

NJ ADVANCE MEDIA

NJADVANCEMEDIA.COM

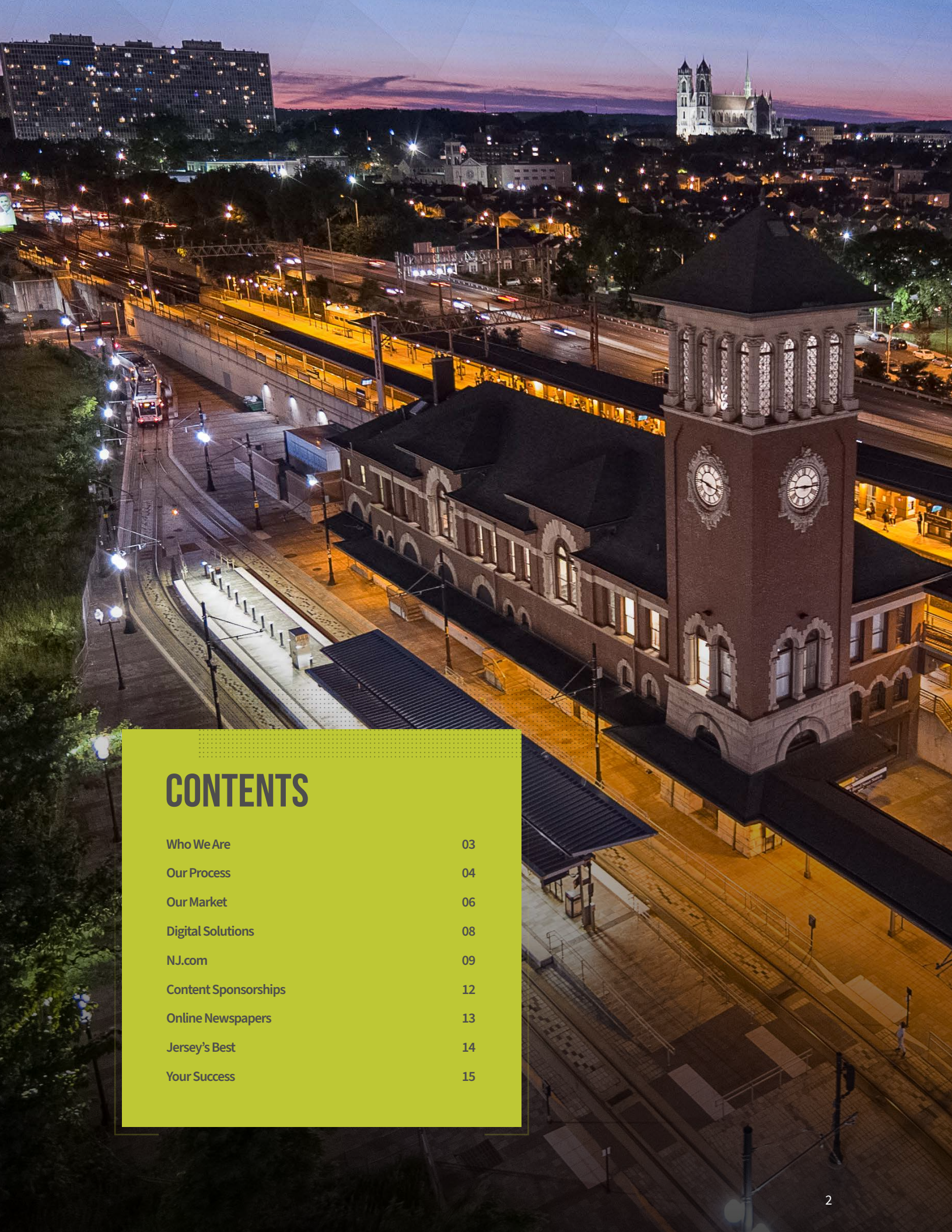
2025 MEDIA KIT



EXPERT MARKETING AND CLIENT STORYTELLING.
AWARD-WINNING, IMPACTFUL JOURNALISM.
LOCAL PRESENCE. NATIONAL REACH.



