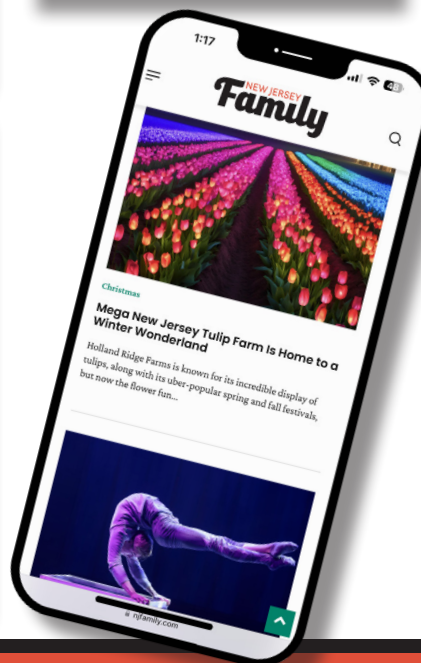
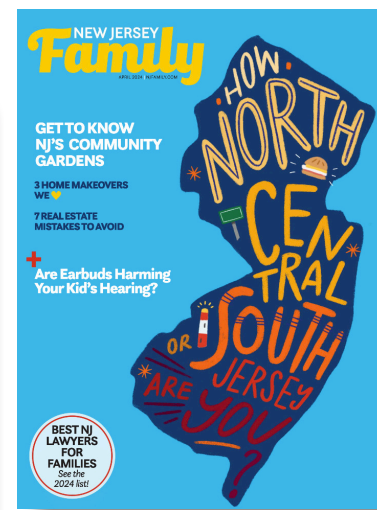


# NEW JERSEY Family

## MEDIA GUIDE 2025



THE STATE'S MOST INFLUENTIAL PARENTING & LIFESTYLE BRAND



# Table of Contents

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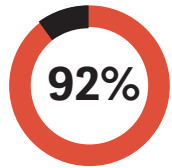
***New Jersey Family's***  
passion and  
purpose is to be  
the go-to source  
for NJ moms and  
dads for everything  
parenting and  
lifestyle: things  
to do, health and  
wellness, education,  
travel, food and  
fun in New Jersey  
and beyond.



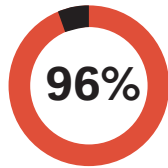


# Print Audience

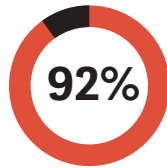
## MONTHLY READERS



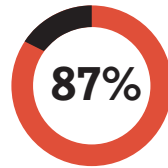
Female



Ages 25-54

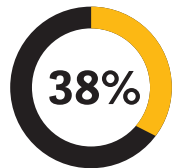


College-educated

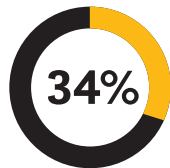


Homeowners

## THEIR HOUSEHOLD INCOME IS ...



\$100,000-\$149,000

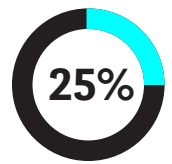


\$150,000-\$199,000

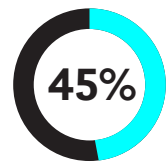


> \$200,000

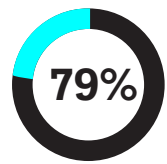
## THEIR CHILDREN ARE...



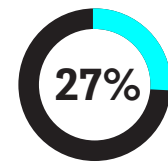
Ages 0-2



Ages 2-4



Ages 5-12



Ages 13+

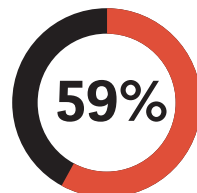




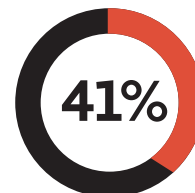


# Digital Audience

## GENDER

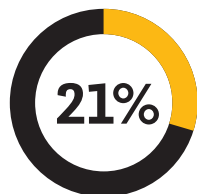


Female

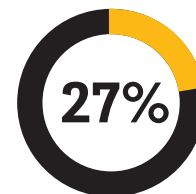


Male

## HOW OLD ARE THEY?



Between ages 25-34



Between ages 35-44



Between ages 45-54

A total of **1.7 million users** visited njfamily.com in the past year, with 75% of users accessing New Jersey Family content on 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.

