

Morris & Essex

MAGAZINE

2025 MEDIA KIT

MORRIS & ESSEX MAGAZINE...

Is a luxury lifestyle publication which covers everything that makes these two counties unique: the people, the places, the shops and restaurants, the homes, the history, the events and so much more.

Is a 100% requestor publication, meaning those who receive it via mail—in addition to qualifying by income level and geography—ask for it.



MORRIS & ESSEX MAGAZINE REACHES...

Morris and Essex counties' most affluent households (average HHI of \$250,000).

Total readership of more than 50,000.

A waiting room audience at more than 1,000 public places, including doctors' and dentists' offices, salons and spa.

DEMOGRAPHICS

READER GENDER:

65% FEMALE
35% MALE

AVERAGE READER AGE:

51

EDUCATION LEVEL:

78%
HAVE A BACHELOR'S
DEGREE OR HIGHER

2025 EDITORIAL CALENDAR

ISSUE

FEBRUARY/MARCH
THE HEALTH & FITNESS ISSUE

SPECIAL ADVERTISING SECTIONS

MORRIS COUNTY'S TOP DENTISTS
ESSEX COUNTY'S TOP DENTISTS
HEALTHCARE PROFESSIONALS TO WATCH (PROFILE SECTION)
GROWING YOUR WEALTH (FINANCIAL PLANNING GUIDE)
EDUCATION PLANNER

DEADLINES

AD CLOSE: 1/10/2025
MATERIALS: 1/14/2025

APRIL/MAY
THE HOME & REAL ESTATE ISSUE

MORRIS COUNTY'S TOP REAL ESTATE AGENTS
ESSEX COUNTY'S TOP REAL ESTATE AGENTS
SPRING HOME SHOWCASE
WOMEN IN DESIGN (PROFILE SECTION)
SENIOR LIVING GUIDE

AD CLOSE: 3/12/2025
MATERIALS: 3/14/2025

JUNE/JULY
THE SUMMER ISSUE

MORRIS COUNTY'S TOP LAWYERS
ESSEX COUNTY'S TOP LAWYERS
YOUR BEST SUMMER SMILE (PROFILE SECTION)
CELEBRATIONS SHOWCASE
SUMMER DINING GUIDE

AD CLOSE: 5/8/2025
MATERIALS: 5/12/2025

2025 EDITORIAL CALENDAR

ISSUE

SEPTEMBER
THE READERS' CHOICE AWARDS ISSUE

SPECIAL ADVERTISING SECTIONS

FACES OF MORRIS & ESSEX
EDUCATION PLANNER
SENIOR LIVING GUIDE

DEADLINES

AD CLOSE: 7/24/2025
MATERIALS: 7/28/2025

OCTOBER/NOVEMBER
THE HOME DESIGN ISSUE

FALL HOME SHOWCASE
WHO'S WHO IN HEALTHCARE (PROFILE SECTION)
WOMEN IN LAW (PROFILE SECTION)
FALL DINING GUIDE

AD CLOSE: 9/11/2025
MATERIALS: 9/15/2025

DECEMBER/JANUARY
THE HOLIDAY ISSUE

MORRIS COUNTY'S TOP DOCTORS
ESSEX COUNTY'S TOP DOCTORS
WOMEN TO WATCH IN 2026 (PROFILE SECTION)
WHO'S WHO IN DENTISTRY (PROFILE SECTION)
HOLIDAY GIFT GUIDE

AD CLOSE: 11/6/2025
MATERIALS: 11/10/2025

ADVERTISING RATES

2025 RATES

AD SIZE	3X	6X	OPEN RATE
TWO-PAGE SPREAD	\$5,975	\$4,995	\$6,645
FULL PAGE	\$3,295	\$2,795	\$3,695
2/3 PAGE	\$2,475	\$2,095	\$2,775
1/2 PAGE	\$2,045	\$1,725	\$2,225
1/3 PAGE	\$1,445	\$1,195	\$1,625
1/4 PAGE	\$1,095	\$895	\$1,225

SPECIAL POSITIONS

AD SIZE	3X	6X	OPEN RATE
INSIDE FRONT COVER	\$3,795	\$3,215	\$4,245
PAGE ONE	\$3,795	\$3,215	\$4,245
OPPOSITE TOC	\$3,795	\$3,215	\$4,245
OPPOSITE EDITOR'S NOTE	\$3,625	\$3,075	\$4,065
OPPOSITE MASTHEAD	\$3,625	\$3,075	\$4,065
INSIDE BACK COVER	\$3,625	\$3,075	\$4,065
BACK COVER	\$3,995	\$3,395	\$4,445