REPRESENTING
nj . com



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NJ ADVANCE MEDIA

LOCAL PRESENCE. NATIONAL REACH.

ADVANCE: A GLOBAL COMPANY

ADVANCE owns, operates and invests in companies spanning media, entertainment, technology, communications, education and other promising growth sectors. Building the value of companies over the longterm by fostering growth and innovation, Advance's portfolio includes Advance Local, Condé Nast, Stage Entertainment, American City Business Journals, Leaders Group, Turnitin, Ironman Group and Pop. Advance is also among the largest shareholders in Charter Communications, Discovery and Reddit.

ADVANCE LOCAL

NJ Advance Media is part of Advance Local which is among the largest media groups in the United States, operating the leading news and information companies in more than 25 cities, reaching more than 50 million people monthly with our quality, real-time journalism and community engagement. Advance Local also includes our digital innovation team — Alpha Group, Headline Group, and MV Digital — our political and advocacy focused agency.



OUR PROCESS

Begins with you

NJ ADVANCE MEDIA IS AN EXTENSION
OF YOUR MARKETING TEAM.

- **HANDS-ON ATTENTION**
- **PREMIUM TECHNOLOGY**
- **CERTIFIED DIGITAL EXPERTS**



> **LEARN ABOUT YOU/GOAL SETTING:**

We take the time to understand all your marketing and business needs, then create the appropriate goals and KPI's for each stage of your campaign.



> **RESEARCH:**

Provide market insights analysis including demo/psychographics, competitive landscape and key economic factors to help guide strategy, audience selection and marketing communications.



> **CREATIVE DEVELOPMENT:**

Conduct comprehensive brand discovery, development and refinement if required. Design all facets of creative including logo design, marketing collateral and ad campaigns.



> **CONTENT DEVELOPMENT:**

Create insightful, relevant content that enhances your business reputation as an industry leader, generates awareness and builds trust with your customers.



> **DATA & ANALYTICS:**

Synthesize data points and insights from market research and creative to micro-target your desired audiences.



> **CAMPAIGN MANAGEMENT:**

Dedicated team of marketing experts collaborate to manage your campaign goals, KPIs and refine and optimize the campaign to ensure targeting efficiency and effectiveness.



RESOURCES

Support the mission



> CREATIVE SERVICES

We're dedicated to bringing your brand and your message to life with engaging designs and effective messaging to showcase your products and services, and connect with your target audience.

AWARD-WINNING CREATIVE RECOGNIZED BY:

NJ Press Association | NJ Ad Club | NY Press Association

Branding | Display | Video Editing & Production
Social Media | Email | Print | Photography
Script/Copywriting | Business Collateral



> RESEARCH & DATA SERVICES

Industry and market research guide our campaign strategy, execution, and optimization process. First and third-party research from myriad data sources allows us to develop meaningful audience and market insights that help you make strategic marketing decisions.

Market Analysis | Demographic Profiles
Population Projections | Consumer Segmentation
Competitor Analysis | CRM Analysis | Market Surveys



> CONTENT SERVICES

The Content Marketing team creates tailor-made products designed to meet any audience or need for industries including healthcare, education, travel, recruitment, legal, finance, real estate and more.

Our proven track record of creating engaging content delivered through a variety of channels will allow you to showcase your brand, company or promotion, or position yourself as an industry leader.

Feature Stories | Content Marketing Articles | Website Content | Blog Posts | Targeted Social Media
Video Scripts | Marketing Collateral | Press Releases



NEW JERSEY IS *Powerful*

Nestled between two major media markets, New Jersey shares its considerable influence with and benefits from its proximity to, and being a part of both the New York and Philadelphia DMAs.

ON ITS OWN, NEW JERSEY WOULD RANK AS THE
4TH LARGEST DMA IN THE COUNTRY
BEHIND NEW YORK, LOS ANGELES AND CHICAGO.

