

New Jersey

MONTHLY



Print, Digital & Social Media

Increasing your visibility to the state's best consumers

Deb O'Brien
Advertising Director
201-213-7319

OUR REACH

Influencing consumers for nearly 50 years

New Jersey

MONTHLY

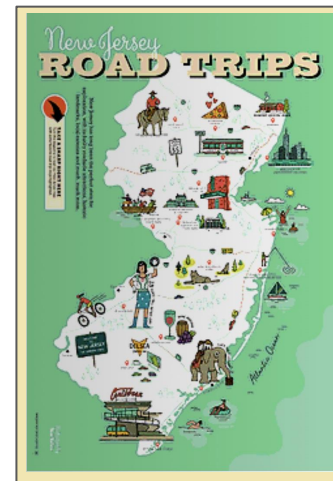
You can't reach New Jersey without New Jersey Monthly



TOTAL AUDIENCE

2,617,931

1 in 4 New Jerseyans engage with us



AFFLUENT AUDIENCE

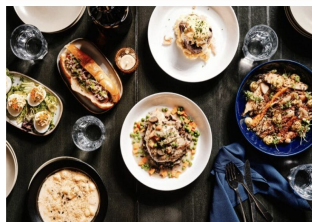
Influencing consumers for nearly 50 years

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EAT & DRINK



The 40 Best Restaurants in New Jersey

The Garden State's dining scene has it all—from incredible Italian food to amazing Asian fare, French cuisine and more.

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



Pure Powerful Print

New Jersey

MONTHLY

December 2025/2026

50th Anniversary Kickoff Celebration

First word to address 50th, logo on cover, reprinting of old stories - before and after.

Cover Search Winner on Cover

Special Sections: Mini Profiles

Advertorial - Holiday Gift Guide

February

Foodie Issue

Best New Restaurants with the Readers' Choice Restaurant Poll

Special Sections: Dining Guide, NJ Camps/Sports Clubs
and Five-Star Wealth Management

Exclusive Food Sponsorship: Readers' Choice Restaurant Poll - Print & Digital

March

Movies and films in NJ

What towns are film ready, highlight movies/films/actors with a NJ spin.

Special Section: Education in NJ (Private schools K-12/ Colleges)

April

What Exit? Things in NJ off the Parkway

Spring travel ideas all with a parkway exit

Advertorial: Orthopedics and The Home Experience (with Design NJ)

Special Section: Super Lawyers

May

Artsy towns/parks all over NJ

Highlight art scenes in NJ towns and parks

Outdoor home/landscape focus

Advertorial: Innovation in Medicine/Success Stories

June

NJ Summer Guide

Everything NJ has to offer in the summer

Special Section: Businesses that make a difference in NJ/Businesses also celebrating anniversaries

July

Summer festivals, Outdoor dining, World cup/youth soccer in NJ

Special Section: Top Dentists

August

Foodie issue - Top 50 Restaurants - 10 bonus restaurants for 50th year.

Advertorial: Family Law & Estate Planning

Special Section: Dining Guide

September

What to do after the summer/September fun

Special Section: Select Surgeons -Orthopedists

October

Fall festivities, Oktoberfest, horse events

Advertorial: Everything and anything about women's health

November

50th Anniversary Issue

Special Section: Top Doctors

December 2025/January 2026

Need Edit theme

Cover Search Winner on Cover

Special Sections: Mini Profiles and Select Surgeons—Plastic Surgery

Advertorial - Holiday Gift Guide

Unique Opportunities To Interact With Our Loyal Audience

New Jersey

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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.

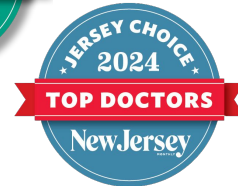
Events and Additional Sponsorship Opportunities



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 the Jersey Choice Top Doctors and Dentists, including personalized congratulatory emails and plaque sponsorships in their honor.