SOURCE: GOOGLE ANALYTICS, 2024





# Circulation + Distribution

NEW JERSEY FAMILY CIRCULATION:

**30K** PER ISSUE

*New Jersey Family* magazine is delivered to individual mailboxes throughout NJ with the majority of readership in the following counties, along with steady growth throughout southern NJ:

BERGEN  
ESSEX  
HUDSON  
HUNTERDON  
MERCER  
MIDDLESEX  
MONMOUTH  
MORRIS  
PASSAIC  
SOMERSET  
UNION

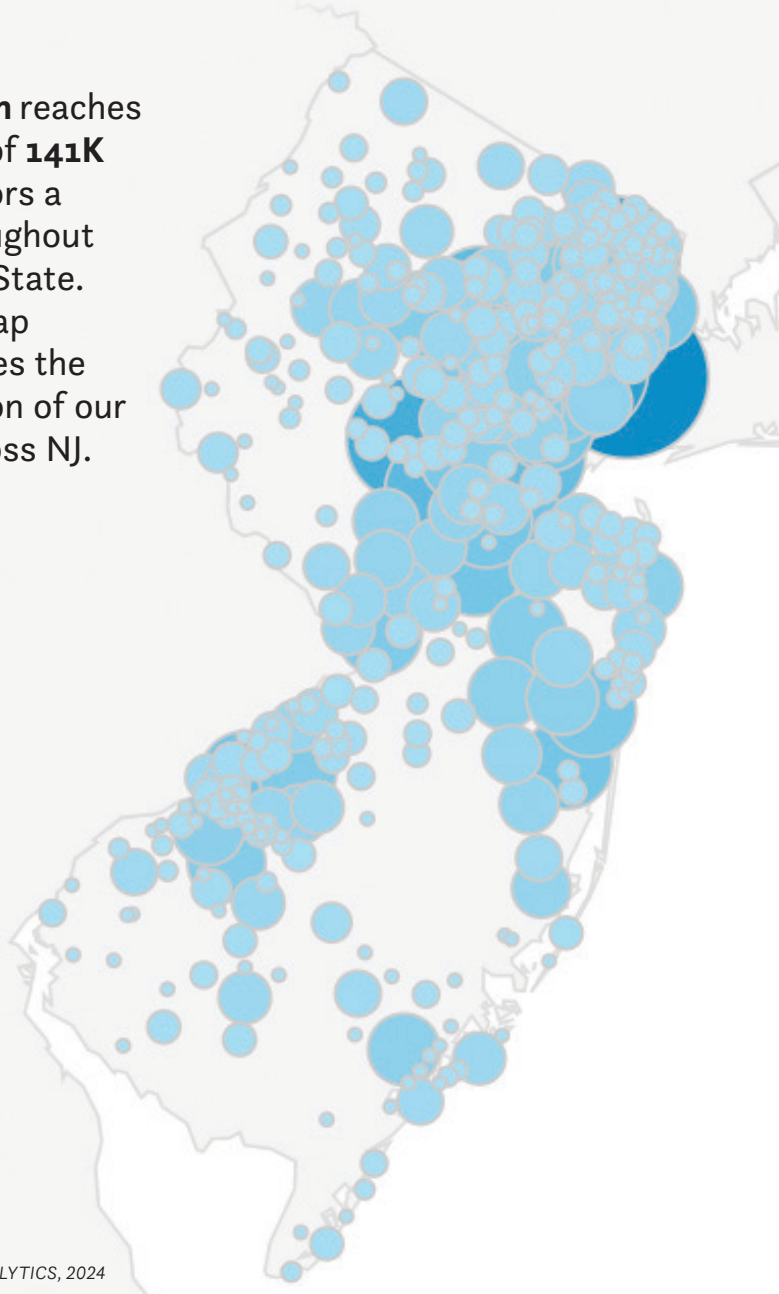
Distribution includes portions of these counties.





# Our Digital Reach Extends Across NJ

**njfamily.com** reaches an average of **141K** unique visitors a month throughout the Garden State. This heat map demonstrates the concentration of our readers across NJ.



SOURCE: GOOGLE ANALYTICS, 2024





# Connect Through New Jersey Family's Platforms



## DIGITAL

**njfamily.com** reaches **141K** 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 **30K** homes in NJ with kids ages 2-18 and an average household income of \$150,000+ .



## EMAIL

We have **27K** 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.



## CUSTOM EVENTS

Ask us how you can sponsor an event for engaged NJ moms!