For a small state, New Jersey is packed with people [9.3 million of them], cultural and geographic diversity [ski, beach, farm, gamble], and a lot of disposable income.



AMONG THE *Wealthiest* STATES IN THE NATION

...and home to 3 of the top 15 wealthiest counties in the country: Somerset [5], Hunterdon [11] and Morris [14].

In fact, New Jersey wields considerable spending power. Take a look at just a few of the key expenditure estimates.

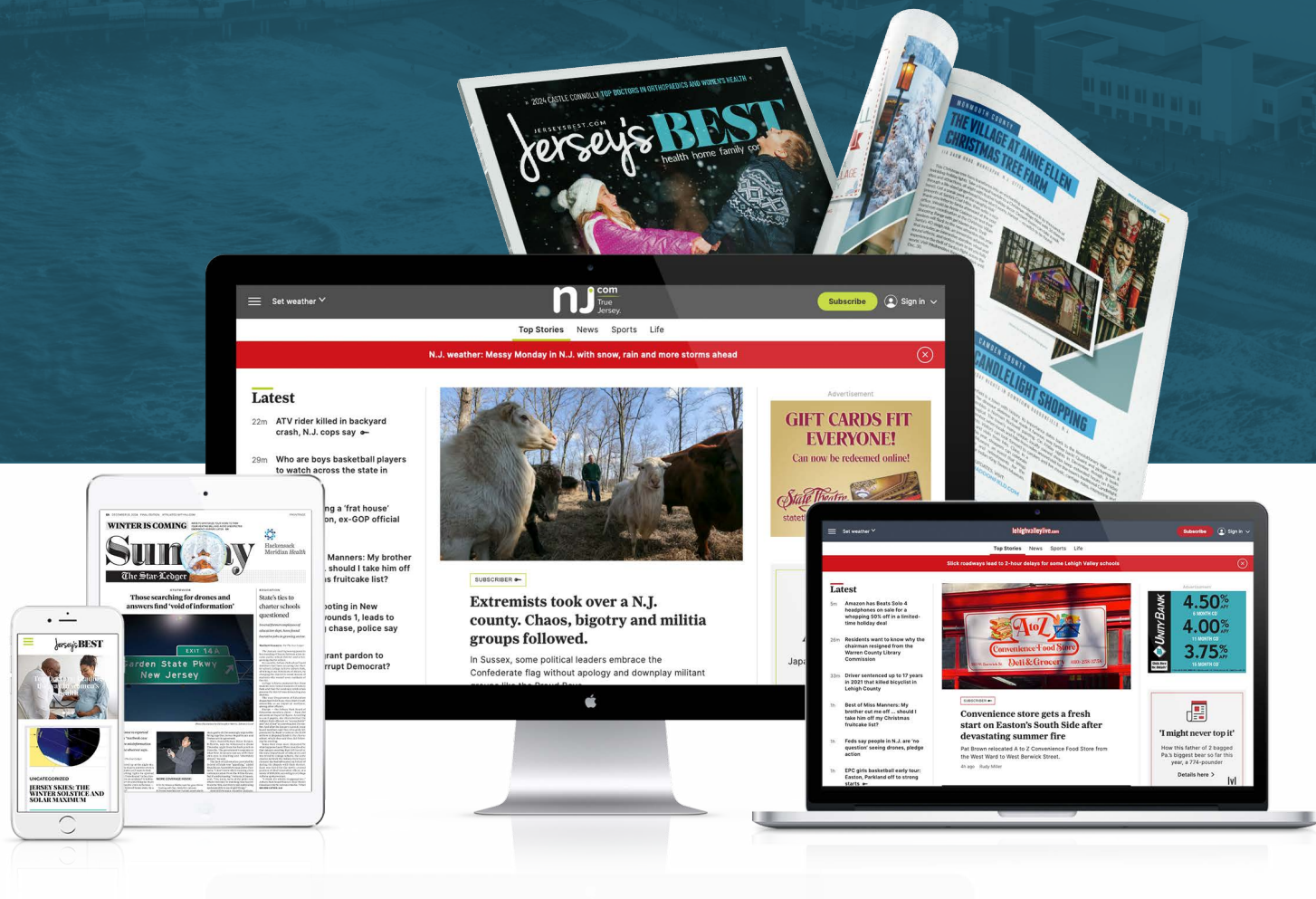
PROJECTED ANNUAL SPENDING

FOOD AT HOME	\$18,770,525,049
HOME FURNISHINGS/EQUIPMENT	\$9,318,000,400
TRAVEL	\$6,218,296,309
HIGHER EDUCATION	\$5,572,431,932
HOME MAINTENANCE/ REPAIR SERVICES	\$5,145,369,465
HEALTHCARE SERVICES	\$4,267,213,992
AUTOMOTIVE MAINTENANCE/ REPAIRS	\$3,824,651,172
PERSONAL CARE SERVICES	\$1,658,473,837
ENTERTAINMENT	\$1,414,594,055
LEGAL FEES	\$615,840,013

Source: Nielsen Radio Market Survey Fall 2022 – Television DMA Regions, Persons 12+. Claritas Pop-Facts Premier 2025. U.S. Census Bureau, 2023 American Community Survey 1-Year Estimates, Median Household Income. Claritas Consumer Spending Dynamix 2024.

WE HAVE THE Audience

YOU NEED TO REACH



WEBSITES



NJ.com

lehighvalleylive.com

Lehighvalleylive.com

Jersey's BEST

Jerseysbest.com



NJ.com/mosaic

ONLINE NEWSPAPERS

> The Star-Ledger > The Times of Trenton > South Jersey Times
> The Express-Times

