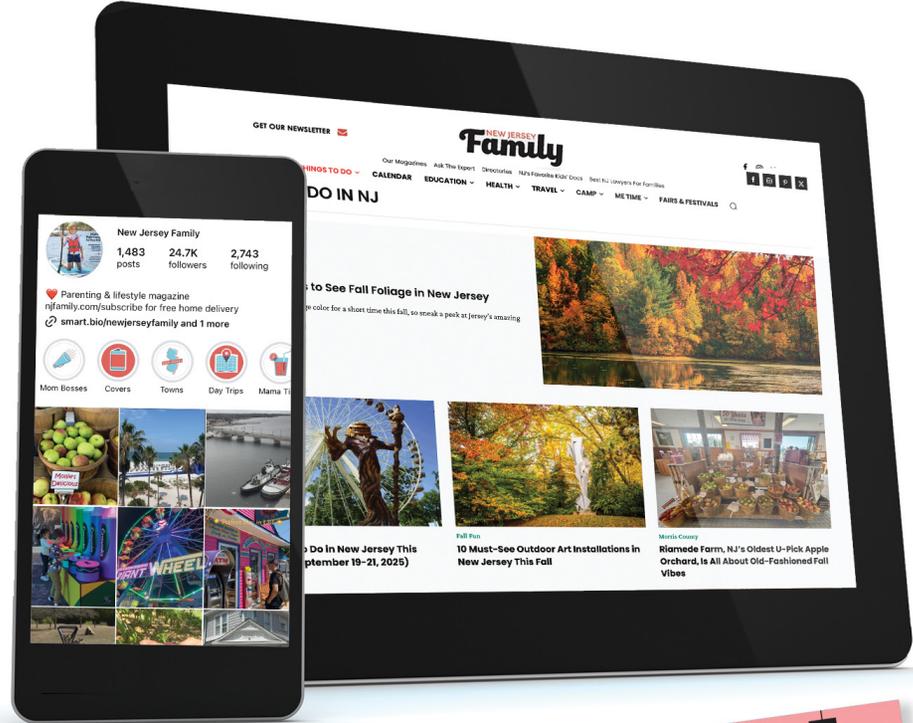


NEW JERSEY Family

MEDIA GUIDE 2026



THE STATE'S MOST INFLUENTIAL PARENTING & LIFESTYLE BRAND



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This media kit is interactive!

Click on a page to advance, or click any house icon to return here.

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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.



OUR PRINT AUDIENCE

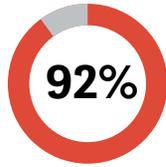
Monthly Readers



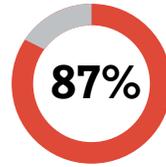
Female



Ages 25-54



College-
educated



Homeowner

Their household income is ...



\$100,000
-\$149,000

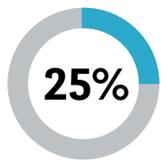


\$150,000
-\$199,000

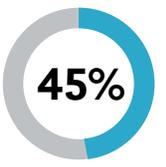


> \$200,000

Their children are ...



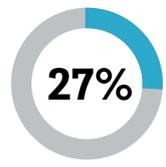
Ages 0-2



Ages 2-4



Ages 5-12



Ages 13+





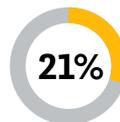
OUR DIGITAL AUDIENCE

We're parenting through it all, too, and we're in this together. For 34 years, *New Jersey Family* has been a trusted friend to moms and dads across the state.

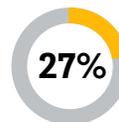
59%
FEMALE

41%
MALE

How old are they?



AGES 25-34



AGES 35-44



AGES 45-54

1.4 MILLION users visited njfamily.com in the past year, with **80.7%** of users connecting with *New Jersey Family* on mobile devices. We cover it all—from local events (100+ added weekly) and the best things to do in and around NJ to the latest parenting and lifestyle trends.