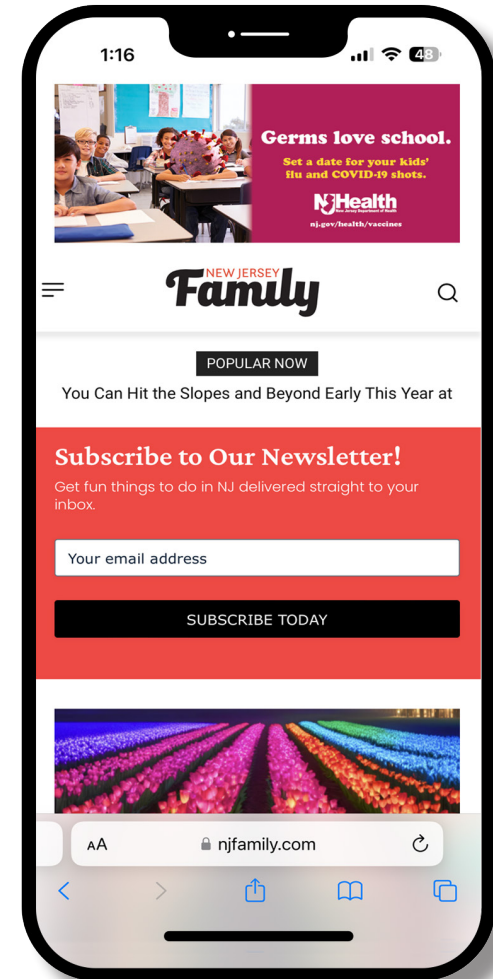
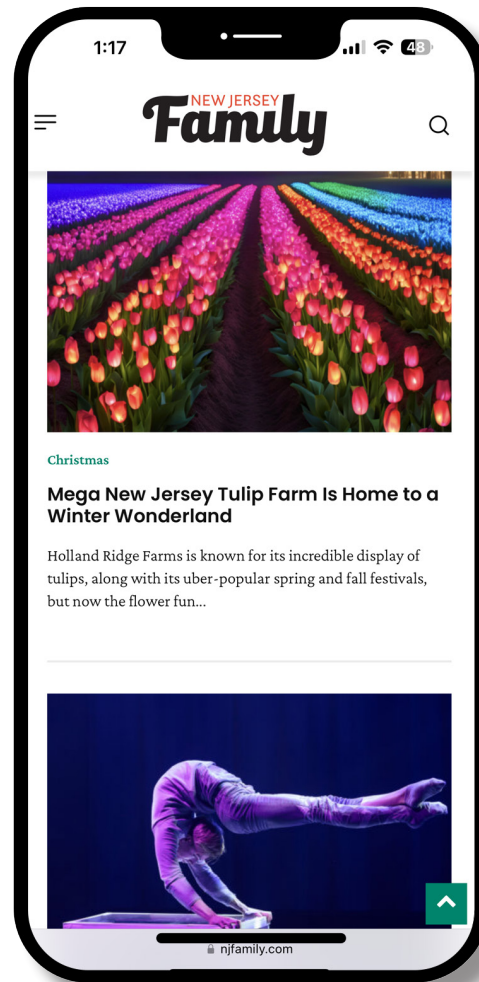
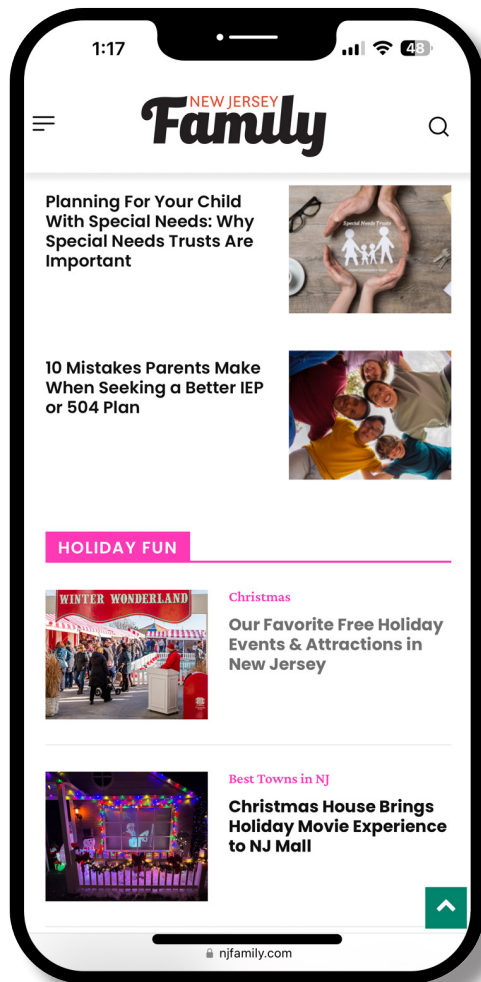






# New for 2025: Our Relaunch Site

The new njfamily.com showcases more engaging content, more ad units and a more user-friendly responsive design.