MAGAZINE

> Jersey's Best

DIGITAL SOLUTIONS

TARGET EXACTLY WHO YOU NEED TO REACH
ANYTIME, ANYWHERE.

VIDEO PLACEMENT

- In-Story
- Native Click-out
- YouTube
- OTT/CTV

VIDEO CREATION

- Photo Montage
- Video Editing
- Video Full Production

ONLINE DISPLAY ADVERTISING

- Direct sold high-impact digital placement
- Programmatic ad-buy management
- Mobile Geo-fencing
- HTML5

DIGITAL OUT-OF-HOME

- Billboard
- Kiosks
- Transit
- And more

TEXT ADVERTISING



CONTENT MARKETING

- Content Creation
- Content Strategy
- Content Promotion

YOUR CUSTOM CONTENT HERE

YOUR CUSTOM EMAIL HERE

STREAMING AUDIO

EMAIL MARKETING

- Data Appends
- List Rental
- Display Retargeting

SOCIAL MEDIA (PAID)

- Strategy
- Marketing
- Optimization
- Social Listening

SEARCH ENGINE OPTIMIZATION (SEO) SEARCH ENGINE MARKETING (SEM)

WE DELIVER YOUR MESSAGE TO ENGAGED READERS THROUGH
WORLD-CLASS TECHNOLOGY, LOCAL EXPERTISE AND PREMIUM BRANDS.

NJ.COM IS THE...

#1 LOCAL NEWS WEBSITE IN THE STATE AND THE COUNTRY*

We're tough when we have to be, as authentic as the readers we serve, and our journalism makes an impact.

We've won Pulitzers, Emmys and many other honors. **More importantly, we've won the trust of our communities and millions of readers.** New Jersey audiences turn to NJ.com for critical breaking news, information and resources more than any other local news website.