2.8 MILLION views per year

1.4 MILLION users per year

3.75 MILLION average monthly Google impressions



CIRCULATION + DISTRIBUTION

New Jersey Family circulation:

30K PER ISSUE

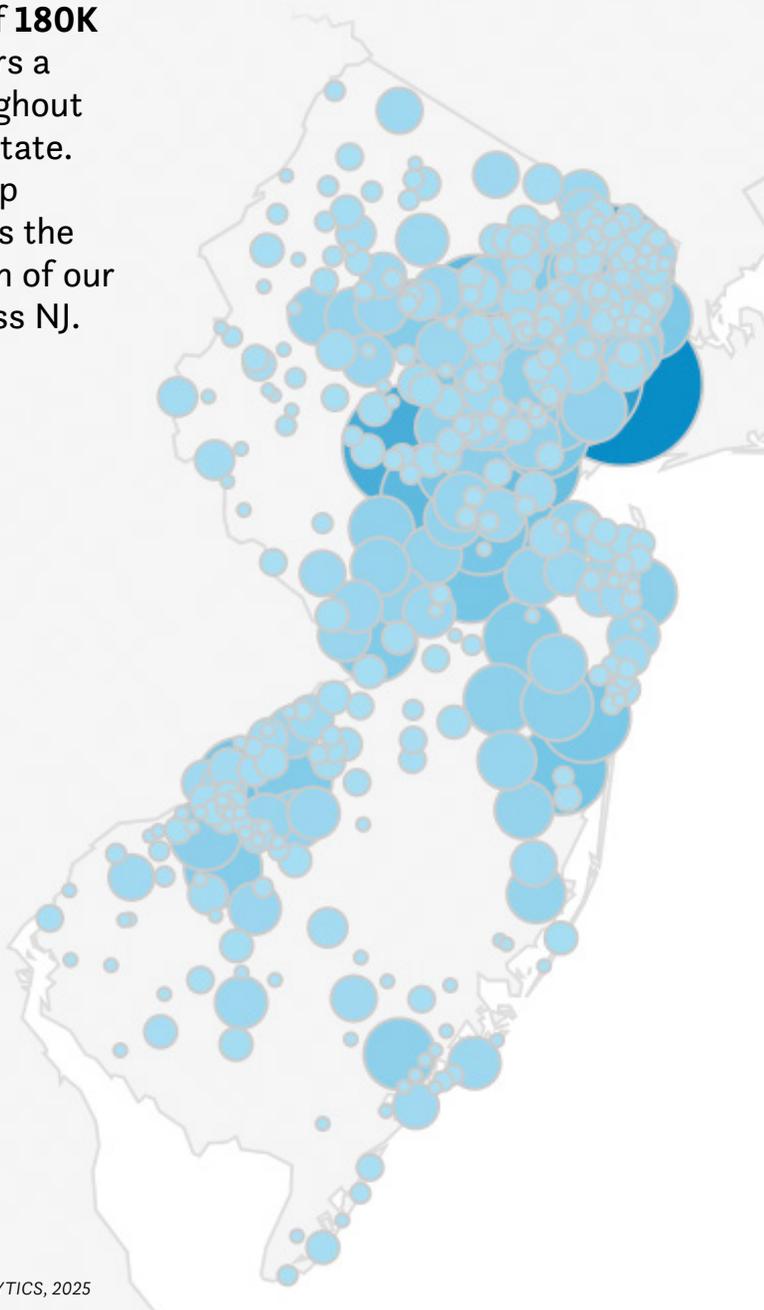
New Jersey Family magazine is delivered to individual mailboxes throughout the Garden State with the majority of readership in the following counties, along with steady growth throughout southern New Jersey:

- BERGEN
 - ESSEX
 - HUDSON
 - HUNTERDON
 - MERCER
 - MIDDLESEX
 - MONMOUTH
 - MORRIS
 - PASSAIC
 - SOMERSET
 - UNION
- Distribution includes portions of these counties.*



OUR DIGITAL REACH

njfamily.com reaches an average of **180K** unique visitors a month throughout the Garden State. This heat map demonstrates the concentration of our readers across NJ.



SOURCE: GOOGLE ANALYTICS, 2025



New Jersey Family's Platforms



DIGITAL

njfamily.com reaches **180K** 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 **30K** engaged subscribers with an average open rate of 32% for both editorial and dedicated emails from our advertising partners.



SOCIAL

New Jersey Family has more than **125K** engaged followers across all of its social media platforms.



STREAMING TV

Showcase your message on 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 NJ moms!





Email Marketing

Trusted emails. Loyal readers. Proven results.