# Digital Offerings

## DIGITAL ADS

[njfamily.com](https://njfamily.com)

- Category-Exclusive Adhesion Ads
- Custom Dynamic Ads
- Section Roadblocks
- Geotargeted Ad Capabilities

---

## EMAIL MARKETING

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

---

## SOCIAL MEDIA

- Sponsored Facebook and Instagram posts
- Custom Reels

---

## DIRECTORIES

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

---

## VIDEO

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







# Partner with New Jersey Family to Amplify Your Message!

Our premium partners include:

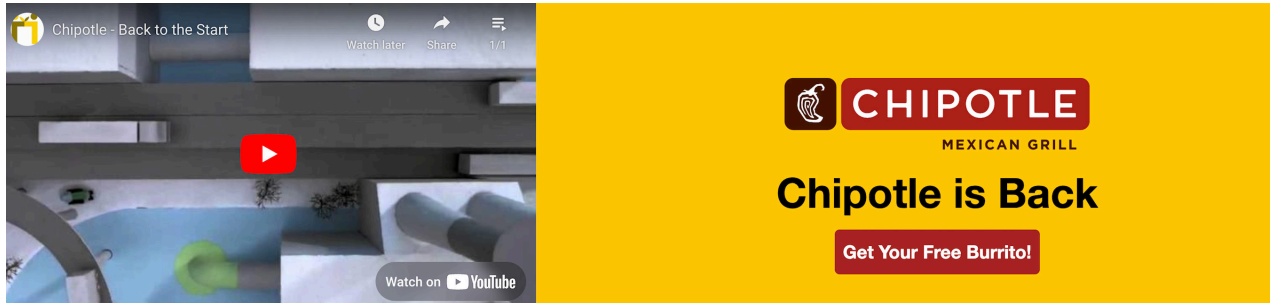


Atlantic  
Health System





# 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-impression 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



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

13





# Sponsorship Opportunities

## ASK THE EXPERT

- Position yourself as an authority in your field with relevant sponsored content on [njfamily.com](https://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

Ask the Expert

#### Expert Tips for a Successful Transition from Middle to High School

Transitioning from middle school to high school is a significant milestone in your child's academic journey. A structured routine helps teens manage their time...



### FROM OUR SPONSOR



Home > Ask the Expert > Au Pair Childcare: Your Top 5 Questions Answered

#### Au Pair Childcare: Your Top 5 Questions Answered

*The experts at Cultural Care Au Pair explain the benefits and cost of an au pair plus how to find the right match for your family*

By Kathy Lawrie

February 29, 2024

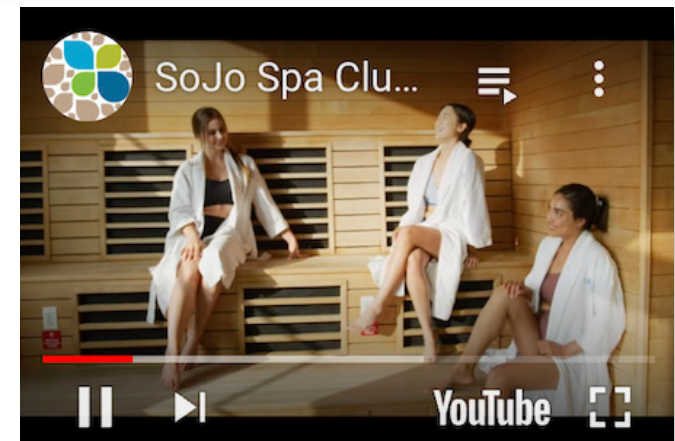


Ask the Expert

#### Common Mistakes Parents Make When Seeking a Better IEP or 504 Plan

Ask the Expert

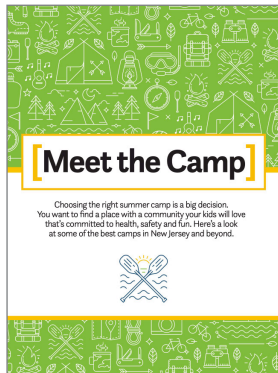
#### Celebrate Fall With Your Family in Hunterdon County





