

NEW JERSEY **Family** MEDIA GUIDE 2024



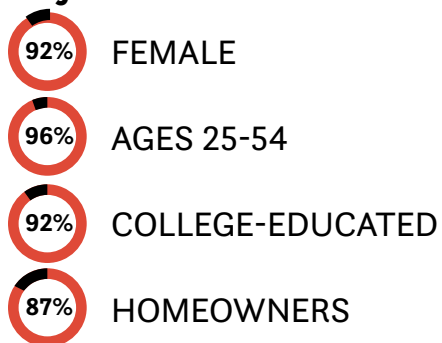
THE STATE'S MOST INFLUENTIAL PARENTING & LIFESTYLE BRAND

New Jersey Family's
passion and purpose is
to be the go-to source
for NJ moms and dads
for everything parenting
and lifestyle: things to
do, health and wellness,
education, travel, food
and fun in New Jersey.

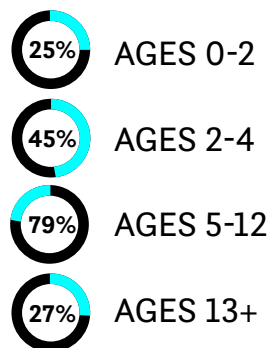


OUR PRINT AUDIENCE

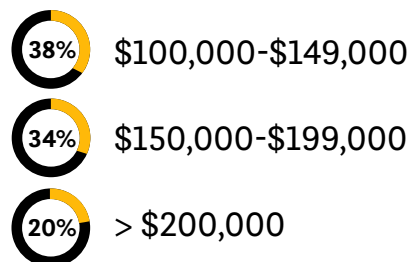
Monthly Readers



Their children are...



Their household income is ...





OUR DIGITAL AUDIENCE



How old are they?



njfamily.com is experiencing explosive YOY growth, with an average of **400K monthly page views**.

83.3% of our audience accesses njfamily.com via mobile devices

We cover it all—from local events throughout the state (100+ added weekly) to the best things to do in and around NJ to the latest parenting and lifestyle trends.

Circulation + Distribution

NEW JERSEY FAMILY CIRCULATION:

30,000

MAGAZINES MAILED PER ISSUE

50,000

MAGAZINES MAILED FOR
DECEMBER ISSUE

New Jersey Family magazine is delivered to individual mailboxes throughout NJ with the majority of readership in the following counties:

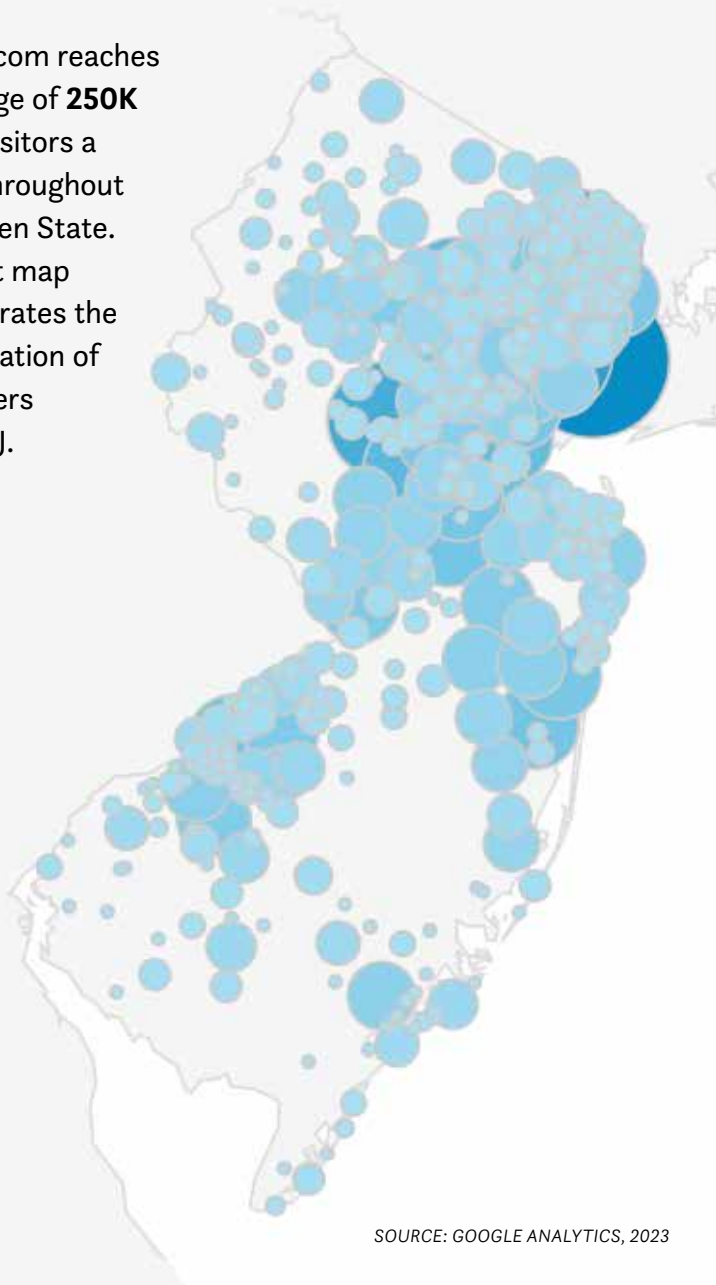
BERGEN
ESSEX
HUDSON
HUNTERDON
MERCER
MIDDLESEX
MONMOUTH
MORRIS
PASSAIC
SOMERSET
UNION