Top 10 Local News Websites Among NJ Adults 18+

- | | |
|------------------|------------------------|
| 1. NJ.com | 6. NBCNewYork.com |
| 2. NYTimes.com | 7. CBSnews.com/newyork |
| 3. News12.com | 8. Fox5NY.com |
| 4. ABC7NY.com | 9. APP.com |
| 5. NYPost.com | 10. NorthJersey.com |

NEW JERSEY
3.3 MILLION
UNIQUE VISITORS
MONTHLY

22.7 MILLION
PAGE VIEWS
MONTHLY

12.5 MILLION
UNIQUE VISITORS NATIONALLY**
MONTHLY

The strength of NJ.com's audience and its award-winning news allows you to capture the attention of users that are engaged with content that matters.

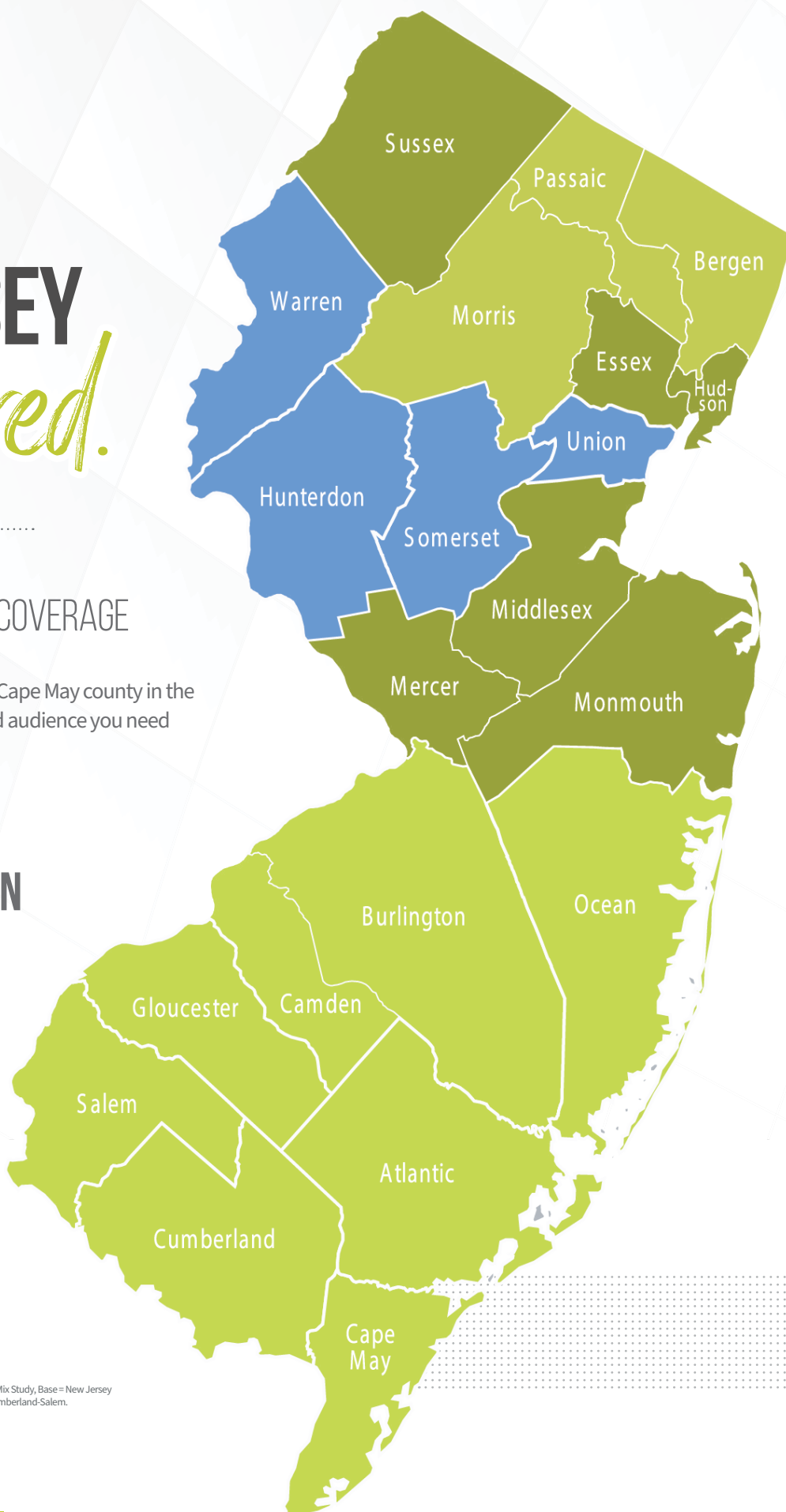
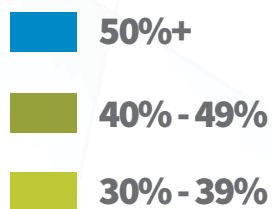
Source: *Comscore 12-month average Jan - Dec 2024. Nielsen Scarborough 2024 Release 2 New York/Philadelphia Mix Study, Base = New Jersey, Media outlets visited past 30 days. Google Analytics, 12-month average Jan - Dec 2024 (among permission-based tracked devices).