# 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

**APRIL:**  
Readers share the lawyers they recommend



## TRAILBLAZERS IN ORTHOPEDIC CARE

**APRIL:**  
Special Section highlighting NJ's leading orthopedic specialists



## NJ HOME

**SUMMER:**  
Get to know NJ's leaders in home improvement + design



## MEET THE SCHOOL

**SEPTEMBER:**  
Special School Profile Section inside Big Book of Education



## NJ'S FAVORITE KIDS' DOCS

**DECEMBER:**  
Annual list of reader-recommended pediatric professionals



## PRINT GUIDE PERKS

HIGHLY-TARGETED CONTENT /// LONGER SHELF LIFE





**NEW JERSEY**  
**Family**  
2025 Editorial Planner

		PROFILE RESERVATION	SPACE DEADLINE	CAMERA READY ART DUE
<b>FEB</b>	<b>BIG BOOK OF CAMPS</b>	<b>DEC 2024</b>	<b>JAN</b>	<b>JAN</b>
<b>Mailing: Feb. 4</b>	<ul style="list-style-type: none"><li>■ Health Checklist: Allergies, Ticks, Sun Safety &amp; More</li><li>■ Preschool &amp; Daycare Camps</li><li>■ Day Camp vs. Overnight Camp: Which is Right for Your Child?</li><li>■ Specialized Day Camps: Find a Camp For Every Interest</li></ul> <p><i>Profiles: Meet the Camp</i> <i>Advertising Section: Summer Field Trips</i></p>	<b>18</b>	<b>6</b>	<b>13</b>
<b>APRIL</b>	<b>BEST NJ LAWYERS FOR FAMILIES</b>	<b>FEB</b>	<b>FEB</b>	<b>FEB</b>
<b>Mailing: Mar. 25</b>	<ul style="list-style-type: none"><li>■ Garden State: Exploring Natural NJ: Parks, Trails + Beyond</li><li>■ NJ Eats: Kid-Friendly Restaurants, Date Night Spots + More</li><li>■ Daycare vs. Nanny/Au Pair: Which is Right for You?</li><li>■ Self-Care for Moms: Fitness, Cosmetic Procedures + Beyond</li></ul> <p><i>Profiles: Best NJ Lawyers for Families</i> <i>Advertising Sections: Spring Family Fun / Dining Out in NJ</i></p>	<b>6</b>	<b>20</b>	<b>27</b>



# 2025 Editorial Planner **CONTINUED**

PROFILE  
RESERVATION

SPACE  
DEADLINE

CAMERA  
READY  
ART DUE

SUMMER	NJ HOME / NJ BABY / SUMMER GUIDE	MAY	MAY	JUNE
<b>Mailing:</b> June 24	<div> <div> <ul style="list-style-type: none"> <li>■ Best Fairs and Festivals</li> <li>■ Jersey Shore + Family Staycation Ideas</li> <li>■ Vacation Inspo: Overseas Destinations, Road Trips + More</li> <li>■ Summer Academic Enrichment</li> <li>■ Helping Kids Cope With the Loss of a Pet</li> <li>■ Home Improvements That Add Value</li> <li>■ Outdoor Living: Transforming Your Backyard into a Family Oasis</li> </ul> </div> <div> <ul style="list-style-type: none"> <li>■ Renovation or Relocation? What Realtors Recommend</li> <li>■ Understanding Common Pediatric Orthopedic Issues</li> <li>■ Sports Injuries in Kids: Prevention, Treatment, and Recovery</li> <li>■ How to Talk to Your Child About Sadness and Depression</li> </ul> </div> </div> <div> <b>NJ BABY:</b> <ul style="list-style-type: none"> <li>■ Navigating the First Pediatrician Visits: What to Expect and Questions to Ask</li> <li>■ Dental Dos and Don'ts for Baby</li> <li>■ How to Establish a Daily Schedule with Your Newborn</li> <li>■ Creating a Safe Sleep Environment: What Every Parent Should Know About SIDS Prevention</li> <li>■ Nurseries We Love</li> </ul> </div> <div> <i>Profiles: NJ's Leaders in Orthopedics / Meet the Home Improvement Experts</i>  <i>Advertising Sections: Summer Family Fun / Vacation Planner</i> </div>	6	28	4
SEPT	BIG BOOK OF EDUCATION	JUL	JUL	JUL
<b>Mailing:</b> Aug. 26	<div> <div> <ul style="list-style-type: none"> <li>■ Back to School Health Checkup</li> <li>■ Guide to Finding the Right Preschool/Daycare</li> <li>■ Find the Right Private School For Your Kid</li> <li>■ Empowering Your Child with Dyslexia in School and Beyond</li> <li>■ AI in Education: How Artificial Intelligence is Changing the Classroom</li> </ul> </div> <div> <ul style="list-style-type: none"> <li>■ Stress and School: Helping Your Child Cope with Academic Pressure</li> <li>■ Academic Enrichment Guide</li> <li>■ Educational Field Trips + Assemblies</li> <li>■ How to Balance Support and Independence for Your High Schooler</li> <li>■ Financial Aid 101: What Parents Need to Know About Paying for College</li> </ul> </div> </div> <div> <i>Profiles: Meet the School</i>  <i>Advertising Sections: Academic Enrichment / Fall Family Fun</i> </div>	9	16	23





