



Morris & Essex

MAGAZINE

2026 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

2026 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)
EDUCATION PLANNER

DEADLINES

AD CLOSE: 1/12/2026
MATERIALS: 1/14/2026

APRIL/MAY
THE HOME & REAL ESTATE ISSUE

MORRIS COUNTY'S TOP REAL ESTATE AGENTS
ESSEX COUNTY'S TOP REAL ESTATE AGENTS
SPRING HOME REMODELING GUIDE
PET GUIDE
SENIOR LIVING GUIDE

AD CLOSE: 3/11/2026
MATERIALS: 3/13/2026

JUNE/JULY
THE SUMMER ISSUE

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

AD CLOSE: 5/8/2026
MATERIALS: 5/12/2026

2026 EDITORIAL CALENDAR

ISSUE

SEPTEMBER
THE READERS' CHOICE AWARDS ISSUE

SPECIAL ADVERTISING SECTIONS

FACES OF MORRIS & ESSEX
READERS' CHOICE AWARDS
FALL HOME REMODELING GUIDE
EDUCATION PLANNER
SENIOR LIVING GUIDE

DEADLINES

AD CLOSE: 7/24/2026
MATERIALS: 7/28/2026

OCTOBER/NOVEMBER
THE HOME DESIGN ISSUE

HOIDAY CELEBRATIONS SHOWCASE
GIVING BACK GUIDE
WOMEN IN LAW (PROFILE SECTION)
WHO'S WHO IN DENTISTRY (PROFILE SECTION)

AD CLOSE: 9/11/2026
MATERIALS: 9/15/2026

DECEMBER/JANUARY
THE HOLIDAY ISSUE

MORRIS COUNTY'S TOP DOCTORS
ESSEX COUNTY'S TOP DOCTORS
WOMEN TO WATCH IN 2027 (PROFILE SECTION)
HOLIDAY GIFT GUIDE/SHOP LOCAL
FINANCIAL PLANNING GUIDE

AD CLOSE: 11/9/2026
MATERIALS: 11/11/2026

ADVERTISING RATES

2026 RATES

AD SIZE	3X	6X	OPEN RATE
TWO-PAGE SPREAD	\$6,215	\$5,195	\$6,910
FULL PAGE	\$3,425	\$2,895	\$3,845
2/3 PAGE	\$2,575	\$2,180	\$2,885
1/2 PAGE	\$2,125	\$1,795	\$2,315
1/3 PAGE	\$1,495	\$1,245	\$1,690
1/4 PAGE	\$1,140	\$925	\$1,275

SPECIAL POSITIONS

AD SIZE	3X	6X	OPEN RATE
INSIDE FRONT COVER	\$3,945	\$3,345	\$4,415
PAGE ONE	\$3,945	\$3,345	\$4,415
OPPOSITE TOC	\$3,945	\$3,345	\$4,415
OPPOSITE EDITOR'S NOTE	\$3,770	\$3,195	\$4,225
OPPOSITE MASTHEAD	\$3,770	\$3,195	\$4,225
INSIDE BACK COVER	\$3,770	\$3,195	\$4,225
BACK COVER	\$4,155	\$3,530	\$4,625

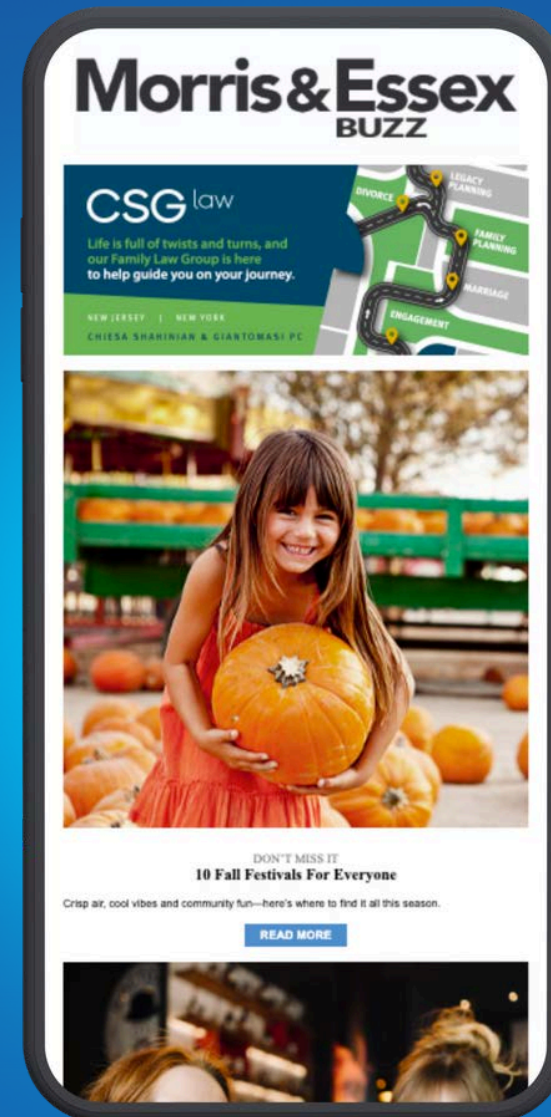
MORRIS & ESSEX BUZZ

MORRIS & ESSEX MAGAZINE'S *BRAND NEW* MUST-READ MONTHLY NEWSLETTER!