Distribution includes portions of these counties.



Our Digital Reach Extends Across NJ

njfamily.com reaches an average of **250K** unique visitors a month throughout the Garden State. This heat map demonstrates the concentration of our readers across NJ.



SOURCE: GOOGLE ANALYTICS, 2023



Connect Through New Jersey Family's Platforms

DIGITAL

njfamily.com reaches **250K** unique visitors a month, providing the best things to do in NJ with and without the kids plus all things parenting, health, education, travel, food and drink, fun, self-care and more.

PRINT

We mail to **30-50K** homes in NJ with kids ages 2-18 and an average household income of \$150,000+.

EMAIL

We have **30K** engaged subscribers with an average open rate of 33% for both editorial and dedicated emails from our advertising partners.

SOCIAL

New Jersey Family has more than **126K** engaged followers across all of its social media platforms.

STREAMING TV

Showcase your message ON NJ, the state's leading streaming service and premier NJ Family partner

CUSTOM CONTENT

From Ask the Expert interviews to branded digital destinations and more, we'll tell your story to engaged New Jersey families.



DIGITAL OFFERINGS

Digital Ads

njfamily.com

- Category-Exclusive Adhesion Ads
- Custom Dynamic Ads
- Section Roadblocks
- Geotargeted ad capabilities

Email Marketing

- Newsletter Advertising
- Dedicated E-Blasts
- Geo-Targeted Messaging

Video

Ask us about our custom video capabilities to tell your brand story.

- Showcase your video to our growing digital audience.

Social Media

- Sponsored Facebook and Instagram posts
- Custom reels

Directories

- Our directories (Health, Education, Childcare, Camps and more) will help you get noticed.



Partner with *New Jersey Family* to Amplify Your Message!

Our premium partners include:



Dynamic Marketing Solutions



VIDEO LEADERBOARD

Largest share of voice placement on the page. High impact, dynamic unit combines company branding with embedded video and URL. Client provides:

- Ad copy
- Company logo
- YouTube video URL link

THE CUBE

Rotating images gives this ad the WOW! factor. Client provides:

- 6 images: gif, png or jpeg only
- 4 to 6 sentences to promote your company (max 10 words per sentence)
- Company logo
- Website URL

THE SLIDE-IN

This high-impresion ad unit slides in and out of every article page from the left rail. Continuous movement is eye catching and compelling. Client provides:

- Ad creative / 300 x 600 px
- Website URL



SPONSORSHIP OPPORTUNITIES

Content Hubs

- An inclusive destination on a dedicated topic with your branding and custom content

Custom Publishing

- Branded custom magazine mailed to targeted demographic of your choice

Page Takeovers

- Showcase your brand message with roadblocked ads on njfamily.com's most highly-trafficked pages

Protecting and Celebrating Nature in New Jersey

SPONSORED BY

The Nature Conservancy



Exploring New Jersey's Natural Beauty: 20 Spots to Visit

Put these natural gems on your bucket list!