2025 Editorial Planner **CONTINUED**

PROFILE  
RESERVATION

SPACE  
DEADLINE

CAMERA  
READY  
ART DUE

DEC	KIDS' HEALTH / HOLIDAY GIFT GUIDE / RAISING TEENS	SEP	OCT	OCT
<b>Mailing: Nov. 18</b>	<ul style="list-style-type: none"><li>■ NJ's Favorite Kids' Docs: The List</li><li>■ Holiday Gift Guide: Kids, Moms, Pets + Beyond</li><li>■ Outdoor Winter Fun in NJ</li><li>■ NJ's Best Holiday Attractions</li><li>■ Holiday Theater and Shows</li><li>■ Jersey Shore Christmas: Holiday Celebrations Along the Shore</li><li>■ Common Kids' Health Myths Debunked</li></ul> <p><i>Profiles: New Jersey's Favorite Kids' Docs</i></p> <p><i>Advertising Sections: Annual Private School Previews / Winter Family Fun / Family Vacation Planner</i></p>	<b>16</b>	<b>7</b>	<b>14</b>



## Editorial Planner **CONTINUED**

		PROFILE RESERVATION	SPACE DEADLINE	CAMERA READY ART DUE
SUMMER	NJ HOME / NJ BABY / SUMMER GUIDE	MAY	MAY	JUNE
<b>Mailing: June 24</b>	<ul style="list-style-type: none"> <li>■ Best Fairs and Festivals</li> <li>■ Jersey Shore + Family Staycation Ideas</li> <li>■ Vacay Inspo: From Overseas to Road Trips</li> <li>■ Academic Enrichment When School's Out</li> <li>■ Helping Kids Cope With the Loss of a Pet</li> <li>■ Home Improvements That Add Value: Where to Invest</li> </ul> <p><b>NJ BABY:</b></p> <ul style="list-style-type: none"> <li>■ Navigating the First Pediatrician Visits: What to Expect and Questions to Ask</li> <li>■ Dental Dos and Don'ts for Baby</li> <li>■ How to Establish a Daily Schedule with Your Newborn</li> <li>■ Outdoor Living: Transforming Your Backyard into a Family Oasis</li> <li>■ Renovation or Relocation? What Realtors Recommend for Growing Families</li> <li>■ Feeling Down or Something More? How to Talk to Your Child About Sadness and Depression</li> <li>■ Creating a Safe Sleep Environment: What Every Parent Should Know About SIDS Prevention</li> <li>■ Nurseries We Love</li> </ul> <p><i>Profiles: Meet the Home Improvement Experts</i> <i>Advertising Sections: Summer Family Fun / Vacation Planner</i></p>	6	28	4
SEPT	BIG BOOK OF EDUCATION	JUL	JUL	JUL
<b>Mailing: Aug. 26</b>	<ul style="list-style-type: none"> <li>■ Back to School Health Checkup</li> <li>■ Guide to Finding the Right Preschool/Daycare</li> <li>■ Find the Right Private School For Your Kid</li> <li>■ Empowering Your Child with Dyslexia in School and Beyond</li> <li>■ AI in Education: How Artificial Intelligence is Changing the Classroom</li> <li>■ Stress and School: Helping Your Child Cope with Academic Pressure</li> <li>■ Academic Enrichment Guide</li> <li>■ Educational Field Trips + Assemblies</li> <li>■ How to Balance Support and Independence for Your High Schooler</li> <li>■ Financial Aid 101: What Parents Need to Know About Paying for College</li> </ul> <p><i>Profiles: Meet the School</i> <i>Advertising Sections: Academic Enrichment / Fall Family Fun</i></p>	9	16	23
DEC	KIDS' HEALTH / HOLIDAY GIFT GUIDE / RAISING TEENS	SEP	OCT	OCT
<b>Mailing: Nov. 18</b>	<ul style="list-style-type: none"> <li>■ NJ's Favorite Kids' Docs: The List</li> <li>■ Holiday Gift Guide: Kids, Moms, Pets + Beyond</li> <li>■ Outdoor Winter Fun in NJ</li> <li>■ NJ's Best Holiday Attractions</li> <li>■ Holiday Theater and Shows</li> <li>■ Jersey Shore Christmas: Holiday Celebrations Along the Shore</li> <li>■ Common Kids' Health Myths Debunked</li> <li>■ The Surprising Impact of Diet on Your Kid's Dental Health</li> <li>■ Anxiety and Your Kid: Help Them at Home and in School</li> <li>■ A Mom's Guide to Managing Holiday Stress</li> <li>■ Holiday Volunteering with the Kids</li> <li>■ Starting the Summer Camp Search</li> </ul> <p><i>Profiles: New Jersey's Favorite Kids' Docs</i> <i>Advertising Sections: Annual Private School Previews / Winter Family Fun / Family Vacation Planner</i></p>	16	7	14



