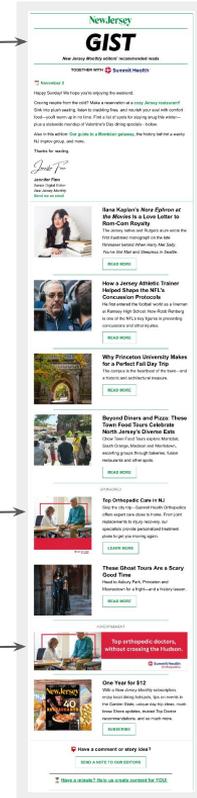
**Special Treatment:**  
 Highlighted brand presence throughout the newsletter with multiple click opportunities

**Net rates:**  
 \$600 per week  
 4 week minimum

Dedicated to **ONLY ONE ADVERTISER**

Module with **Your Message**

Your Special **Ad Placement**



## 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](mailto:dobrien@njmonthly.com)

**Lisa O'Connor**

973-993-4888

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

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

**Danielle Cortina**

973-993-4885

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

*Bergen • Hudson • Hunterdon • Passaic*

**Alison Davis**

973-993-4886

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

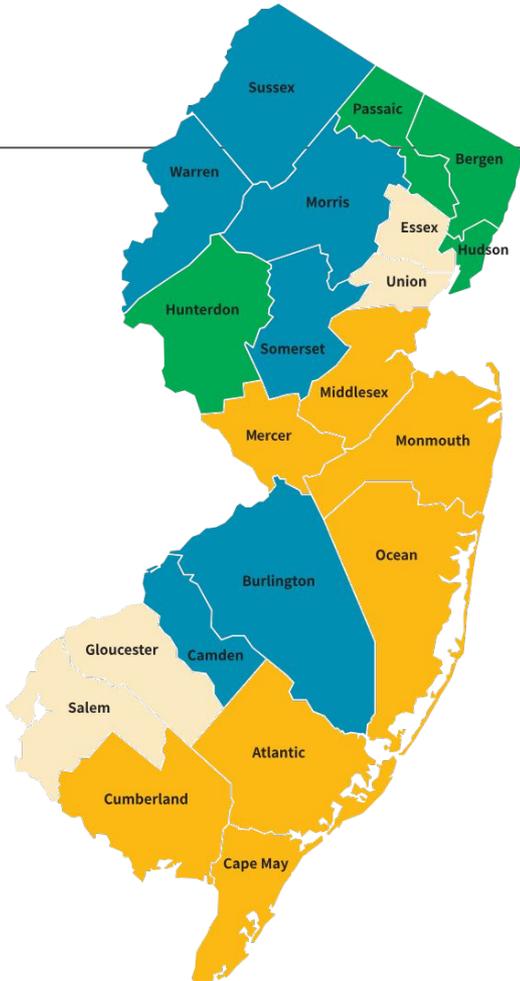
*Atlantic • Cape May • Cumberland  
Mercer • Middlesex • Monmouth • Ocean*

**Tracy Hadel**

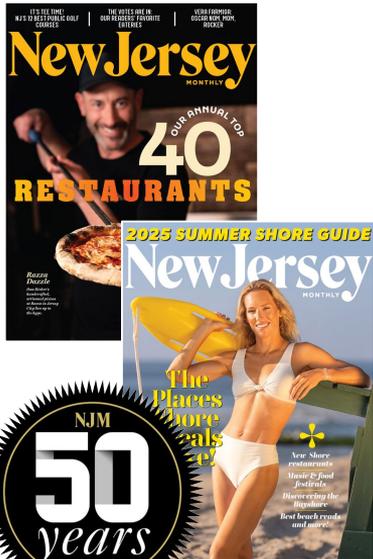
973-993-4889

[thadel@njmonthly.com](mailto: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:** njmftf
- **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 Ad 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: .png, .jpg or .gif

Color: RGB

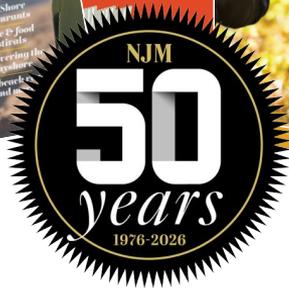
- Images under 150KB
- .gif under 1MB



# RATE SHEET

## PRINT Advertising Rates

**New Jersey**  
MONTHLY



	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 3	11,685	12,685	13,580	14,580
<b>4 Color</b>				
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
<b>Black/White</b>				
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

**New Jersey**  
MONTHLY



### • Run of Site Media

Banner Ads	\$14/m
Dynamic Ads Amazing Cube, Instant Video or Gallery	\$24/m
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	\$495/post
Paid Custom Campaign	
• 13k impressions/month	\$860/month
• 26k impressions/month	\$1,095/month
• 66k impressions/month	\$1,975/month

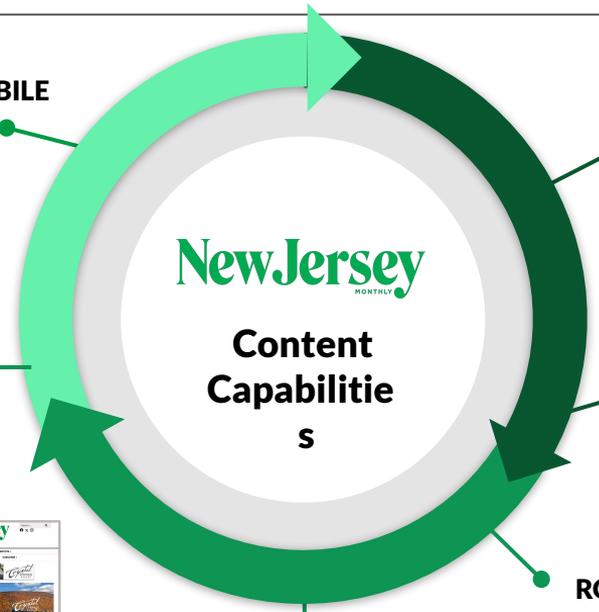
### • Special Opportunities

The Gist Takeover	\$600/week*
*4 week minimum	
Dedicated Email	\$2500
Sponsored Content	
• Tier 1	\$5000/month
• Tier 2	\$12,000/month



# OUR REACH

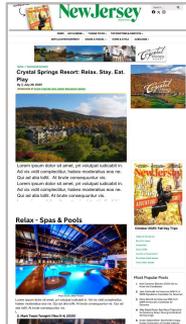
## 360 Approach



### DIGITAL/MOBILE



### SOCIAL



### SPONSORED CONTENT Custom Editorial



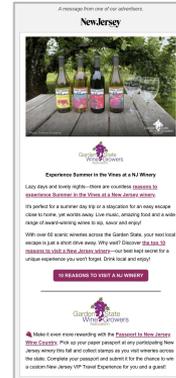
### PRINT

Full Pages  
Spreads  
Fractional Units



### EMAIL/NEWSLETTER

Weekly  
Custom Dedicated



### ROS ADS

Banners, Leaderboard, Cube



## 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.