MSX is *Morris & Essex* magazine's exclusive monthly peek into the people who shape our communities, 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: 24,000+



SPONSORSHIP PACKAGES

(LIMITED TO TWO BUSINESSES)

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)
12 MONTHS	\$6,000 Total (\$500/month)

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

DIGITAL MARKETING OPTIONS THAT DELIVER

Morris & Essex magazine is more than a trusted local media brand—we're your strategic partner for high-impact marketing that drives **real business results**.

In addition to our magazine, we offer a full suite of digital solutions designed to increase awareness, generate qualified leads, and grow your customer base.

MAGAZINE + DIGITAL: BETTER TOGETHER

We combine the power of *Morris & Essex* magazine's engaged, high-value audience with precision digital targeting to reach the right customers—both online and in their homes.

When magazine and digital work together, your message becomes **more memorable, more actionable, and more effective**.

OUR CAPABILITIES:

- Targeted Display and Video Advertising
- Social Media Campaigns
- Content Marketing and Sponsored Articles
- Video Production and Other Creative Services
- Search Engine Marketing (SEM)
- Search Engine Optimization (SEO)
- Geofencing and Location-Based Targeting
- Email Marketing
- Online Reputation Monitoring and Review Management
- Lead Capture Tools and Website Chatbots
- Website Development
- Analytics, Conversion Tracking and ROI Reporting

LET'S BUILD YOUR STRATEGY

Start with a **complimentary digital marketing audit** to uncover opportunities that can directly grow your business.

We'll identify untapped audiences, show how combining your magazine advertising with digital marketing can reach more customers, and recommend a strategy designed to increase leads, drive sales, and strengthen customer relationships.

ADVERTISING SPECIFICATIONS

AD SIZES (WXH/INCHES)

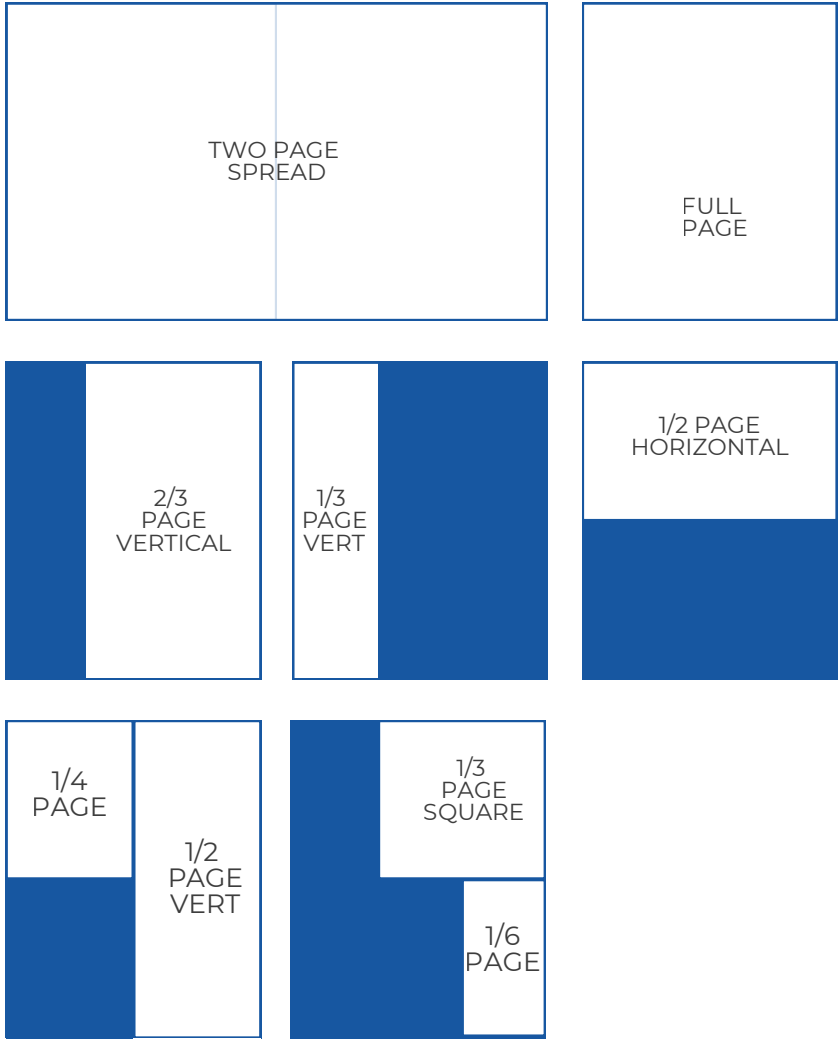
SPACE	NON-BLEED SIZE	SAFE AREA	TRIM SIZE	BLEED SIZE
TWO PAGE SPREAD	17.5 X 10.375	17.5 X 10.375	18 X 10.895	18.25 X 11.125
FULL PAGE	8.375 X 10.375	8.375 X 10.375	9 X 10.875	9.25 X 11.125
2/3 PAGE VERTICAL	5.428 X 10.375	5.177 X 10.375	5.677 X 10.875	5.927 X 11.125
1/2 PAGE HORIZONTAL	8.375 X 4.95	8.5 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.



WAINSCOT MEDIA: WE BUILD COMMUNITY CONNECTIONS



Over 20 years helping New Jersey's leading marketers connect with high-value customers where they live, shop, and buy.

- Town, regional, and specialty magazines
- Websites, newsletters, and social marketing
- Full-service digital and creative solutions

See more
of our
work here:



CONTACT US

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

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