

New Jersey LIFESTYLE

2026 MEDIA KIT



South Jersey's Favorite Coffee Table Magazine

LIFESTYLE MAGAZINE DEMOGRAPHICS

Delivered directly to 5,500+ verified affluent households — not picked up, not skipped.

- Household Income \$175,000+
- Home Value \$400,000+
- Average Age 50
- 40% Male, 60% Female
- Circulation 5,500+ Mailed Copies
- Bimonthly distribution 6x per year
- Verified homeowners
- 300+ local businesses
- Reaching 30,000+ Affluent People

"I have been thrilled with the exposure that advertising in 'New Jersey Lifestyle Magazine' has provided. More people have reached out to me based on this ad than via any other print publication that I have worked with. Thank you for supporting our local community and connecting us with great people!"

—Erin Sykes, Principle, Luxury Real Estate Advisor FL, NY & NJ, LEED AP at Sykes Properties

MAXIMIZE YOUR REACH



Reaching the most affluent who's who in Atlantic and Cape May Counties, this self-confident and successful audience enjoys *Lifestyle* for the beauty, design and features that inspire and motivate. From editorial to advertising, our readers are inspired to buy directly from the pages to lead a life beyond the ordinary.

Lifestyle Magazine targets a pre-qualified audience and has thousands of social influencers who follow us.

LUXURY LIVING, DELIVERED



Lifestyle ... with over 23 years of publishing, *Lifestyle* is the perfect vehicle for businesses looking to establish a local presence or expand their horizons within the affluent market.

It's all about the list! We've created the perfect list based on demographics like age, income, location and social status. We reach doctors, lawyers, CEO's, opinion leaders and the top earners with purchasing power. If this is the audience you want to reach, then we'll help you brand your company within the affluent market.

We direct mail our luxury magazine every other month to every pre-qualified, affluent homeowners in Atlantic and Cape May Counties, reaching the top 1-5% of income earners!

- Long shelf life
- Household pass-along
- Coffee-table placement

ADDITIONAL DISTRIBUTION:

300 High-profile restaurants, boutiques, salons, country clubs, doctor's offices and professional locations.

LIFESTYLE BY THE NUMBERS:

Passionate, sophisticated and elaborate describes the *Lifestyle* readers.

- 3,900+ Facebook Followers
- 5,500+ Email Marketing
- 5,500+ Direct Mailed



New Jersey LIFESTYLE

2026 EDITORIAL AND ADVERTISING CALENDAR



Our Editorial Focus

- The View
- Fashion
- Home & Design
- Leaders
- Art
- Health Watch
- Travel
- On Wheels
- Wine
- Entertainment
- Social Scene
- Eats
- Dining Guide
- Money Watch

DISTRIBUTION & MATERIALS

WINTER — JANUARY 2

Reservations & Materials: December 10

SPRING — MARCH 2

Reservations & Materials: February 10

SHORE — MAY 2

Reservations & Materials: April 10

SUMMER — JULY 2

Reservations & Materials: June 10

FALL — SEPTEMBER 2

Reservations & Materials: August 10

HOLIDAY — NOVEMBER 2

Reservations & Materials: October 10



If you are interested in learning more about our advertising opportunities, please reach out to me directly at 609.513.0813, or email NJLifestyleMag@gmail.com.

— Nick Valinote, Publisher



Showcase your brand in more than 5,500 affluent homes and businesses. Our print publication is delivered bimonthly, totaling six issues annually.

1. Lifestyle Business Feature, \$1,495*

- Editorial-style layout
- Professional copy + images
- Print + digital
- 1/3 Page print + digital ads

•Premium Positions

Back Cover	\$3,000 X 6
Inside Front	\$2,500 X 6
Inside Back	\$2,200 X 6
Masthead	\$2,000 X 6

2. Core Display Ads (Annual/6x)

Spread	\$3,000 X 6
Full Page	\$1,695 X 6
1/2 Page	\$1,250 X 6
1/3 Page	\$700 X 6

INCLUDED WITH ADVERTISING CONTRACT AT NO EXTRA COST:

- Access to Lifestyle's proprietary database for one mailing per year
- Free ad layout Production
- One post per month on Instagram/Facebook
- One 420 x 420 digital ad
- Self-published access to our site (6x per year)

Digital-Only Package:

Billed bi-monthly \$299 (6 times a year)

- 1 Digital Feature with annual update
- Social Posts 1 / month
- Email blast 5,500+ recipients 1/ year
- One 420 x 420 digital ad at NJLifestyleMag.com
- Self-published access to our site (6x per year)

E-blast Package (5,500 Subscribers):

- 1 e-blast \$299 / 2 e-blasts \$500

Premium positions are based on availability and require a minimum of 6 insertions within a 12 month period. All rates are net per insertion. Rates shown are for complete digital files. Payment Terms: All advertising orders require payment with signed agreement.

*One time without an advertising contract.

MECHANICAL REQUIREMENTS

SIZES

Spread w/Bleed	18.25" X 11.125"
Spread Trim	18" X 10.875"
Full Page Bleed	9.25" X 11.125"
Trim Size	9" X 10.875"
Full Page	8" X 10"
1/2 Vertical	5.125" X 10"
1/3 Page	4.875" X 4.875"

Printing Method: Web Offset

Trim Size: 9 x 10.875

For Full Page Bleed keep live matter 1/4" from trim edges

Photo Resolution: 300dpi, CMYK

InDesign, Illustrator, Photoshop, PDF

Include all Photos, Artwork and Fonts