Our emails reach **30K** subscribers, with an average open rate of 32% for editorial and dedicated partner emails. Your message gets delivered in a space where families are already engaged and paying attention.



NEW JERSEY Family



How to Visit Our Favorite Shore Towns Like a Local

Featuring tips for parking, dining out and more!

[Discover Now](#)



Do You Know About These Teen Curfews?

See which malls and beaches have them in place this summer

[Read More](#)



Strawberry Season

Where to pick your own this season



NJ's Best Kept Secrets

13 museums + quirky spots we love!

[Read More](#)

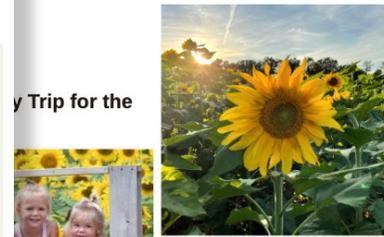
NEW JERSEY Family



Own Sunflower at These New Jersey

er that screams summer more than a sunflower? All across NJ are bursting with these tall, cheerful blooms.

[Learn More](#)



[Discover More](#)



NEW JERSEY Family



DC Heroes & Villains Festival Is Coming to NJ

Superhero fans, get ready—Gotham City is coming to life at Six Flags Great Escape. On select days this summer, the theme park's DC Heroes...

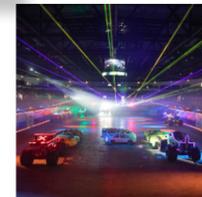
[Read More](#)



[FAMILY FUN](#)



[THINGS TO DO](#)



[WEEKEND EVENTS](#)

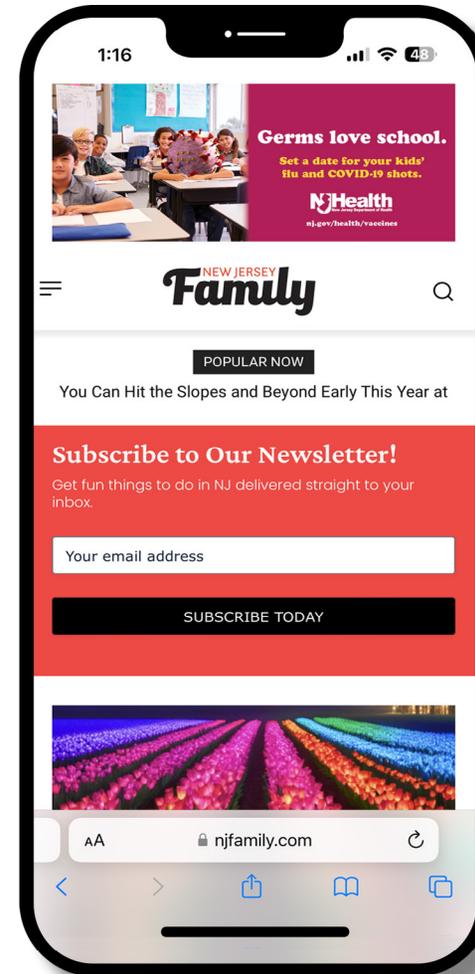
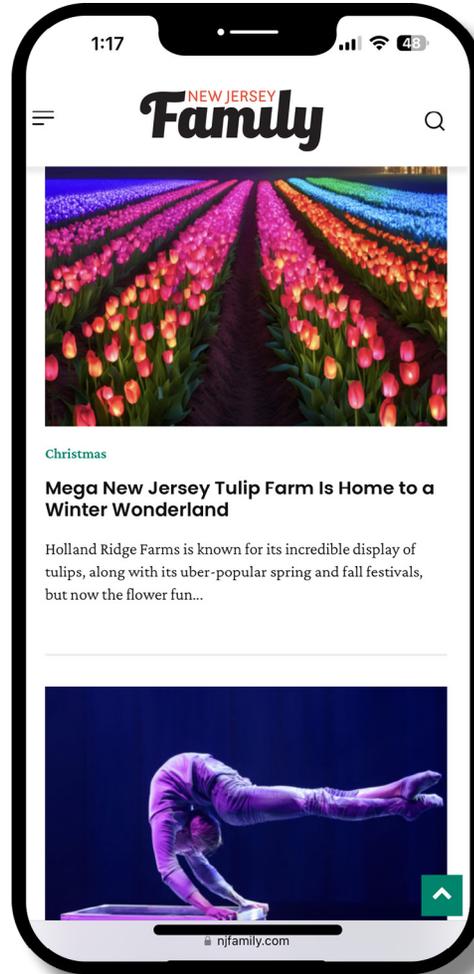
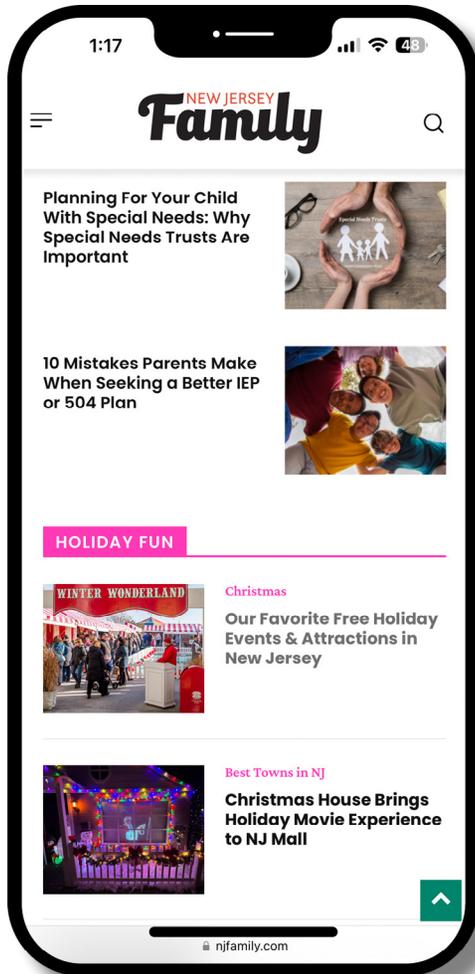