Perfect for Digital Marketers

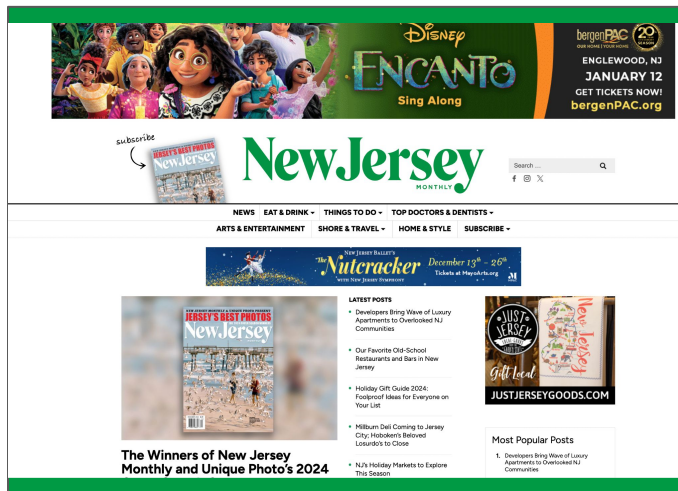
New Jersey
MONTHLY

njmonthly.com

- Ad CTR almost double the national average
- Website engagement above average
- Total views: 1.67 million
- Total Users: 1.51 million

Email Newsletter

- Side Dish average clicks 5.5%
- Weekend Buzz average clicks 4.3%
- Shore Cast average clicks 5.5%
- The Gist average clicks 6.2% (our most highly engaged audience!)
- 4% is the industry average for an audience clicking on content in a newsletter



GET THE BEST OF WHERE WE LIVE

**SENT TO YOUR
INBOX**

EMAIL*

NEWSLETTERS

- ✓ **WEEKEND BUZZ:** Weekly, Events and Entertainment
- ✓ **SIDE DISH:** Weekly, Dining News and Reviews
- ✓ **SHORECAST:** Weekly, Best of the New Jersey Shore
- ✓ **GIST:** Monthly, Top 5 Must-Reads
- ✓ **SPECIALS:** Occasional, Exclusive Contests, Deals and Offers

SIGN ME UP!

Make the right connections

New Jersey

MONTHLY

Contact one of New Jersey Monthly's account executives

DEB O'BRIEN

Advertising Director
973-993-4915

Essex • Morris • Somerset

LISA O'CONNOR

973-993-4888

*Burlington • Camden
Cumberland • Gloucester • Hunterdon
Mercer • Salem • Sussex • Warren*

RAY TALAMINI

973-993-4890

Plus Restaurants throughout NJ



Passaic • Bergen • Hudson

DANIELLE CORTINA

973-993-4885

*Union • Middlesex • Monmouth
Ocean • Atlantic • Cape May*

ALISON DAVIS

973-993-4886

62

media group

Content Marketing Division

Custom Publishing

MELISSA DROZDOFF

Business Development Director

973-993-4884

*A division of
New Jersey Monthly*

Powerful billboard

New Jersey
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Make a bold statement

- Only 2 billboard banner ads available per month
- Video is available to enhance engagement
- Prime placement at the top of njmonthly.com
- Optimized for mobile viewing, ensuring maximum reach
- Size: 1440 x 240