How to See Four Great Migrations Happening in NJ This Fall

Watch birds and butterflies move along the Atlantic Flyway

Calendar

SEARCH OUR CALENDAR

 **Five Star Swim School's Pumpkin Plunge Halloween Party**
OCT 08 - 22, 2023

 **Let's Talk Women's Health & Wellness**
OCT 21
8:30 AM - 4:30 PM

OCTOBER						
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31	1	2	3	4
5	6	7	8	9	10	11

Search for...

SEARCH

POST VIEW


New Jersey Nature Co...
Follow Page 57K followers

New Jersey Nature Conservancy
on Friday

It's Friday the 13th! Did you know that the 1980 horror movie classic Friday the 13th was filmed right here in The Garden State? The film set took place at Boy Scout Camp No-Be-Bo-Sco in the town of Hardwick. It just so happens that the site, which doubled for Camp Crystal Lake in the film, also borders...The Nature Conservancy's very own Blair Creek Preserve!

Is it possible that Jason Voorhees could have traversed the trails at Blair Creek at one time or another? We may never know...spooky!

Photo Credit: Tyler Christensen



SPONSORSHIP OPPORTUNITIES

Ask the Expert

- Position yourself as an authority in your field with relevant sponsored content on njfamily.com.

Custom Video

- Tell your brand story with documentary-style video

Custom Programs + Sponsored Content

- Ask us how we can create a program customized to meet your marketing needs.

Ask the Expert



HEALTHY FAMILIES

How Healthy Choices Can Reduce Your Cancer Risk



ASK THE EXPERT

Helping Your Child Champion Inclusivity In The Classroom



ASK THE EXPERT

Nurturing Children with Autism: Tips to Manage Challenging Behaviors



ASK THE EXPERT

Should We Label Children with Special Needs? Weighing the Pros and Cons



ASK THE EXPERT

Get to Know the Expert Team at The Pediatric Orthopedic Center



ASK THE EXPERT

How Flexible Seating in Classrooms Helps Students Soar



ASK THE EXPERT

Should I Become a Surrogate? Here's What You Should Know



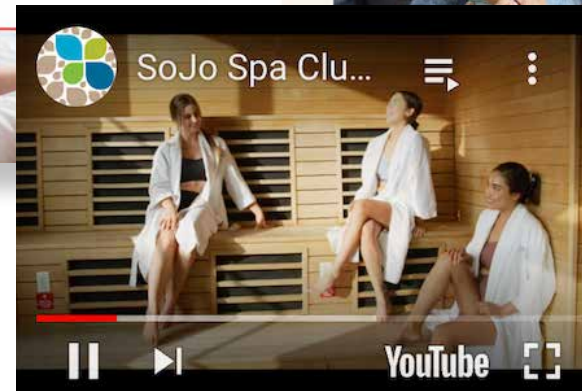
HEALTHY FAMILIES

Make the Most of Your School-Age Child's Well Check



HEALTH

Mental Wellness Check-In with Kids



FROM OUR SPONSOR

apexsocialgroup
Childcare as unique as your family

ASK THE EXPERT

Should We Label Children with Special Needs? Weighing the Pros and Cons

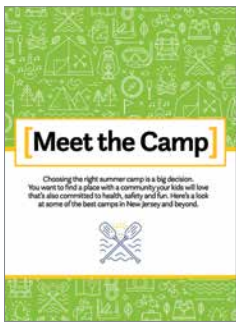
Apex Social Group looks at the meaning behind labeling your child with special needs, a disability or as neurodiverse

