



Monmouth

MAGAZINE

2026 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.



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

2026 EDITORIAL CALENDAR

ISSUE

SPECIAL ADVERTISING SECTIONS

DEADLINES

JANUARY

THE HEALTH & WELLNESS ISSUE

FINANCIAL PLANNING GUIDE
HEALTHCARE PROFESSIONALS TO WATCH (PROFILE SECTION)

AD CLOSE: 12/2/2025
MATERIALS: 12/4/2025

FEBRUARY

THE LOVE ISSUE

MONMOUTH COUNTY'S TOP DENTISTS
VALENTINE'S DAY GIFT GUIDE
PET GUIDE

AD CLOSE: 1/7/2026
MATERIALS: 1/9/2026

MARCH

THE FASHION ISSUE

SPRING HOME REMODELING GUIDE
WOMEN IN LAW (PROFILE SECTION)
EDUCATION PLANNER
SENIOR LIVING GUIDE

AD CLOSE: 2/6/2026
MATERIALS: 2/10/2026

APRIL

THE SPRING HOME & REAL ESTATE ISSUE

MONMOUTH COUNTY'S TOP REAL ESTATE AGENTS
HOME & GARDEN SHOWCASE

AD CLOSE: 3/10/2026
MATERIALS: 3/12/2026

MAY

THE CELEBRATIONS ISSUE

CELEBRATIONS SHOWCASE
OUTDOOR LIVING GUIDE
MEET THE DENTAL PROFESSIONAL (PROFILE SECTION)

AD CLOSE: 4/8/2026
MATERIALS: 4/10/2026

JUNE

THE SHORE ISSUE

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

AD CLOSE: 5/7/2026
MATERIALS: 5/11/2026

2026 EDITORIAL CALENDAR

ISSUE

SPECIAL ADVERTISING SECTIONS

DEADLINES

JULY
THE SUMMER ISSUE

YOUR BEST SUMMER SMILE (DENTIST PROFILE SECTION)
WOMEN IN HEALTHCARE (DOCTOR PROFILE SECTION)
SUMMER DINING GUIDE

AD CLOSE: 6/9/2026
MATERIALS: 6//2026

AUGUST
THE BACK TO SCHOOL ISSUE

EDUCATION PLANNER
PET GUIDE

AD CLOSE: 7/8/2026
MATERIALS: 7/10/2026

SEPTEMBER
THE READERS' CHOICE AWARDS ISSUE

FACES OF MONMOUTH
READERS' CHOICE AWARDS
FALL HOME REMODELING GUIDE
SENIOR LIVING GUIDE

AD CLOSE: 8/7/2026
MATERIALS: 8/11/2026

OCTOBER
THE FALL HOME ISSUE

FALL HOME SHOWCASE
EDUCATION PLANNER
SHOP LOCAL GUIDE

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

NOVEMBER
THE FOOD ISSUE

WHO'S WHO IN FAMILY LAW (PROFILE SECTION)
WHO'S WHO IN HEALTHCARE (PROFILE SECTION)

AD CLOSE: 10/7/2026
MATERIALS: 10/9/2026

DECEMBER
THE HOLIDAY ISSUE

MONMOUTH COUNTY'S TOP DOCTORS
WOMEN TO WATCH IN 2027 (PROFILE SECTION)
SENIOR LIVING GUIDE
HOLIDAY GIFT GUIDE

AD CLOSE: 11/4/2026
MATERIALS: 11/6/2026

ADVERTISING RATES

2026 RATES

AD SIZE	3X	6X	12X	OPEN RATE
TWO-PAGE SPREAD	\$5,985	\$5165	\$4,695	\$6,870
FULL PAGE	\$3,245	\$2,755	\$2,455	\$3,815
2/3 PAGE	\$2,510	\$2,135	\$1,920	\$3,005
1/2 PAGE	\$2,015	\$1,905	\$1,495	\$2,375
1/3 PAGE	\$1,425	\$1,195	\$1,065	\$1,680
1/4 PAGE	\$1,090	\$960	\$845	\$1,335

SPECIAL POSITIONS

AD SIZE	3X	6X	12X	OPEN RATE
INSIDE FRONT COVER	\$3,695	\$3,185	\$2,830	\$4,380
PAGE ONE	\$3,695	\$3,185	\$2,830	\$4,380
OPPOSITE TOC	\$3,695	\$3,185	\$2,830	\$4,380
OPPOSITE EDITOR'S NOTE	\$3,595	\$2,990	\$2,665	\$4,195
OPPOSITE MASTHEAD	\$3,595	\$2,990	\$2,665	\$4,195
INSIDE BACK COVER	\$3,595	\$2,990	\$2,665	\$4,195
BACK COVER	\$3,845	\$3,365	\$2,985	\$4,550

