

# Monmouth

MAGAZINE

2025 MEDIA KIT

# MONMOUTH MAGAZINE.

Monmouth County's only true countywide publication.

Monmouth County's only requestor publication—100% of our residential readers have asked to receive it.



Expanding frequency from 6 times in 2024 to 12 times in 2025!

# MONMOUTH MAGAZINE REACHES...

Monmouth County's 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:

**75%**  
**HAVE A BACHELOR'S**  
**DEGREE OR HIGHER**

# 2025 EDITORIAL CALENDAR

## ISSUE

## SPECIAL ADVERTISING SECTIONS

## DEADLINES

**JANUARY**  
THE HEALTH & FITNESS ISSUE

GROWING YOUR WEALTH (FINANCIAL PLANNING GUIDE)  
HEALTHCARE LEADERS (PROFILE SECTION)

**AD CLOSE:** 12/2/2024  
**MATERIALS:** 12/6/2024

**FEBRUARY**  
THE LOVE ISSUE

MONMOUTH COUNTY'S TOP DENTISTS  
CRAFT COCKTAIL & CRAFT BEER SCENE  
MEET YOUR VETERINARIAN (PROFILE SECTION)

**AD CLOSE:** 1/7/2025  
**MATERIALS:** 1/9/2025

**MARCH**  
THE FASHION ISSUE

OUTDOOR LIVING SHOWCASE  
EDUCATION PLANNER  
SENIOR LIVING GUIDE

**AD CLOSE:** 2/6/2025  
**MATERIALS:** 2/10/2025

**APRIL**  
THE HOME & REAL ESTATE ISSUE

MONMOUTH COUNTY'S TOP REAL ESTATE AGENTS  
WOMEN IN DESIGN (PROFILE SECTION)  
SPRING HOME SHOWCASE

**AD CLOSE:** 3/10/2025  
**MATERIALS:** 3/12/2025

**MAY**  
THE CELEBRATIONS ISSUE

CELEBRATIONS SHOWCASE  
DESTINATION TRAVEL GUIDE  
MEET THE DENTAL PROFESSIONAL (PROFILE SECTION)

