

# NEW JERSEY LIFESTYLE

MAGAZINE

## 2025 MEDIA KIT



South Jersey's Favorite Coffee Table Magazine

## LIFESTYLE MAGAZINE DEMOGRAPHICS

- Household Income \$175,000+
- Home Value \$400,000+
- Average Age 50
- 40% Male, 60% Female
- Circulation 5,000 Mailed Copies
- Bimonthly distribution 6x per year
- Verified homeowners
- 300+ local businesses
- Reaching 30,000+ Affluent People

*"I have been thrilled with the exposure that advertising in 'New Jersey Lifestyle Magazine' has provided. More people have reached out to me based on this ad than via any other print publication that I have worked with. Thank you for supporting our local community and connecting us with great people!"*

—Erin Sykes, Principle, Luxury Real Estate Advisor FL, NY & NJ, LEED AP at Sykes Properties

# THE AUDIENCE



Reaching the most affluent who's who in Atlantic and Cape May Counties, this self-confident and successful audience enjoys *Lifestyle* for the beauty, design and features that inspire and motivate. From editorial to advertising, our readers are inspired to buy directly from the pages to lead a life beyond the ordinary.

*Lifestyle Magazine* targets a pre-qualified audience and has thousands of social influencers who follow us.

# WE DELIVER



*LifeStyle* ... with over 22 years of publishing, *Lifestyle* is the perfect vehicle for businesses looking to establish a local presence or expand their horizons within the affluent market.

It's all about the list! We've created the perfect list based on demographics like age, income, location and social status. We reach doctors, lawyers, CEO's, opinion leaders and the top earners with purchasing power. If this is the audience you want to reach, then we'll help you brand your company within the affluent market.

We mail our luxury magazine every other month to every affluent household in Atlantic and Cape May Counties, reaching the top 1% and 5% of income earners!

#### ADDITIONAL DISTRIBUTION:

300 High-profile restaurants, boutiques, salons, country clubs, doctor's offices and professional locations.

#### LIFESTYLE BY THE NUMBERS:

Passionate, sophisticated and elaborate describes the *Lifestyle* readers.

- 3,800 Facebook Followers
- 5,000 Email Marketing
- 5,000 Direct Mailed



NEW JERSEY  
LIFESTYLE

2025 EDITORIAL AND ADVERTISING CALENDAR

Our  
Editorial  
Focus

- The View
- Fashion
- Home & Design
- Leaders
- Art
- Health Watch
- Travel
- On Wheels
- Wine
- Entertainment
- Social Scene
- Eats
- Dining Guide
- Money Watch

DISTRIBUTION & MATERIALS

WINTER — JANUARY 2

Reservations & Materials: December 10

SPRING — MARCH 1

Reservations & Materials: February 10

SHORE — MAY 1

Reservations & Materials: April 10

SUMMER — JULY 1

Reservations & Materials: June 10

FALL — SEPTEMBER 1

Reservations & Materials: August 11

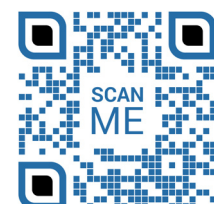
HOLIDAY — NOVEMBER 1

Reservations & Materials: October 10

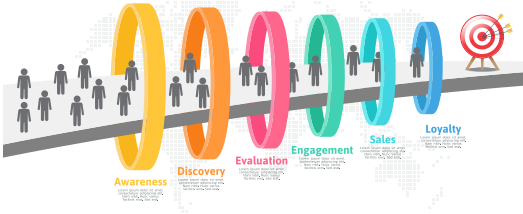


If you are interested in learning more about our advertising opportunities, please reach out to me directly at 609.513.0813, or email [NJLifestyleMag@gmail.com](mailto:NJLifestyleMag@gmail.com).

— Nick Valinote, Publisher



**WE CAN PLACE YOU IN 5,000 AFFLUENT HOMES 6 TIMES A YEAR WITH OUR PRINTED PUBLICATION.**



**6 ISSUES/YEAR**

FULL PAGE	\$1400 X 6
2/3	\$1100 X 6
1/2	\$900 X 6
1/3	\$650 X 6
1/6	\$300 X 6

**COVERS**

BACK COVER	\$3550 X 6
INSIDE FRONT	\$2800 X 6
INSIDE BACK	\$2800 X 6

**AS A MARKETING PARTNER WE CAN OFFER YOU THE FOLLOWING INCREDIBLE ADVERTISING VALUES:**

**Full page and 2/3 page ads include all of the following services with 6X contract:**

- One exclusive feature in print and digital — A \$2,000 Value
- Access to Lifestyle’s proprietary database for one mailing per year — A \$900 Value
- Free ad layout Production — A \$395 Value
- One post per month on Instagram/Facebook — A \$100 Value
- Two Personalized eblast to 5,000 recipients — A \$150 value
- One 420 x 420 digital ad — A \$200 monthly value (1/3 page or larger)
- Self-published access to our site (6x per year)

**We also offer a digital only package: Billed bi-monthly \$499 (6 times a year)**

- 1 Digital Feature with annual update
- Social Posts 1 / month
- Email blast 5,000 recipients 2/ year
- One 420 x 420 digital ad at NJLifestyleMag.com
- Self-published access to our site (6x per year)

Inside cover positions are based on availability and require a minimum of 5 additional insertions within a 12 month period. All rates are net per insertion. Rates shown are for complete digital files. Payment Terms: All advertising orders require payment with signed agreement.

## MECHANICAL REQUIREMENTS

**SIZES**

Full Page Bleed	9.25" X 11.125"
Trim Size	9" X 10.875"
Full Page	8" X 10"
2/3	5.125" X 10"
1/2 vertical	5.125" X 7.375"
1/3 horizontal	4.875" X 4.875"
1/6 horizontal	5.125" X 2.375"

Printing Method: Web Offset  
 Trim Size: 9 x 10.875  
 For Full Page Bleed keep live matter 1/4" from trim edges  
 Photo Resolution: 300dpi, CMYK  
 InDesign, Illustrator, Photoshop, PDF  
 Include all Photos, Artwork and Fonts