Net rate: \$25/M



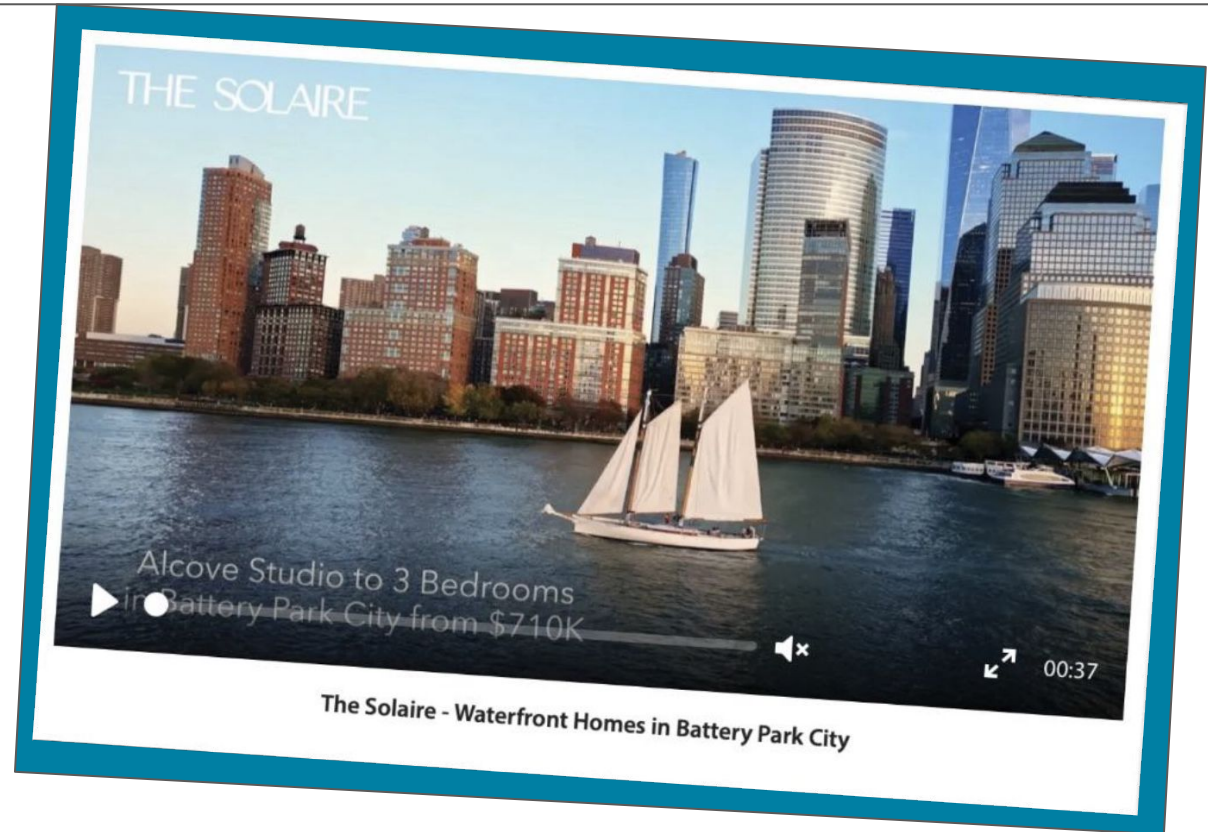
Instant video

Engage your audience

Your video includes:

- Your logo
- A title
- A short description to showcase your brand and capture attention

Net rate: \$15/M



Banner ads

Eye-catching units

Leaderboard

728 x 90 (desktop) Medium Rectangle
300 x 100 (mobile) 300 x 250 (desktop)

- Strategic placement that attracts customers and boost sales
- Approximately 400,000-500,000 impressions a month are available
- Clickable, links to your site

Net rate: \$12/M



Medium rectangle



Leaderboard

Amazing cube

An innovative six-sided cube seamlessly turns and flips, revealing six images that rotate to capture the viewer's attention.

- Elevate your online advertising and leave a lasting impression on your target audience
- Limited to 4 a month
- Size: Six images 300 x 300
- Clickable, links to your site