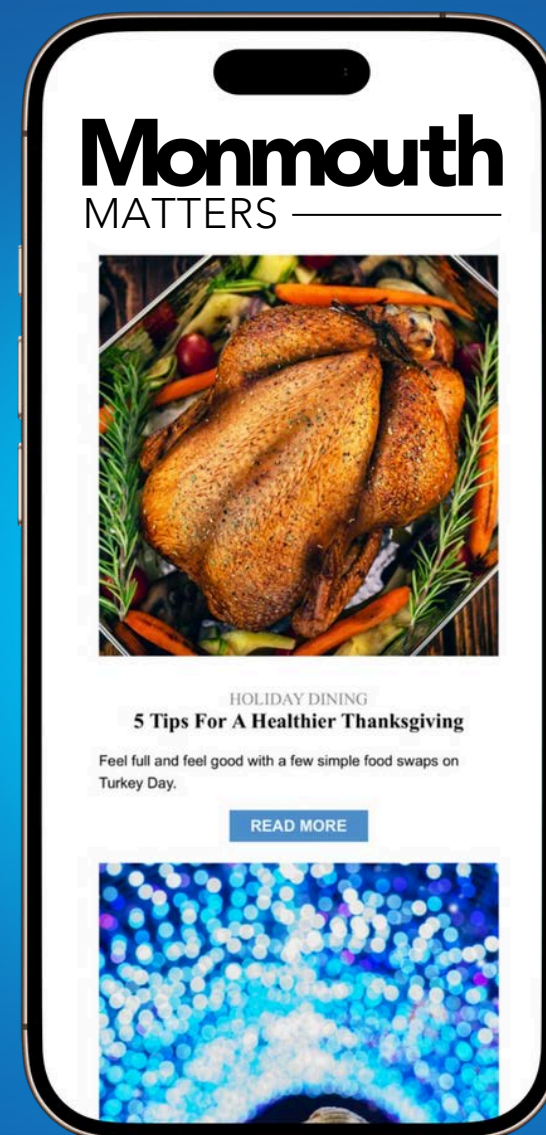
MONMOUTH MATTERS

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—at a low, low cost!

Total Circulation: 20,000+



SPONSORSHIP PACKAGES

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	\$395 Total
3 MONTHS	\$1,095 Total
6 MONTHS	\$1,995 Total

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

DIGITAL MARKETING OPTIONS THAT DELIVER

Monmouth 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 *Monmouth* 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)

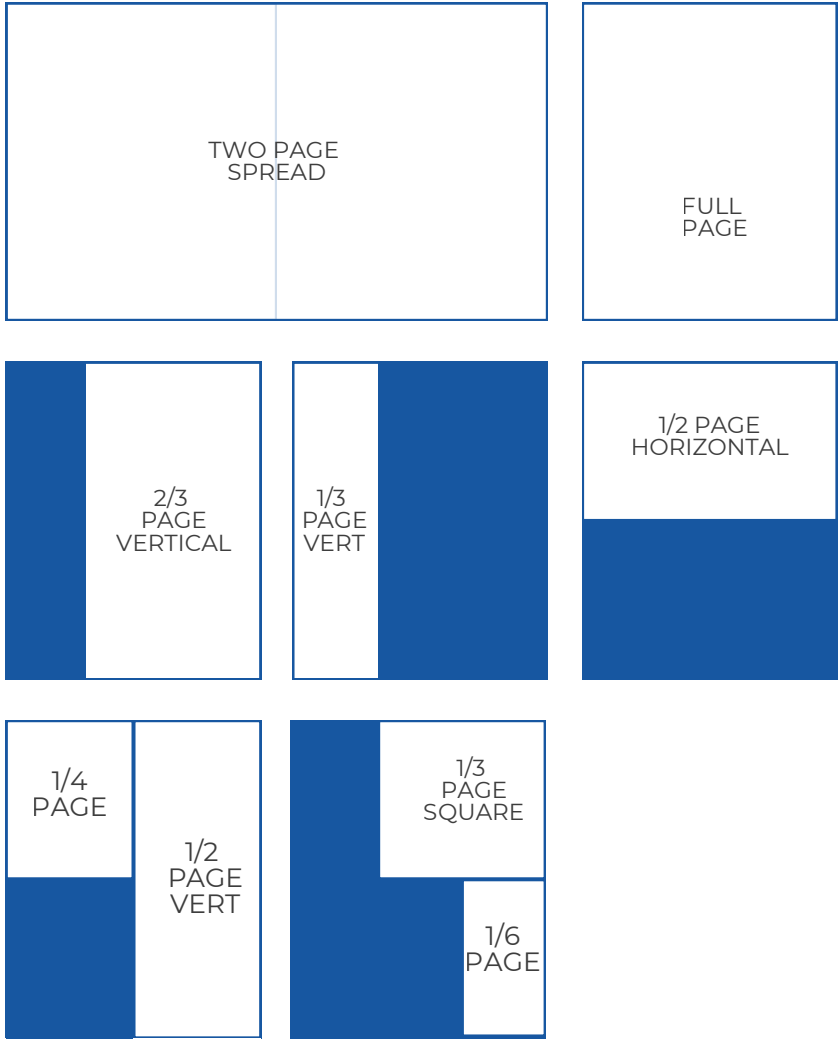
SPACE	NON-BLEED SIZE	SAFE AREA	TRIM SIZE	BLEED SIZE
TWO PAGE SPREAD	17.5 X 10.375	17.5 X 10.375	18 X 10.895	18.25 X 11.125
FULL PAGE	8.375 X 10.375	8.375 X 10.375	9 X 10.875	9.25 X 11.125
2/3 PAGE VERTICAL	5.428 X 10.375	5.177 X 10.375	5.677 X 10.875	5.927 X 11.125
1/2 PAGE HORIZONTAL	8.375 X 4.95	8.5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