**AD CLOSE:** 4/8/2025  
**MATERIALS:** 4/10/2025

**JUNE**  
THE SHORE ISSUE

WOMEN IN LAW (PROFILE SECTION)  
SENIOR LIVING GUIDE  
JERSEY SHORE REAL ESTATE

**AD CLOSE:** 5/6/2025  
**MATERIALS:** 5/8/2025

# 2025 EDITORIAL CALENDAR

## ISSUE

## SPECIAL ADVERTISING SECTIONS

## DEADLINES

**JULY**  
THE SUMMER ISSUE

YOUR BEST SUMMER SMILE  
WOMEN IN HEALTHCARE (PROFILE SECTION)  
AL FRESCO DINING GUIDE

**AD CLOSE:** 6/9/2025  
**MATERIALS:** 6/11/2025

**AUGUST**  
THE BACK TO SCHOOL ISSUE

EDUCATION PLANNER  
PET GUIDE

**AD CLOSE:** 7/8/2025  
**MATERIALS:** 7/10/2025

**SEPTEMBER**  
THE READERS' CHOICE AWARDS ISSUE

FACES OF MONMOUTH  
SENIOR LIVING GUIDE

**AD CLOSE:** 8/7/2025  
**MATERIALS:** 8/11/2025

**OCTOBER**  
THE FALL HOME ISSUE

FALL HOME SHOWCASE  
EDUCATION PLANNER  
GIVING BACK DIRECTORY

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

**NOVEMBER**  
THE FOOD ISSUE

DINING GUIDE  
CHEF'S COOKBOOK  
MONMOUTH COUNTY'S TOP DOCTORS

**AD CLOSE:** 10/7/2025  
**MATERIALS:** 10/9/2025

**DECEMBER**  
THE HOLIDAY ISSUE

HOLIDAY GIFT GUIDE  
WOMEN TO WATCH IN 2026  
CELEBRATIONS SHOWCASE

**AD CLOSE:** 11/4/2025  
**MATERIALS:** 11/6/2025

# ADVERTISING RATES

## 2025 RATES

| AD SIZE         | 3X      | 6X      | 12X     | OPEN RATE |
|-----------------|---------|---------|---------|-----------|
| TWO-PAGE SPREAD | \$5,595 | \$4,825 | \$4,395 | \$6,420   |
| FULL PAGE       | \$3,035 | \$2,575 | \$2,295 | \$3,565   |
| 2/3 PAGE        | \$2,345 | \$1,995 | \$1,795 | \$2,810   |
| 1/2 PAGE        | \$1,885 | \$1,595 | \$1,395 | \$2,220   |
| 1/3 PAGE        | \$1,335 | \$1,115 | \$995   | \$1,570   |
| 1/4 PAGE        | \$1,025 | \$895   | \$795   | \$1,250   |

## SPECIAL POSITIONS

| AD SIZE                | 3X      | 6X      | 12X     | OPEN RATE |
|------------------------|---------|---------|---------|-----------|
| INSIDE FRONT COVER     | \$3,455 | \$2,975 | \$2,645 | \$4,095   |
| PAGE ONE               | \$3,455 | \$2,975 | \$2,645 | \$4,095   |
| OPPOSITE TOC           | \$3,455 | \$2,975 | \$2,645 | \$4,095   |
| OPPOSITE EDITOR'S NOTE | \$3,365 | \$2,795 | \$2,495 | \$3,925   |
| OPPOSITE MASTHEAD      | \$3,365 | \$2,795 | \$2,495 | \$3,925   |
| INSIDE BACK COVER      | \$3,365 | \$2,795 | \$2,495 | \$3,925   |
| BACK COVER             | \$3,595 | \$3,145 | \$2,795 | \$4,255   |

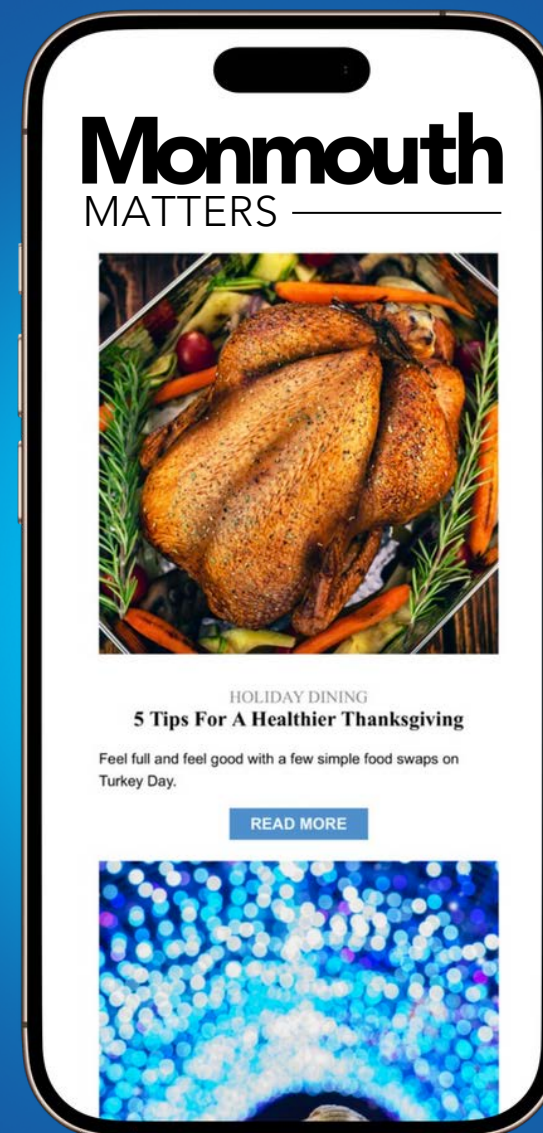
# MONMOUTH MATTERS

## MONMOUTH MAGAZINE'S *BRAND NEW* MUST-READ MONTHLY NEWSLETTER!

Monmouth Matters is *Monmouth* magazine's exclusive monthly peek into the people who shape our community, the places that generate excitement and buzz (including restaurants, shops and other hangouts) and the can't-miss events residents will want to attend.

