

2021

Jersey Shore Family



10 CELEBRATING
TEN YEARS
Anniversary





What is Jersey Shore Family?

Jersey Shore Family Magazine is a free, quarterly print publication for parents living or vacationing at the Jersey Shore. Our loyal readers love Jersey Shore Family and through our extensive online efforts we maintain constant attention from our audience and by providing an open forum for parents we've gained a level of trust rarely seen in the marketing and advertising world. We've taken "Word of Mouth" to a whole new level and provide a small town approach to reaching your ideal audience.

How is it distributed?

Jersey Shore Family is inserted directly into the backpacks of over 12,000 Atlantic County elementary school students. Additional bulk distribution includes places where parents are most likely to look for information and pick up the publication (i.e. pediatrician offices, day cares, libraries, restaurants, children's attractions and visitor centers.)

In addition to the quarterly digest sized, glossy, print magazine, Jersey Shore Family publishes a monthly e-publication/newsletter that is blasted out to over 15,000 online local subscribers. A very active social media campaign includes a network of over 9,000 engaged fans and provides its loyal fan base with a continuous stream of engaging information, upcoming events, ongoing contests and giveaways.

**Jersey Shore Family has a
Print Readership of over
50,000 per issue and an
additional 15,000+ online**

What's inside?

Jersey Shore Family is a hub of information to help parents make informed decisions about living and raising children in the South Jersey area. A wide range of articles entertain, educate and engages our audience with a mix of family based editorials, uplifting feature articles, product reviews and recommendations and, of course, the most detailed and comprehensive calendar of family friendly events in the Jersey Shore area.

We focus on providing information, advice and support to families with children of all ages. A host of award winning writers cover everything from how to plan the perfect birthday party or family vacation to how to deal with children with extreme behavioral issues. We keep an eye out for new and exciting businesses that will appeal to our readership and introduce the businesses to the Jersey Shore market.



Why advertise?

In a tough economy, advertising and marketing budgets are tight and every penny has to count. Jersey Shore Family has perfected our distribution method to reach our core audience in the most efficient way possible, as a result we help our sponsors to target the niche "family" audience at affordable rates. By keeping our distribution extremely targeted, there is far less monetary waste allowing budgets to reach a exponentially larger quality audience than traditional print media.

Our special relationship with local school districts can not be compared. By having our publication placed squarely in the hands of parents through the school system Jersey Shore Family holds a level of trust and credibility that far surpasses other advertising outlets.

Because we are a family publication written and published by parents for parents our network has become a very tight-knit group of educated consumers. Don't be shy, give us a call today to find out how our family can help your family in our journey to mutual success!



Readership Statistics

We recently conducted a survey of our readers and found out some very valuable information for our sponsors:

- 78% of JSF Readers say they read Jersey Shore Family Magazine cover to cover
- 69% of JSF Readers have already used one or more advertisers from Jersey Shore Family Magazine
- 100% of JSF Readers say they WILL use a Jersey Shore Family advertiser in the near future
- 67% of JSF Social Media followers say they check our accounts at least once every week
- 47% of JSF Readers say they will use a Summer Camp or Day Care for their children
- 54% of JSF Readers say they check JerseyShoreFamily.net and Jersey Shore Family Magazine for product and service recommendations

Average age of our readers:

- 46% 36-45 years old
- 34% 26-35 years old
- 11% 18-25 years old
- 9% over 46 years old

Average age of children in the household:

- 63% have children ages 8-16
- 42% have children ages 4-7
- 63% have children ages 1-3
- 28% have children ages 0-12 mo.

Annual Household Income:

- 41% Make \$50K-\$100K
- 37% Make \$100K+
- 14% make less than \$50K

How long do readers hold onto Jersey Shore Family?

- 79% keep it for more than 3 months
- 20% keep it for 1 month
- 32% of readers give it to a friend after they read it

How long do readers hold onto other local parenting publications?

- 26% throw it away after they read it
- 13% keep it for one week
- 3% keep it for one day
- 31% keep it for 1 month

Miscellaneous Stats:

- 62% have 2 or more children
- 11% are currently pregnant



It's Social World

38K+ Readers/
Friends

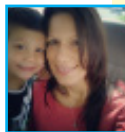
11.4K+ Average Post
Engagements

6K+ Average Video Views

30K+ Average Post Reach

19K+ Unique visitors

26K+ Monthly
Page Views



Angelina A., Linwood, NJ

Love that you have all the local events on a family friendly easy to navigate page! It keeps us busy!



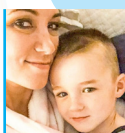
Rachel, Cumberland County

It's great to have all the local activities in one book... saves time and money for us moms looking for something to do.



Annie, Northfield, NJ

Jersey Shore Family is the first place I look when I'm planning our family calendar. Everything is in one place and there are great suggestions and advice we can trust.



Gina, Mays Landing, NJ

I don't take my kids anywhere without checking with Jersey Shore Family first. Reviews and recommendations are priceless!



Get your business in front of local Jersey Shore Families All Year Long!

FALL/Back to School ~ Deadline: August 20 2021

WINTER/Holiday Gift Guide ~ Deadline: November 1, 2021

SPRING/School Resource Guide ~ Deadline: February 19, 2022

SUMMER/Summer Activity Guide ~ Deadline: May 14, 2022

Reserve your ad space in all 4 issues of **Jersey Shore Family** and receive a **FREE Ad** on JerseyShoreFamily.net AND Weekly Promotions on the **Jersey Shore Family Social Media** accounts

	4 x Rate	3 x Rate	2 x Rate	1 x Rate
Back Cover	\$999	\$1,199	\$1,299	\$1,399
Inside Covers	\$799	\$899	\$999	\$1,199
Full Page	\$599	\$699	\$799	\$899
Half Page	\$349	\$399	\$549	\$599
Quarter Page	\$199	\$249	\$299	\$349

Email Sherrii & Mari today for more information:

Media@JerseyShoreFamily.net
or Call Sherrii **609.380.0075**

www.JerseyShoreFamily.net ADVERTISING

200x200 Block (Run of Site)

6 Months	\$199
12 Months	\$349

200x200 Block (Home Page)

6 Months	\$299
12 Months	\$449

715x200 Banner (Bottom of Home Page)

6 Months	\$399
12 Months	\$549

Prices include design and link to your business website or Facebook Page