NJ.COM HAS NEW JERSEY *Covered.*

DELIVERING STATEWIDE COVERAGE

From Sussex county in the north to Cape May county in the south, NJ.com has the coverage and audience you need throughout the state.

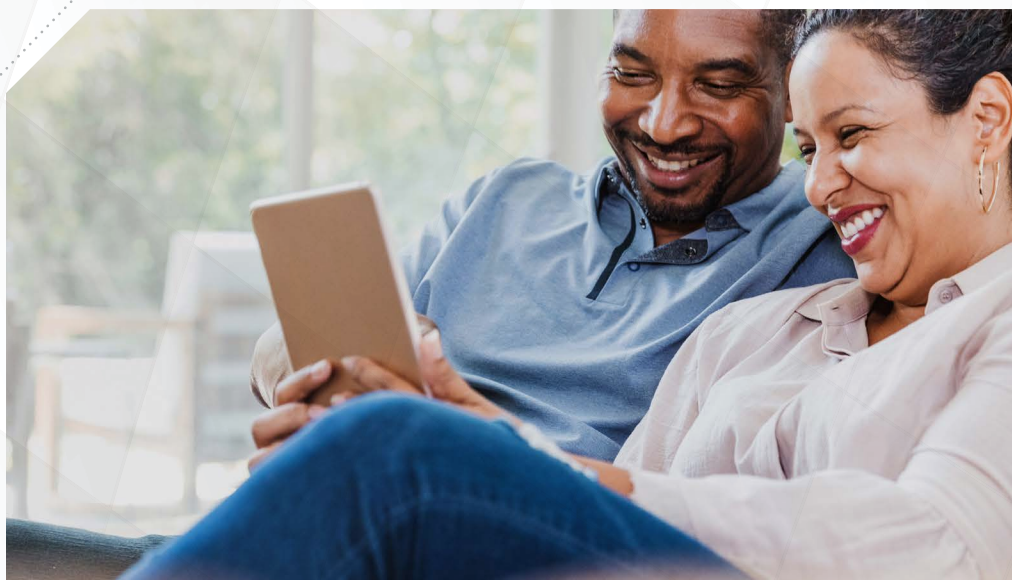
NJ.COM PENETRATION ADULTS W/ HHI \$50K+



Source: Nielsen Scarborough 2024 & 2023 Release 2 New York/Philadelphia Mix Study, Base = New Jersey
Counties combined to ensure stable sample sizes: Atlantic-Cape May and Cumberland-Salem.

NJ.COM

AUDIENCE PROFILE



Age:

30%
A18-34

30%
A35-49

40%
A50+

Gender:

WOMEN..... 47%

MEN..... 53%



College Educated
75%

Household Income:

\$100K+ 64% | \$50K-\$99.9K..... 22%

<\$50K..... 15%



Employed
76%



Homeowners
73%



Married
55%



Children in Home
37%
UNDER 18

NEWS & ENTERTAINMENT

CONTENT SPONSORSHIPS ON NJ.COM

An Exclusive Opportunity For Your Brand

- **ENGAGE MILLIONS** of our loyal, active readers throughout the state.
- **TURNKEY PROGRAM** to raise brand awareness and stand out among competitors quickly and effectively.
- **EXCEPTIONAL EXPOSURE** extending reader trust in our brand to your brand.