**It's a great vehicle for getting your message out—in two unique ways—at a low, low cost!**

**Total Circulation: 20,000+**



## SPONSORSHIP PACKAGES

(LIMITED TO TWO BUSINESSES)

### **Sponsored Content:**

A supplied story (400 words + images) that educates and entertains, while bringing attention to your company in a highly credible way. Also appears on *Monmouth* magazine's website, monmouthmag.com.

### **Banner Advertising:**

A 300 x 250-pixel space that links to your website or landing page. We'll even design it at no additional cost.

## RATES

| FREQUENCY | RATE (Net)    |
|-----------|---------------|
| 1 MONTH   | \$595 Total   |
| 3 MONTHS  | \$1,595 Total |
| 6 MONTHS  | \$2,995 Total |

Sales are on a first-come, first-served basis; current advertisers will be given right-of-first-refusal.

# 2025 DIGITAL OFFERINGS

## **SEO.**

Our tailored approach includes keyword research, on-page optimization, and link building to drive organic traffic and improve your search rankings.

**\$395 per month**

## **Facebook/Instagram Ads.**

We create compelling ad campaigns that resonate with local customers, driving more traffic to your website and store.

**\$945 per month**

## **Pay-Per-Click Ad Services.**

We manage everything from keyword selection to ad creation and bidding strategies, ensuring you get the best return on investment.

**\$525 per month**

## **Listings Management.**

We update your details on Google My Business, Yelp, Bing, and dozens of other platforms. Accurate listings improve your local SEO, making it easier for customers to find you.

**\$145 per month**

## **Reputation Management.**

We monitor reviews, respond to feedback, and manage your online presence to ensure a positive image.

**\$325 per month**

## **Chatbot and Lead Capturing.**

Provides instant responses to customer inquiries, improving engagement and satisfaction. By capturing leads directly from your website and social media pages, the chatbot helps you grow your customer base and drive more sales.

**\$95 per month (+ \$99 setup fee)**

**We also offer eblasts to tens of thousands of subscribers, banner ads on our website and more!**

## SPECIAL OPPORTUNITY FOR 12X, FULL-PAGE ADVERTISERS

- Receive a bonus four-page article in a future issue of *Monmouth* magazine covering everything about your business – history, staff, product or service line and so much more!
- Story will also appear on our website, [monmouthmag.com](http://monmouthmag.com).
- Story will be spotlighted on *Monmouth* magazine social media

Contact *Monmouth* magazine publisher Jodi Bruker (732-778-4744, [jodi.bruker@wainscotmedia.com](mailto:jodi.bruker@wainscotmedia.com)) or your account executive today to learn more about this exciting, new opportunity!

# ADVERTISING SPECIFICATIONS

AD SIZES (WXH/INCHES)