Net rate: \$22/M



Gallery ad

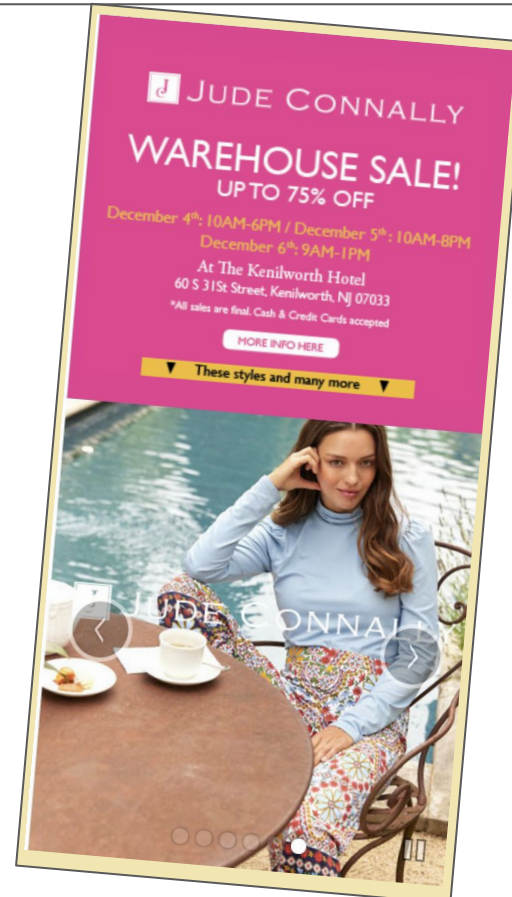
New Jersey

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Harness the power of visually compelling storytelling to spark action

- Command attention with this curated gallery of captivating images, accompanied by an enticing banner strategically placed to drive response
- Clickable, links to your site

Net rate: \$12/M



Advertisement



Image gallery
Click to view



Subscriber newsletters

New Jersey

MONTHLY

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 &
restaurant news
Sent to 30k+ on Thursdays

3

ShoreCast

The most noteworthy
news from the Jersey Shore
21K+, sent Tuesdays, May-September

Net rates:

Position A \$450, Position B \$350,
Position C \$350 • Position D \$250

4

The Gist

Delivered Sunday mornings

- Sent to 22K+ of our most engaged newsletter subscribers
- Our editors' recommended reads, *plus* online exclusives
- All ad positions are reserved exclusively for sponsor

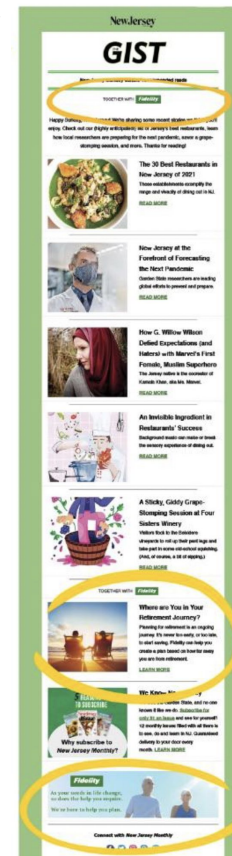
Special Treatment:
Highlighted brand
presence throughout
the newsletter

Net rate: \$500/week
4 week minimum

DEDICATED TO ONLY
ONE ADVERTISER



Your special
ad placement



Your logo

Your logo

Sponsored content package

New Jersey
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A unique opportunity to connect with our audience on a deeper level

- We create a compelling article with client content on njmonthly.com. These pages are *exclusive*, so the only ads that appear are your Leaderboard and Medium Rectangle
- We promote the article through our digital assets: ROS banner ads
- Direct traffic to your article via a Featured highlight on our homepage plus Newsletter ads (4)

Net rates: \$3,995 for one month,
(\$10,800 if purchased without this package)



Custom sponsored newsletter

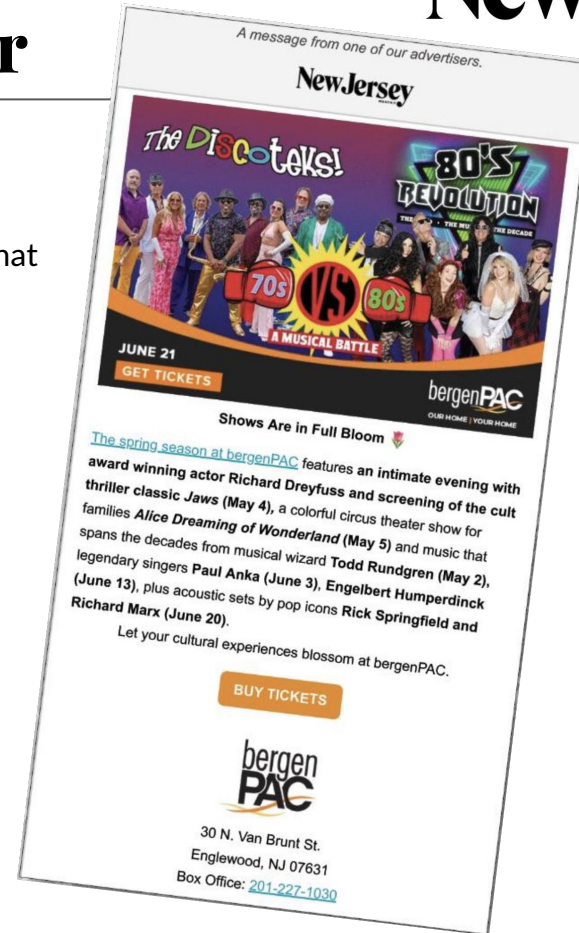
- We collaborate with clients to craft emails to a curated list that generate immediate response.
- Emails are exclusively sent to a highly targeted audience