[DAY TRIPS](#)



njfamily.com

New Jersey moms and dads rely on njfamily.com for things to do, expert advice and more. Advertisers love our responsive design, and highly engaged audience.





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

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!

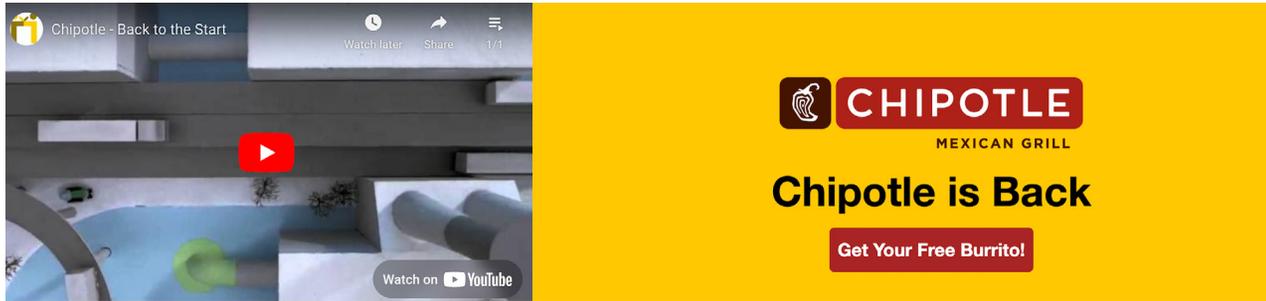
Our premium partners have included:



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-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

We are NJ's go-to destination for things to do every weekend with the kids! Showcase your message with roadblocked ads on this and other highly-trafficked pages.

PAGE TAKEOVERS

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

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

The screenshot shows the New Jersey Family website interface. At the top, there is a navigation bar with a menu icon, a search icon, and a "GET OUR NEWSLETTER" button. The "NEW JERSEY Family" logo is prominently displayed. Below the logo, there are links for "Meet the Camp", "Ask the Expert", "Event Calendar", "Directories", "Women-Owned Businesses", "Our Magazines", and "Advertise". A secondary navigation bar lists categories: "FAMILY TRAVEL | THINGS TO DO | EDUCATION | HEALTH | ME TIME | CAMP | KIDS' DOCS | BEST NJ LAWYERS".