BY NICOLE KNICELY, APEX SOCIAL GROUP | Published: July 14, 2023



Special Profile Sections

PUBLISHED IN PRINT AND ONLINE



Meet the Camp

FEBRUARY:
SPECIAL CAMP
PROFILE SECTION
INSIDE BIG BOOK
OF CAMPS



**NJ's Best Lawyers
for Families**

APRIL:
READERS
SHARE THE
LAWYERS THEY
RECOMMEND



**Women-Owned
Businesses**

**SUMMER: GET
TO KNOW NJ'S
INNOVATIVE AND
TRAILBLAZING
WOMEN-OWNED
BUSINESSES**



**Innovations in
Healthcare**

**SUMMER &
ONLINE ONLY:**
HEALTHCARE
& HOSPITAL
PROFILES



Meet the School

SEPTEMBER:
SPECIAL SCHOOL
PROFILE SECTION
INSIDE BIG BOOK
OF EDUCATION



**Caring for Your
Aging Parents**

DECEMBER:
GET TO KNOW
NJ'S PREMIER
SENIOR
OFFERINGS



**NJ's Favorite
Kids' Docs**

DECEMBER:
ANNUAL LIST
OF READER-
RECOMMENDED
PEDIATRIC
PROFESSIONALS



PRINT GUIDE PERKS

HIGHLY-TARGETED CONTENT /// LONGER SHELF LIFE

2024 Editorial Planner

		PROFILE RESERVATION	SPACE DEADLINE	CAMERA READY ART DUE
FEB	BIG BOOK OF CAMPS	DEC 2023	DEC 2023	JAN
Mailing: Feb. 2 (2024)	<ul style="list-style-type: none"> ■ Pre-Camp Health and Dental Checkups ■ Find the Right Camp ■ Preschool Camps ■ Camp Roundup (Arts, Sports, STEM + More) ■ Special Needs Camps <i>Advertising Sections: Camp Profiles / Summer Field Trips</i>	4	20	9
APRIL	BEST NJ LAWYERS FOR FAMILIES	FEB	FEB	FEB
Mailing: Apr. 1	<ul style="list-style-type: none"> ■ Real NJ: How Northern, Central or Southern NJ Are You? + Garden State Top Spots by Region ■ Community Gardens in NJ / How to Join a CSA ■ Buying or Selling Your Home: Tips from the Pros ■ Before + After: Home Makeovers <i>Profiles: Best NJ Lawyers for Families</i> <i>Advertising Sections: Day Trips for Families / Dining Out in NJ</i>	5	16	23



2024 Editorial Planner

CONTINUED

		PROFILE RESERVATION	SPACE DEADLINE	CAMERA READY ART DUE
SUMMER	NJ BABY / MOMPREENEUR OF THE YEAR / SUMMER GUIDE	MAY	MAY	MAY
Mailing: June 25	<ul style="list-style-type: none"> NJ's Best Fairs and Festivals NJ Shore Guide Momprenneur of the Year Family Road Trips NJ BABY SPECIAL SECTION: <ul style="list-style-type: none"> Trouble Getting Pregnant? When to Seek Help from a Specialist Postpartum Depression Dream Nurseries Choosing a Pediatrician <i>Profiles: Women-Owned Businesses</i> <i>Advertising Sections: Summer Getaways / Day Trips</i>	6	17	24
SEPT	BIG BOOK OF EDUCATION	JUL	JUL	JUL
Mailing: Aug. 23	<ul style="list-style-type: none"> Back to School Health Checkup Preschool/Daycare Private School Managing Your Child's Stress How to Make the Most of Your Child With Special Needs' IEP <i>Profiles: Meet the School</i> <i>Advertising Sections: Academic Enrichment / Fall Day Trips</i>	9	16	24
DEC	KIDS' HEALTH / HOLIDAY GIFT GUIDE / RAISING TEENS	SEP	OCT	OCT
Mailing: Nov. 18	<ul style="list-style-type: none"> NJ's Favorite Kids' Docs: The List Holiday Gift Guide Outdoor Winter Fun in NJ NJ's Best Holiday Attractions Starting the Summer Camp Search Holiday Theater and Shows <ul style="list-style-type: none"> What Your Pediatrician Wishes You Knew Common Dental Emergencies + How to Solve Them Diabetes and Kids Social Media and Your Teen Navigating Divorce <i>Profiles: New Jersey's Favorite Kids' Docs</i> <i>Advertising Sections: Annual Private School Previews / Day Trips In and Around NJ / Family Vacation Planner</i>	16	11	21

Year-Round Digital Sponsorship Opportunities

Showcase your content on these highly-engaged pages:

- **Free Things to Do in NJ** / monthly
- **Best Fairs and Festivals in NJ** / monthly
- **Things to Do in NJ This Weekend** / weekly
- **Event Calendar Sponsorship**—Reach users on one of our most highly-trafficked pages.
- **Best of NJ:** We showcase NJ's most charming towns, highly-ranked schools, favorite restaurants and more of what makes the Garden State great.
- Display your local targeted message on our County and Town Pages.

PLUS:

Ask us what's trending for a chance to showcase your message on our viral digital content!