ADVERTISING SPECIFICATIONS

AD SIZES (WXH/INCHES)

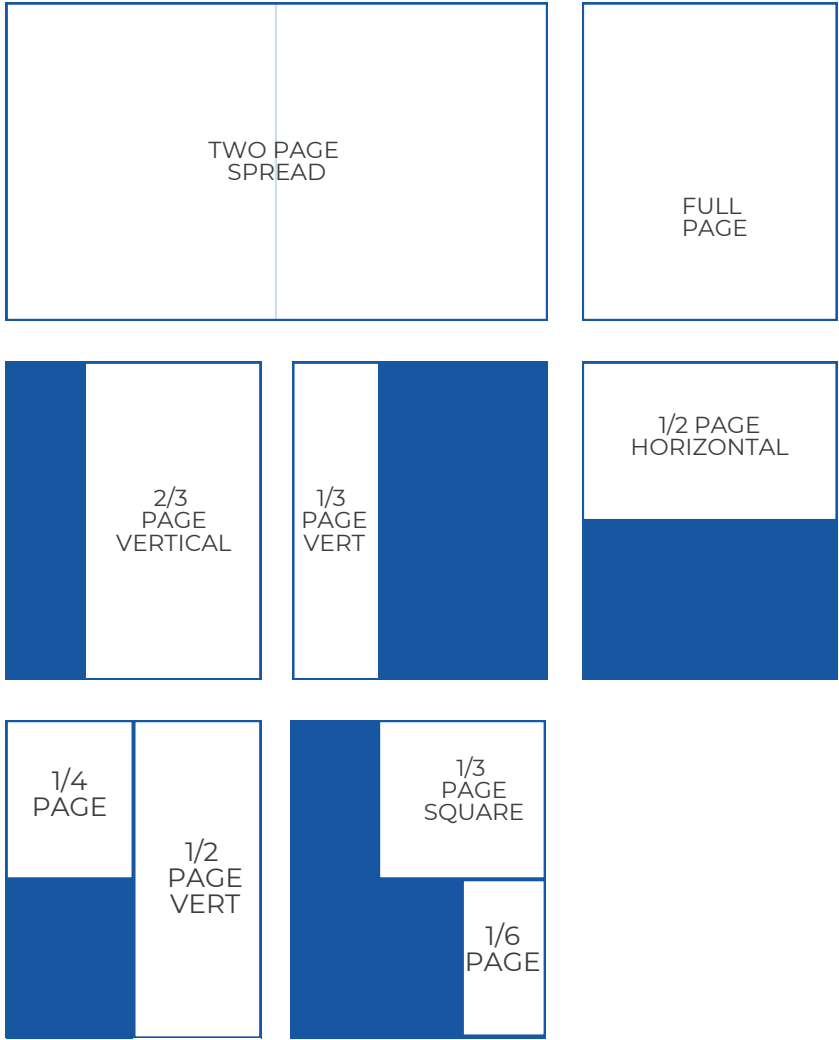
SPACE	NON-BLEED SIZE	SAFE AREA	TRIM SIZE	BLEED SIZE
TWO PAGE SPREAD	17.5 X 10.375	17.5 X 10.375	18 X 10.895	18.25 X 11.125
FULL PAGE	8.375 X 10.375	8.375 X 10.375	9 X 10.875	9.25 X 11.125
2/3 PAGE VERTICAL	5.428 X 10.375	5.177 X 10.375	5.677 X 10.875	5.927 X 11.125
1/2 PAGE HORIZONTAL	8.375 X 4.95	8.5 X 4.7	9 X 5.2	9.25 X 5.45
1/2 PAGE VERTICAL	3.95 X 10.375	3.7 X 10.375	4.2 X 10.875	4.445 X 11.125
1/3 PAGE VERTICAL	2.48 X 10.375	N/A	N/A	N/A
1/3 PAGE SQUARE	5.428 X 4.95	N/A	N/A	N/A
1/4 PAGE	3.95 X 4.95	N/A	N/A	N/A

MAGAZINE TRIM SIZE:

9" x 10.875"

SAFETY:

0.25" from trim and 0.5" from inside gutter. No text outside live area.

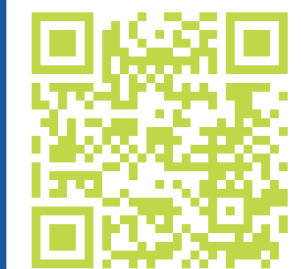


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