The main content area features a large article titled "Protecting and Celebrating Nature in New Jersey" sponsored by "The Nature Conservancy". The article includes a large photograph of a scenic landscape with trees and water. Below the photo, the text reads: "Exploring New Jersey's Natural Beauty: 20 Spots to Visit" and "Put these natural gems on your bucket list!". There are two smaller article teasers below: "How to See Four Great Migrations Happening in NJ This Fall" and "Get to Know Some of New Jersey's Most Endangered Species".

On the right side of the page, there is a "Calendar" section with a "SEARCH OUR CALENDAR" input field. Below the search field is a calendar for the month of "OCTOBER". The calendar shows dates from 1 to 31, with the 16th highlighted in red. Below the calendar is a search bar with the text "Search for..." and a "SEARCH" button. There are also "POST" and "VIEW" buttons.

At the bottom right, there is a social media widget for "New Jersey Nature Co..." with a "Follow Page" button and "57K followers". Below the widget is a Facebook post from "New Jersey Nature Conservancy" dated "on Friday". The post text reads: "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-Scio 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](https://www.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

Health

Leaders in Orthopedics: The Pediatric Orthopedic Center

The Pediatric Orthopedic Center Specialty: Pediatric Orthopedics What is a pediatric orthopedic doctor? A pediatric orthopedic doctor treats children's bones, muscles and joints. They're specially trained...



Home Improvement



Ask the Expert

5 Water Safety Tips to Prep the Kids For Summer



Ask the Expert

Starting Public Speaking and Debate Early: Why Your Child Can't Afford to Wait

FROM OUR SPONSOR



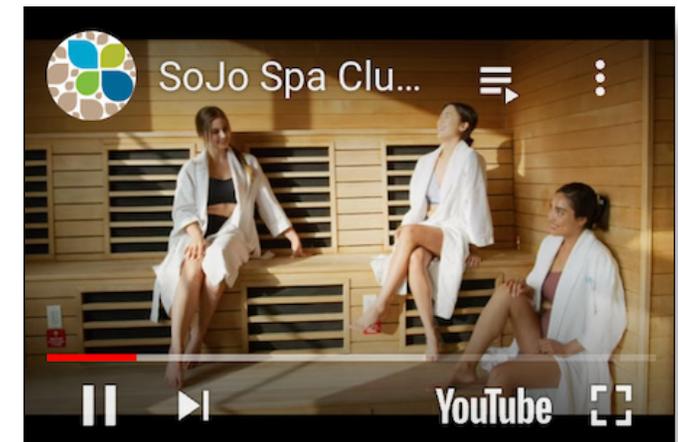
Home > Ask the Expert > Au Pair Childcare: Your Top 5 Questions Answered

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





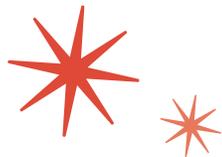
NEW! Editorial Sponsorship Opportunities

TOWN + COUNTY HUBS

- Target engaged moms and dads on our hyperlocal town and county pages to reach families right where they live.

READERS' CHOICE TRAVEL AWARDS

- Our first-ever New Jersey Family Readers' Choice Travel Awards — a fun, engaging program where parents vote for their favorite destinations near and far.



NEW JERSEY Family

Our Magazines | Ask The Expert | Directories | NJ's Favorite Kids' Docs | Best NJ Lawyers For Families

THINGS TO DO | CALENDAR | EDUCATION | HEALTH | TRAVEL | CAMP | ME TIME | FAIRS & FESTIVALS

Best Things to Do in Princeton - Events & Attractions

Discover the best things to do in Princeton, NJ!

From the gorgeous architecture of Princeton University to shopping along Nassau Street in the green of Palmer Square and other top-rated family-friendly attractions, this list features the best events, festivals, restaurants, and outdoor activities, including sporting events and tours at Morven Museum & Garden, and shopping at MarketFair.

- ◆ **Top Attractions** – Princeton University, Morven Museum & Garden, Nassau Street, Institute for Advanced Study (where Albert Einstein worked), the Paul Robeson House of Princeton, MarketFair Shoppes, the Farminary
- ◆ **Outdoor Adventures** – Kayaking along the D&R Canal, walking around Princeton Terhune Orchards & Winery
- ◆ **Upcoming Events** – Seasonal festivals, Pi Day (3.14) in honor of Albert Einstein Green, family-friendly activities
- ◆ **Restaurants** – Yankee Doodle Tap Room at The Nassau Inn, Agricola Eatery, Wild Elements, the Bent Spoon, Halo Pub, Peacock Inn (for high tea)

Whether you're searching for "things to do in Princeton this weekend," kid-friendly seasonal events, we've got you covered. Stay up-to-date with the latest happenings on our perfect Princeton adventure!