NJ.com offers news and entertainment content sponsorships across a variety of content categories including sports, education, weather, health, entertainment and more.

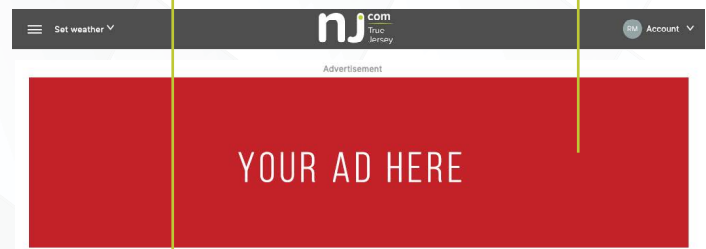
SPONSORSHIP COMPONENTS

Your business will gain year-long exposure within your chosen news or entertainment category* including:

- **'Brought to you by [Your Company]'** message at the top of all relevant articles.
- **Fixed Billboard/Mobile Adhesion placement** at the top of all relevant articles.
- **Fixed ad placement** at the top of the relevant index page(s) that aggregates all relevant articles.

**PRE-HEADLINE TEXT
SPONSORSHIP ANNOUNCEMENT**
WITH HYPERLINK TO YOUR WEBSITE

FIXED BILLBOARD UNIT



ENTERTAINMENT

Legendary classic rock band sells their music, likeness rights for \$400 million

Published: Oct. 03, 2024, 11:15 a.m.



Pink Floyd has reportedly sold its catalog to Sony for \$400 million. (Getty Images) ulstein bild via Getty Images

**YOUR
AD HERE**



Weather Alerts

Coastal flood advisory
On Friday, October 4, 2024, the National Weather Service issued a coastal flood advisory valid from 8 p.m. until Saturday 2 a.m. for Hudson, Essex and Union counties.
This page: [Advanced Local Weather Alerts](#)

Coastal flood advisory for 3 N.J. counties until Friday evening
On Friday, October 4, 2024, the National Weather Service issued a coastal flood advisory valid from 8 p.m. until Saturday 2 a.m. for Hudson, Essex and Union counties.
This page: [Advanced Local Weather Alerts](#)

Coastal flood advisory for 3 N.J. counties until 2 a.m. Saturday
On Friday, October 4, 2024, the National Weather Service issued a coastal flood advisory valid from 8 p.m. until Saturday 2 a.m. for Hudson, Essex and Union counties.
This page: [Advanced Local Weather Alerts](#)

Update: Coastal flood advisory for 3 N.J. counties until Friday afternoon
An updated coastal flood advisory was issued by the National Weather Service on Friday at 2:30 p.m., valid for Friday between 8 a.m. and 1 p.m. for Hudson, Essex and Union counties.
This page: [Advanced Local Weather Alerts](#)

Update: Coastal flood advisory for 3 N.J. counties until Friday afternoon
An updated coastal flood advisory was issued by the National Weather Service on Friday at 2:30 p.m., valid for Friday between 8 a.m. and 1 p.m. for Hudson, Essex and Union counties.
This page: [Advanced Local Weather Alerts](#)

Summer's Darkest
Pennsylvania Drivers With No DUI's Getting A Pay Day On Friday 12
Drivers With No DUI's In 5 Years Should Be Paid On Friday
Auto Insurance

**YOUR
AD HERE**



FIXED HALF PAGE UNIT

MOBILE ADHESION

ASK YOUR ACCOUNT REPRESENTATIVE FOR
CATEGORY AVAILABILITY AND DETAILS.