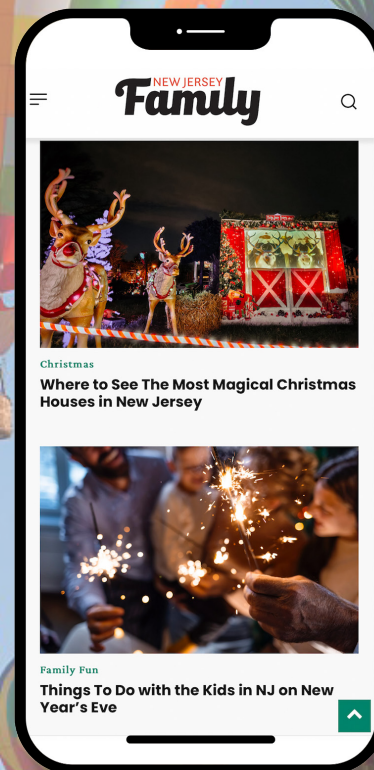
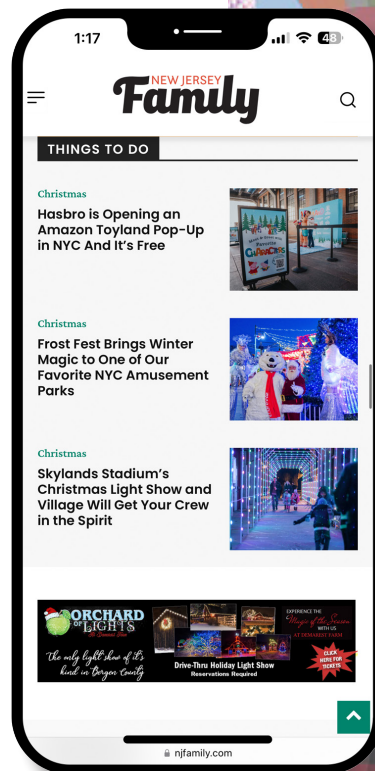
# Year-Round Digital Sponsorship Opportunities

## 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!





# 2025 Digital Planner

## JANUARY / FEBRUARY

- 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
- Kid-Friendly Rock Climbing Gyms
- Ice Skating in NJ

## MARCH / APRIL

- 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

- 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

- 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 Cool
- Whitewater Rafting







# 2025 Digital Planner

CONTINUED



SEPTEMBER	<ul style="list-style-type: none"><li>▪ Back to School / Late Summer + Early Fall Fun</li><li>▪ Your Guide to a Better School Year</li><li>▪ Academic Enrichment in NJ</li><li>▪ Educational Field Trip Ideas</li><li>▪ Dealing with Back-to School Jitters</li><li>▪ Things to Do Labor Day Weekend</li><li>▪ Pick Your Own Apples</li><li>▪ Where to Buy Apple Cider Doughnuts</li><li>▪ NJ's Best Fall Destinations</li></ul>
OCTOBER	<ul style="list-style-type: none"><li>▪ Fall Fun / Halloween</li><li>▪ Best Places to See Fall Foliage in NJ</li><li>▪ Fall Festivals and Oktoberfests</li><li>▪ Where to Pick Your Own Pumpkins</li><li>▪ NJ's Best Pumpkin Spice Treats</li><li>▪ Halloween Attractions for All Ages</li><li>▪ Corn Mazes</li><li>▪ Halloween Houses and Towns</li><li>▪ Jack-o-Lantern Events</li><li>▪ Haunted Hayrides</li></ul>
NOVEMBER	<ul style="list-style-type: none"><li>▪ Thanksgiving / Holidays</li><li>▪ Where to Cater or Eat Out on Thanksgiving</li><li>▪ Where to Buy Your Turkey</li><li>▪ Holiday Gift Guide</li><li>▪ Where to Cut Your Own Christmas Tree</li><li>▪ Best Free Holiday Lights   NJ's Must-See Holiday Attractions The Best Holiday Theaters: Musicals, Plays + More</li></ul>