List size and net rates:

Less than 10K, \$1,595

Between 10K & 40K, \$2,795

More than 40K, \$5,495



Custom social campaign

A unique opportunity to connect with our audience on a deeper level

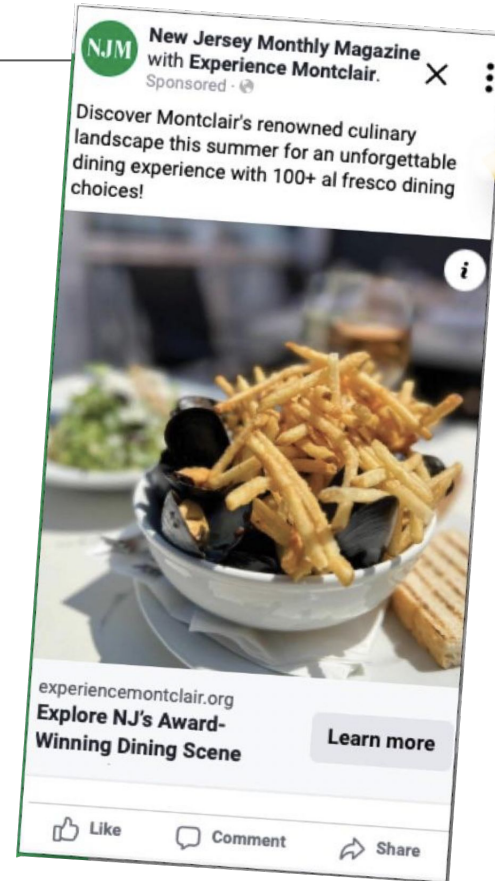
- **Our social media experts leverage** exclusive data provided by our digital audience to tailor your message. Social algorithms deliver posts to your custom audience of potential customers.
- **We guarantee** posts will be seen by your custom audience to the level of impressions promised. (usually far more).
- **Limited number of qualified campaigns** run, providing the level of service and attention your business deserves. Our team continuously monitors your campaign throughout for optimal performance.

3 Campaign Levels. 3 Month Minimum

13M impressions/month: \$525 net per month

26M impressions/month: \$995 net per month

66M impressions/month: \$1,795 net per month



SUCCESS

This campaign worked so well that it far exceeded the promised number of impressions


Local authority digital profile

We can position you as NJ's go-to guru

- Personalized video or image/headshot
- Concise bullet points highlighting your expertise
- Click-through access to a Q&A landing page
- Garden State Guru is prominently positioned WITHIN stories throughout the site
- Category exclusive
- Lead generating page

NEW
FOR
2025

GARDEN STATE GURU




Scenic Landscaping
Mitchell Knapp
(President/Owner)

3 INSIGHTS

- 50 Years of NJ Plant Knowledge
- Want the Yard of Your Dreams?
- How One-Stop Shopping Makes Life Easier

Get in Touch with Us →
Call us today; we are here to bring your property to its utmost potential.



staff@sceniclandscaping.com
973-616-9600



A furniture shop let us know that they sold out of a red chair every time they advertised it.

“I appreciate everyone at New Jersey Monthly. Recognition of being a Top Dentist in New Jersey by NJM has been so impactful for the **growth and success of my practice**, even after being a dental practice for 70 years. Thank you again.”