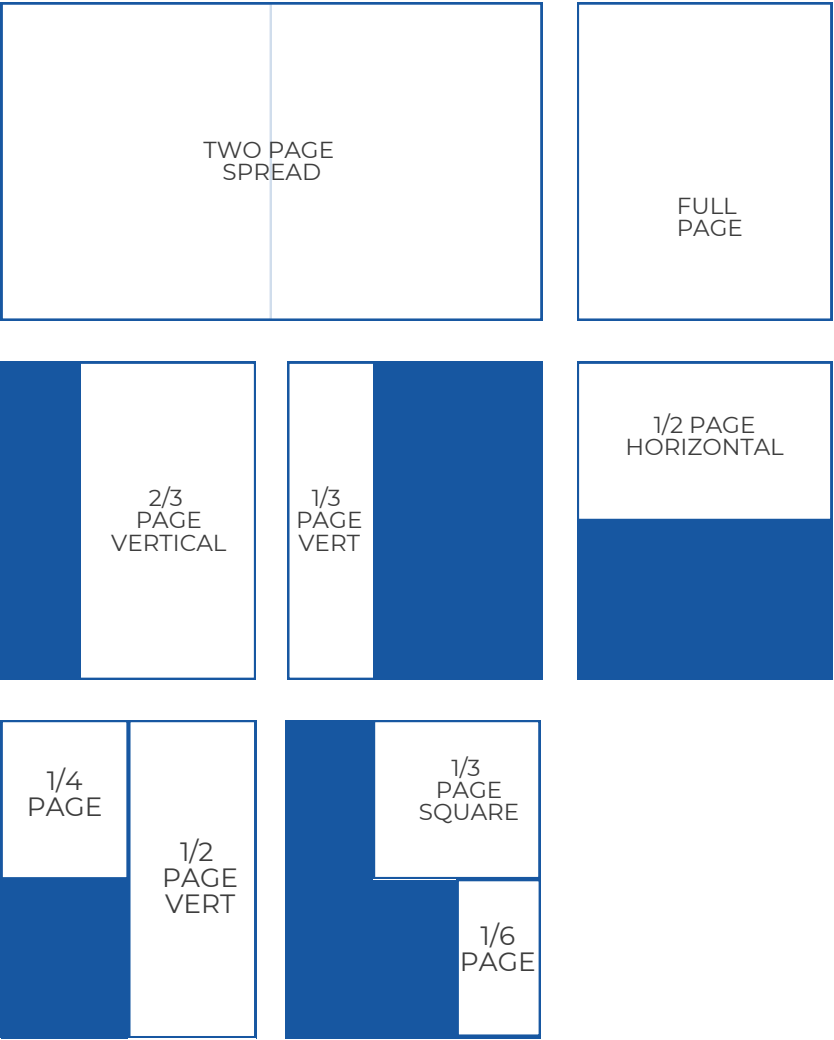
| SPACE               | NON-BLEED SIZE | SAFE AREA      | TRIM SIZE      | BLEED SIZE     |
|---------------------|----------------|----------------|----------------|----------------|
| TWO PAGE SPREAD     | 17.5 X 10.375  | 17.5 X 10.375  | 18 X 10.895    | 18.25 X 11.125 |
| FULL PAGE           | 8.375 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"

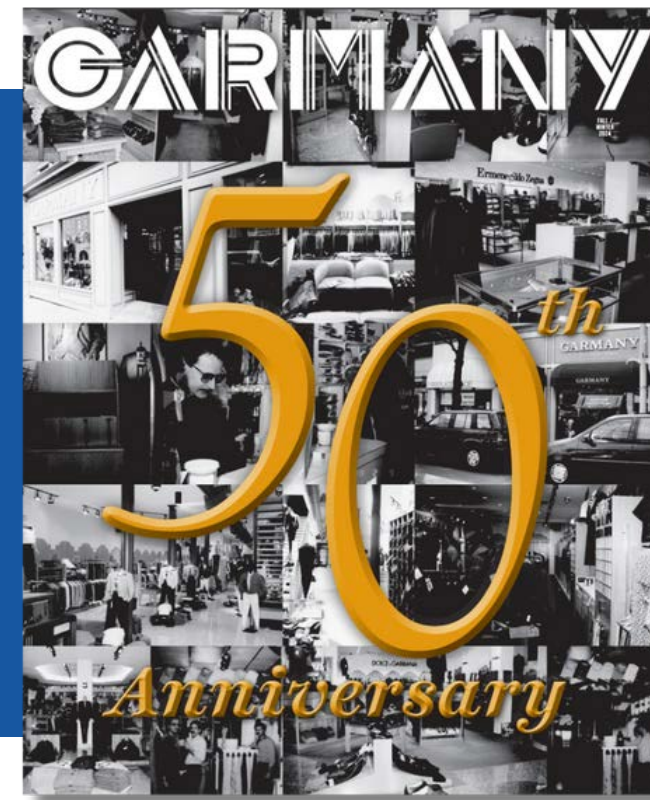
**SAFETY:**

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



# OUR SISTER PUBLICATIONS

Brought to you by Wainscot Media, a leader in custom luxury magazines and hyperlocal publishing.



See more  
of our  
work here:



# CONTACT US

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For questions about advertising or being featured in one of our magazines, please contact:

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