

# NEW JERSEY NEWSPAPER NETWORK

840 Bear Tavern Road Suite 305 West Trenton, NJ 08628-1019 609-406-0600 Fax 609-406-0399 E-mail NJNN@NJPA.org www.njpa.org



## Advertising in New Jersey? What Every Media Buyer Should Know About Growing Their Business in The Garden State

Sandwiched between two mega-DMAs (New York to the north and Philadelphia to the south), it is arguable that New Jersey's 6.6+ million adults have more choices for news and information than any other state in the country. Despite that fact, or perhaps because of it, New Jersey newspapers' print and online products deliver a market reach that is unmatched by TV, radio, and other Internet sites.

Here are some facts that any business professional should consider before advertising in New Jersey:

### Newspaper Websites Have Unparalleled Reach!

- 2.1 million New Jersey adults visit a website every week
- Every week newspaper websites reach 44% of NJ college graduates and 40% of households with income over \$150K
- 36% of all Internet users visited a newspaper site in November 2006

### Newspaper Brands Are A Trusted Local Source!

- 71% of New Jersey adults trust newspaper brands for local "hometown" news
- 73% of New Jersey adults prefer newspaper brands for their local shopping information
- Nearly two-thirds of New Jersey consumers rely on newspaper brands for information related to purchases

### New Jersey Stays Connected!

- 71% of New Jersey residents accessed the Internet this month and 54% accessed yesterday
- Newspaper websites are an important online destination for online readers with nearly one-third of all adults visiting every week
- New Jersey newspaper websites have a 43% statewide monthly reach, compared with the nationwide average of 20%

### Newspapers Deliver a Powerful Print + Online Combo!

- 86% of New Jersey adults read a newspaper in print or online every week

Source: 2006 New Jersey Statewide Market Study, Conducted by Belden Associates.



# NEW JERSEY NEWSPAPER NETWORK

840 Bear Tavern Road Suite 305 West Trenton, NJ 08628-1019 609-406-0600 Fax 609-406-0399 E-mail NJNN@NJPA.org www.njpa.org

## Online Advertising Made Easy



**The new online advertising network from NJNN and Digital Press Consortium is your one-call solution for Internet ads in New Jersey.**

NJNN already has 15 years of experience helping advertisers deliver their message to consumers through New Jersey newspapers. This new service enables advertisers to purchase online advertising on any combination of New Jersey Press Association member websites for one low price--with only one call!

## You're In The Driver's Seat...

The online advertising network offers the ultimate in flexibility allowing advertisers to choose from a menu of sizes and member sites. In addition, with our CPM pricing model you choose the number of impressions you'd like to run per month. With our industry-leading ad reporting capabilities, you'll see reports that show exactly when and where your ads were delivered.

## Available Newspaper Websites:

### DAILIES

Newark Star-Ledger  
Trenton Times  
Bridgeton News  
Gloucester County Times  
Jersey Journal  
Today's Sunbeam  
Evening Journal Associates  
NJN Publishing

([nj.com](http://nj.com))

Asbury Park Press/Observer Reporter/  
Times-Beacon Newspapers ([app.com](http://app.com))  
Bergen Record/Herald News  
North Jersey Media Group ([northjersey.com](http://northjersey.com))  
Burlington County Times ([phillyburbs.com](http://phillyburbs.com))  
Courier News, Bridgewater/Home News Tribune,  
New Brunswick ([mycentraljersey.com](http://mycentraljersey.com))  
Courier-Post, Camden ([courierpostonline.com](http://courierpostonline.com))  
Daily Journal, Vineland ([thedailyjournal.com](http://thedailyjournal.com))  
Daily Record, Morristown ([dailyrecord.com](http://dailyrecord.com))  
New Jersey Herald, Newton ([njherald.com](http://njherald.com))  
Press of Atlantic City ([pressofatlanticcity.com](http://pressofatlanticcity.com))  
The Trentonian ([trentonian.com](http://trentonian.com))

### WEEKLIES

Atlantic City Weekly ([acweekly.com](http://acweekly.com))  
Atlantic County Newspaper Group ([thehammontonnews.com](http://thehammontonnews.com))  
Bergen Newspaper Group ([bergennews.com](http://bergennews.com))  
Cape May County Herald ([capemaycountyherald.com](http://capemaycountyherald.com))  
Catamaran Media Company ([thecapemaygazette.com](http://thecapemaygazette.com);  
[shorenewstoday.com](http://shorenewstoday.com); [oceanscitygazette.com](http://oceanscitygazette.com);  
[thewildwoodleader.com](http://thewildwoodleader.com))  
The Coaster ([thecoaster.net](http://thecoaster.net))  
Greater Media Newspapers ([gmnews.com](http://gmnews.com))  
Hudson Reporter Associates ([hudsonreporter.com](http://hudsonreporter.com))  
Intercounty Newspaper Group ([southjerseylocalnews.com](http://southjerseylocalnews.com))  
Leader Newspapers ([leadernewspapers.net](http://leadernewspapers.net))  
New Jersey Jewish News ([njewishnews.com](http://njewishnews.com))  
New Jersey Law Journal ([njlj.com](http://njlj.com))  
Packet Publications ([packetonline.com](http://packetonline.com))  
Recorder Community Newspapers ([recordernewspapers.com](http://recordernewspapers.com))  
The Retrospect ([theretrospect.com](http://theretrospect.com))  
The SandPaper ([thesandpaper.net](http://thesandpaper.net))  
Star News Group ([starnewsgroup.com](http://starnewsgroup.com))  
Town Topics ([towntopics.com](http://towntopics.com))  
West Essex Tribune ([westessextribune.org](http://westessextribune.org))  
Worrall Community Newspapers ([localsource.com](http://localsource.com))

**Contact NJNN Director Amy Lear for more information on Online Advertising  
609-406-0600 x15 / [aclear@njpa.org](mailto:aclear@njpa.org)**