2024 Digital Planner

JANUARY / FEBRUARY	<ul style="list-style-type: none"> ■ Winter Fun in New Jersey ■ 50 Things to Do Indoors ■ The Best Skiing In and Around NJ ■ Where to Go Snowtubing and Snowboarding ■ Best Indoor Waterparks for a Quick Winter Getaway ■ Super Bowl: Restaurant Deals, Spots for Chicken Wings + Catering Ideas ■ Next-Level Restaurants to Celebrate Valentine's Day ■ Indoor Play Places ■ Kid-Friendly Rock Climbing Gyms ■ Ice Skating in NJ
MARCH / APRIL	<ul style="list-style-type: none"> ■ Late Winter / Early Spring Things to Do ■ St Patrick's Day Parades and Fun in NJ ■ Easter Egg Hunts ■ Easter Breakfasts, Brunches and Photos with the Bunny ■ Waterfalls in NJ ■ Best Places to See Cherry Blossoms ■ Earth Day Celebrations
MAY /JUNE	<ul style="list-style-type: none"> ■ Spring in NJ ■ Mother's Day Brunch Spots ■ Must-See Gardens in NJ ■ Food Truck Festivals ■ Things to Do Memorial Day Weekend ■ Pick Your Own Cherries in NJ ■ Best Places to Dine Out on Father's Day ■ 50 Things to Do Outdoors
JULY / AUGUST	<ul style="list-style-type: none"> ■ Summer in NJ ■ 4th of July Fireworks and Parades ■ Summer Food Truck Festivals + Street Fairs ■ Free Outdoor Movies and Concerts ■ 50 Free Things to Do in NJ in the Summer ■ Pick Your Own Peaches, Cherries and Blueberries ■ Jersey Shore Gems + Free Beaches ■ Our Favorite Boardwalks ■ NJ's Best Lakes ■ Best Spots to Go Tubing ■ Inflatable Obstacle Courses ■ Spraygrounds to Keep the Kids Cool ■ Whitewater Rafting



2024 Digital Planner

CONTINUED

SEPTEMBER	<ul style="list-style-type: none">■ Back to School / Late Summer + Early Fall Fun■ Your Guide to a Better School Year■ Academic Enrichment in NJ■ Educational Field Trip Ideas■ Dealing with Back-to School Jitters■ Things to Do Labor Day Weekend■ Pick Your Own Apples■ Where to Buy Apple Cider Doughnuts■ NJ's Best Fall Destinations
OCTOBER	<ul style="list-style-type: none">■ Fall Fun / Halloween■ Best Places to See Fall Foliage in NJ■ Fall Festivals and Oktoberfests■ Where to Pick Your Own Pumpkins■ NJ's Best Pumpkin Spice Treats■ Halloween Attractions for All Ages■ Corn Mazes■ Halloween Houses and Towns■ Jack-o-Lantern Events■ Haunted Hayrides
NOVEMBER	<ul style="list-style-type: none">■ Thanksgiving / Holidays■ Where to Cater or Eat Out on Thanksgiving■ Where to Buy Your Turkey■ Holiday Gift Guide■ Where to Cut Your Own Christmas Tree■ Best Free Holiday Lights■ NJ's Must-See Holiday Attractions■ The Best Holiday Theaters: Musicals, Plays + More
DECEMBER	<ul style="list-style-type: none">■ Holiday Fun in NJ■ Holiday Attractions in NJ■ Guide to Holiday Lights■ Christmas Pop Up Bars■ NJ's Best Christmas Markets■ Magical Places to Visit During the Holidays■ Best Winter Fun Break■ Things to Do on New Year's Eve (With and Without Kids)

Email Sponsorship Opportunities

Showcase your message in our highly-engaged themed emails.

JANUARY

Find the Right Private School
Faith-Based Education

FEBRUARY

Private School Open Houses

MARCH

Vacation Planner

APRIL

Special Needs

MAY

Self-Care

JUNE

Last-Minute Camps

JULY

Summer Day Trips

OCTOBER

Private School Open Houses
Fall Fun in NJ

NOVEMBER/DECEMBER

Holiday Fun in NJ





Let's Chat!

ACHIEVE YOUR MARKETING GOALS. PARTNER WITH US.

CONTACT MARCY HOLETON: [**marcy@njfamily.com**](mailto:marcy@njfamily.com)