New Jersey Monthly's social traffic campaigns meet their goals and usually exceed them. One 2024 campaign exceeded its goals by more than five times with more than a million impressions.

A non-profit and a retailer of outdoor living products had remarkably similar experiences. In each case, a reader **tore their ad out of the magazine and took action**. One drove over to the non-profit with the advertisement in hand and made a donation. The other went to the retailer, took the ad out of their pocket, pointed to the featured grill, and said “I want this!”

New Jersey

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DEADLINES



ISSUE	Ad for Production	Press Ready
JANUARY	11/26	11/27
FEBRUARY	12/20	12/23
MARCH	1/23	1/24
APRIL	2/20	2/21
MAY	3/21	3/24
JUNE	4/21	4/22
JULY	5/27	5/28
AUGUST	6/25	6/26
SEPTEMBER	7/24	7/25
OCTOBER	8/27	8/28
NOVEMBER	9/25	9/26
DECEMBER/ JANUARY 26	10/23	10/24

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 to

Upload Final Pdf to Ftp

Web Address

<http://upload.njmonthly.net>

Username njmftp

Password njm1dc

DEADLINE

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 728 x 90
Send all 3 sizes 300 x 100
300 x 250

Amazing Cube 300 x 300

6 Images

Include Captions and Call to Action

Newsletter - Ads Sizes

Leaderboard (A,D) 600 x 130

Medium Rectangle (B,C) 290 x 315

Gist

Call for sponsorship specs

File Requirements

Resolution 72 dpi

Format PNG, JPG or GIF

Color RGB

Images Under 150KB

GIF Under 1MB



PRINT



	12x	6x	3x	1x
COVERS				
Cover 2	\$9,930	10,800	11,545	12,410
Cover 3	8,895	9,680	10,340	11,125
Cover 4	11,685	12,685	13,580	14,580
4 COLOR				
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/W				
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



RATE SHEET 2025

DIGITAL

New Jersey

MONTHLY



STANDARD ADS - Run of Site

Banner Ads	\$12/M
Gallery Ad	\$12/M

PREMIUM ADS - Run of Site

Amazing Cube	\$22/M
Billboard	\$25/M
Instant Video	\$15/M

NEWSLETTER BANNERS

- Weekend Buzz, Side Dish, Shorecast	
Position A	\$450
Positions B & C	\$350
Position D	\$250

SPECIAL OPPORTUNITIES

Gist Takeover	\$500/week (4 wk min)
Sponsored E-Newsletter	\$1,595-\$5,495 (3 levels)
Sponsored Content	\$3,995/month

SOCIAL MEDIA

Paid Partnership Post	\$450
Custom Campaign	\$525 net/month
-13M impressions/month	\$995 net/month
-26M impressions/month	\$1,795 net/month
-66M impressions/month	

The HOME Experience

design **NJ**
NEW JERSEY'S HOME & DESIGN MAGAZINE

+ New Jersey
MONTHLY

PREMIUM EXPOSURE DRIVES SALES

ADVERTISE IN BOTH

New Jersey Monthly, April issue

Design New Jersey, April/May issue

COMBO PACKAGE

- 1/2 page or larger in both magazines *plus receive* \$3,000 in bonus value.

BONUS

- PRINT ¼ page in *Special Section* in both magazines
- DIGITAL Newsletter goes to 10,000 home enthusiasts

The HOME Experience

Local Pros for Your Home and Lifestyle Needs

Special Section

Newsletter

BEAUTIFUL HOME LANDSCAPING

Simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer to a typesetter of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a

CONTACT US for more information

SPECIAL SECTION
In both magazines



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 entertainment, lifestyle, 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.

Who We Are ... NJ Monthly

New Jersey Monthly is the most trusted source for living the good life in New Jersey and has been for 50 years. At the heart of that trust is a dedicated team of reporters, editors, and researchers—the largest of any lifestyle magazine in the state. That's a depth and breadth that you can hold in your hands.

NJM covers restaurants, things to do, entertainment, home and style, the best doctors and dentists in the state, and so much more.

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.