Best Things to Do in Princeton



Fitness & Sports

The Ultimate Guide to College Football in New Jersey

September 16, 2025

From the excitement of a Big Ten crowd at Rutgers University to the storied Ivy League game day traditions at Princeton to New Jersey's...



Food & Drink

3 New Jersey Towns Named Among the Country's Best for Outdoor Dining in 2025

September 4, 2025

Late summer and the start of fall are the best times for outdoor dining and a new list ranks 3 New Jersey towns as...



Things to Do in NJ

14 Free New Jersey Adventures Your Kids Will Never Forget

July 2, 2025

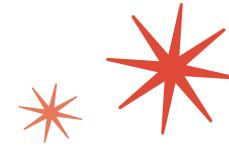
People love to say that having kids is priceless—but entertaining them certainly isn't. Thankfully, New Jersey has plenty of cost-free ways to captivate kids...



Family Travel

Princeton Staycation: Plan an Overnight at the Graduate Hotel

NEW! Ad Assets for 2026



LOCAL AUTHORITY

Chris Walsh
Broker

3 INSIGHTS

- What's Happening with Red Bank Real Estate on the West Side?
- How Can I Buy Real Estate on the West Side of Red Bank?
- What's My Home on the West Side of Red Bank Worth?

[Read More](#) →
About Chris and his background in real estate.

CHRIS WALSH
chavens@resourcesalestate.com
732-212-0440

LOCAL AUTHORITY

Position yourself as an expert in your field. All sizes available

Stew Sez—

CHICKEN CHEESE STEAK \$9.95

monmouth meats MOUTHWATERING SPECIALS DAILY

0



THE LIKABLE BANNER

A classic banner ad with a “like” element to engage NJ families with your social media

Red Bank Bakery

*Have your cake and eat it too.
All cake is 50% off @ Red Bank Bakery*

THE PUSH PIN

Perfect for announcements and upcoming events

MYSTIC LOBSTER NOW OPEN

On West Front Street! Classic Lobster Rolls, Specialty Lobster Rolls, Bacon Wrapped Lobster Claw, Tacos and Desserts. Order online for carryout or delivery! Seafood, Dessert, Sandwiches Steak. (732) 268-7904 or click to order online.

SUPER SNAPSHOT

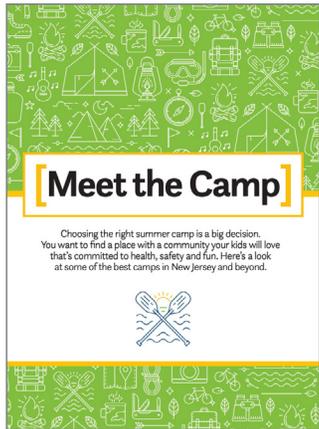
New ad format with customizable testing that can support multiple images