*Subject to availability

ONLINE NEWSPAPERS

A CURATED NEWS EXPERIENCE

TAILORED TO THE TRADITIONAL
NEWSPAPER READER

- The Star-Ledger
- The Times of Trenton
- South Jersey Times
- The Express-Times (Lehigh Valley, PA)

READERS ENJOY even more robust news coverage than the traditional newspaper, providing a richer news reading experience:

- More pages of local and national news
- “After Deadline” story updates
- New York Times Book Review
- Money & Markets news
- Access to Subscriber Exclusive articles on NJ.com

ADVERTISERS BENEFIT FROM:

- Large format, high-visibility ad placements:
 - Front Cover Strip ad
 - Full-Page and Half-Page Ads
- Digital Display Impressions on NJ.com

ZONING INFORMATION AVAILABLE. ASK FOR DETAILS



Jersey's BEST

A Multi-faceted Lifestyle Environment

With a hint of humor and moxie, Jersey's Best celebrates the people, places and things that make us proud to call New Jersey home.

Diverse in its content, audience and delivery channels, Jersey's Best combines the expertise of our award-winning writing and creative teams to present a refreshing look at everything Jersey covering health, home, family and community.



WEBSITE

A crisp, clean digital environment, jerseybest.com is the cornerstone of an enriching, quality content environment.

Audience:

Users

Page Views

Monthly Avg.

43,928

59,324

Source: Google Analytics, 12-month average Jan - Dec: 2024 (among permission-based tracked devices).



MAGAZINE

Publishes **MARCH | JUNE | SEPTEMBER**

AUDIENCE:

59% Female

69% Homeowners

61% College Educated

\$115,795 Avg HH Income

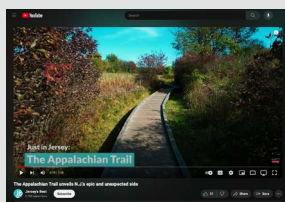
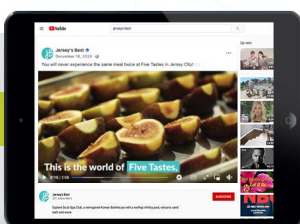
DISTRIBUTION:

115,600 per issue, leveraging a multi-channel approach, including email, online access through NJ.com and our online newspapers, and traditional print.

Source: Nielsen Scarborough 2024 & 2023 Release 2 New York/Philadelphia Mix Study. Demo base: NJ Magazines read past 6 months.

VIDEO

Jersey's Best videos attract a large, engaged audience. Your content marketing video can also make a deep connection with a quality audience when shared across our social channels.



SOCIAL

Our daily social efforts attract, engage and inspire. Follows, shares, likes and comments convert mere social presence into relatable dialog with our fans.



	@jerseysbest1	75K Followers
	@jerseysbest1	100K Followers
	@jerseysbest1	36.5K Followers
	@jerseysbest_1	3.7K Followers
	@jerseysbest	3.31K Followers

Followers as of 1/16/25

COMMITTED TO YOUR *Success!*

- > Local, personal service
- > Direct placement on New Jersey's #1 news site, NJ.com
- > Guaranteed Google ad network compliance
- > Google certified experts
- > Comprehensive digital reach capabilities
- > Transparent reporting
- > Ongoing optimization
- > Best-in-class data and technology partners

SUSSEX SKYLANDS DMO

"Since beginning of this partnership, we've experienced a significant increase in brand awareness and customer engagement, and our social media presence has expanded exponentially."

Tammie Horsfield | President

COLLEGE OF AUTOMOTIVE AND DIESEL TECHNOLOGY

"Your team's technological capabilities specifically target our intended audience resulting in a dramatic increase in qualified leads, and most importantly, increased sales."

Patrick Hart, College President



Click Here to
see our work.



Access our digital and print
advertising specifications here:

<https://www.njadvancemedia.com/ad-specifications/>

Click The Link



let's work together

CONTACT US

FOR MORE INFORMATION:



visit
njadvancemedia.com



email
marketing@njadvancemedia.com



REPRESENTING
nj.com