# 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

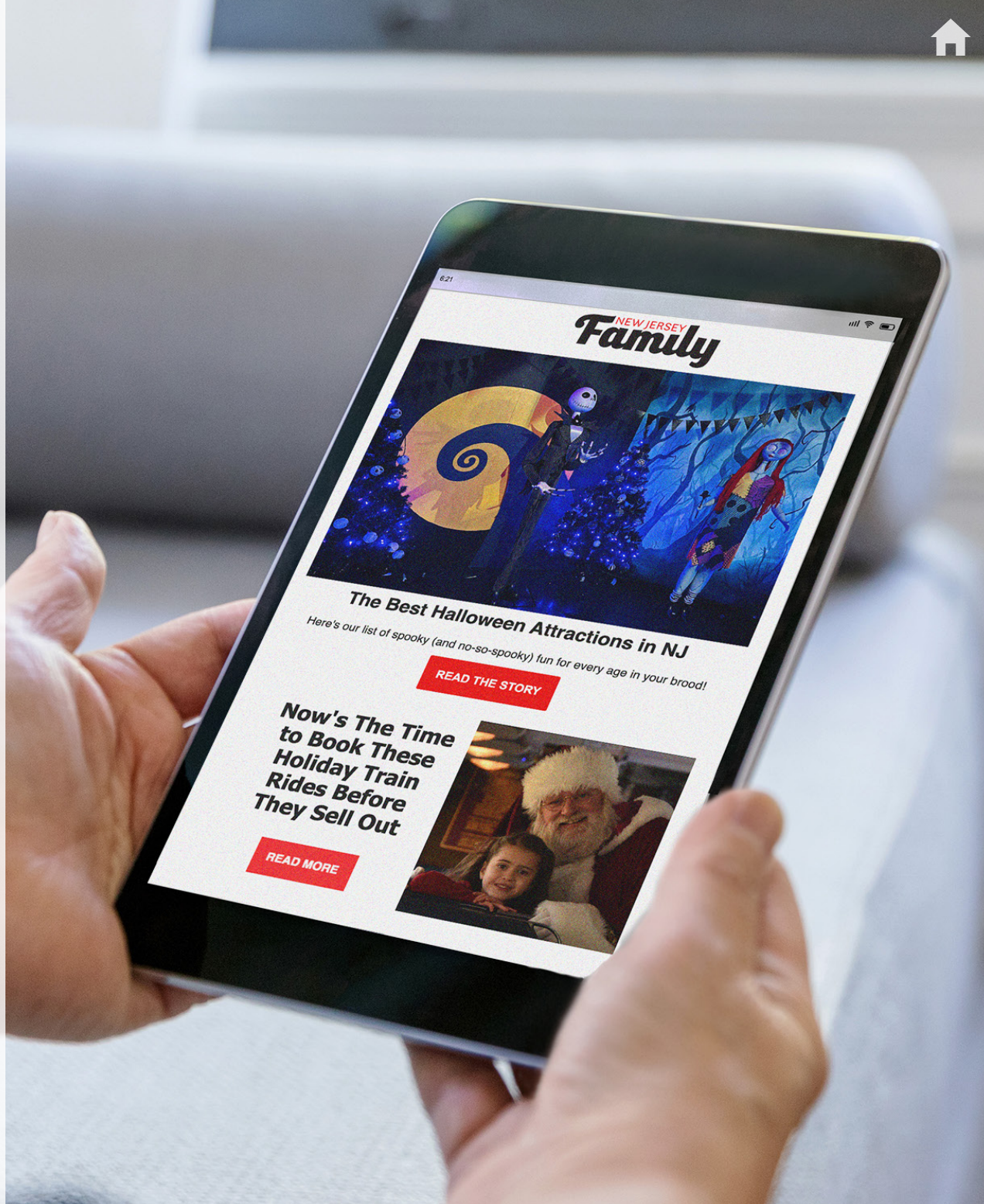
Summer Day Trips

## 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)