Special Profile Sections

PUBLISHED IN PRINT AND ONLINE



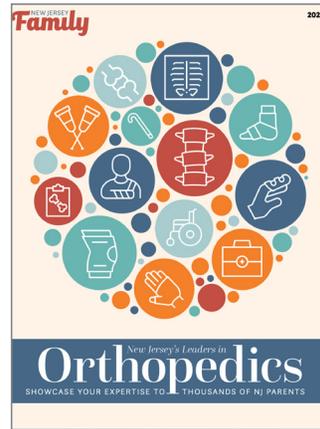
MEET THE CAMP

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

MAY:
Special Section highlighting NJ's leading orthopedic specialists



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

2026 Editorial Planner: Print

		PROFILE RESERVATION	SPACE DEADLINE	CAMERA READY ART DUE
FEB	BIG BOOK OF CAMPS	DEC 2025	JAN 2026	JAN
Mailing: Feb. 2	<ul style="list-style-type: none"> ■ Preschool & Daycare Camps ■ How to Find the Right Camp for Your Kid ■ Choosing a Camp That Fits Your Neurodiverse Child's Needs ■ Specialty Camps For Every Interest ■ From Allergies to Sunburns: Keeping Kids Healthy at Camp <p><i>Profiles: Meet the Camp</i></p>	18	9	16
APRIL	BEST NJ LAWYERS FOR FAMILIES	FEB	FEB	MAR
Mailing: March 17	<ul style="list-style-type: none"> ■ Spring Forward: Our Guide to Visiting NJ's Waterfalls + Scenic Trails ■ Foodie Day Trips: Pizza, Diners and Iconic NJ Eats ■ NJ Performing Arts for Kids: Beyond Broadway ■ What I Wish I'd Known Before My Child Started Daycare ■ How to Support Your Neurodiverse Child's Mental Health <p><i>Profiles: Best NJ Lawyers for Families</i> <i>Advertising Sections: Spring Family Fun / Dining Out in NJ</i></p>	6	27	6



Editorial Planner CONTINUED



		PROFILE RESERVATION	SPACE DEADLINE	CAMERA READY ART DUE
SUMMER	SUMMER VACATION GUIDE / NJ BABY	APR	APR	MAY
Mailing: May 18	<ul style="list-style-type: none"> ■ 2026 Readers' Choice Travel Awards: NJ Family's Top Near & Far Destinations ■ Shore Thing: 5 Towns We Love for a Day Trip ■ NJ's Best Summer Fairs + Festivals ■ Low-Cost Adventures in NJ <p>NJ BABY:</p> <ul style="list-style-type: none"> ■ How to Choose a Pediatrician ■ Feeding Babies: Expert Nutrition Advice ■ Beyond the Beach: River Tubing, Lakes & Hidden Gems ■ Summer Health: What NJ Pediatricians Think You Should Know ■ Academic Enrichment When School's Out ■ How to Support Your Kids Through a Move ■ Dental Do's and Don'ts for Babies ■ Screen Time and Babies: The Latest Guidance <p><i>Profiles: Trailblazers in Orthopedic Care</i></p> <p><i>Advertising Sections: NJ Family Readers' Choice Travel Award Winners / Summer Family Fun / Vacation Planner</i></p>	10	22	4
AUGUST	BIG BOOK OF EDUCATION	JUNE	JUL	JUL
Mailing: Aug. 7	<ul style="list-style-type: none"> ■ A Healthy Start to the School Year: Need-to-Know Health News ■ How to Find the Right Preschool or Daycare ■ Is Private School Right For Your Family? ■ From Tutors to Study Buddies: AI Education Tools for Every Age ■ A Parents' Guide to IEP Meetings: What to Expect ■ Money Matters: Teaching Kids Financial Literacy ■ Tools + Tips to Boost Your Child's Confidence in Math ■ Beyond Grades: Teaching Kids Life Skills They Need ■ Teen Drinking: What Every Parent Should Know ■ Educational Field Trips + Assemblies <p><i>Profiles: Meet the School</i></p> <p><i>Advertising Sections: Academic Enrichment / Fall Family Fun</i></p>	29	13	20
DEC	KIDS' HEALTH / HOLIDAY GIFT GUIDE	SEP	OCT	OCT
Mailing: Nov. 9	<ul style="list-style-type: none"> ■ NJ's Favorite Kids' Docs: The 2026 List ■ Holiday Gift Guide: Kids, Moms, Pets + Beyond ■ The Best Holiday Shows in the Garden State ■ Holiday Magic in NJ: Light Shows, Attractions, & More ■ Outdoor Winter Adventures in NJ ■ Vacation Inspiration: 3 Trips to Take With the Kids ■ Winter Health Watch: RSV, Flu, and More ■ Raising Emotionally Resilient Kids in Stressful Times ■ Braces vs. Invisalign: How to Choose ■ Screens & Stress Are Wreaking Havoc on Kids' Sleep! Here's Help ■ The Pediatrician's Guide to Raising Healthy Kids ■ Tried & Tested: Holiday Survival Hacks for Busy Moms ■ Starting the Summer Camp Search <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>	18	9	19



Let's Chat!

ACHIEVE YOUR MARKETING GOALS.
PARTNER WITH US.



CONTACT MARCY HOLETON: marcy@njfamily.com