



## ARE YOU LOOKING TO REACH THOUSANDS OF ENGAGED READERS IN SOUTH JERSEY?

Our mission is to foster community engagement, celebrate local achievements, and connect South Jersey residents through high-quality journalism by delivering timely, accurate, and compelling news that reflects the unique character and aspirations of our region.

Despite the shift towards digital advertising, there is potential for our newspaper to attract consumers for local businesses. The "buy local" movement is gaining serious traction in South Jersey, promoting the importance of supporting local businesses. Our newspaper can effectively target and reach this audience by tapping into this trend with our content. Our target audience is residents, businesses, schools, local government and organizations in South Jersey focusing on arts and entertainment, dining, nature and agriculture, civic organizations, local history, and adult and youth sports and recreation.

The paper will be a tabloid style news magazine printed monthly and distributed for free to establishments all around South Jersey. Our plan is to start with around 20 pages and 10,000 copies per issue. We'll be looking to distribute in around 200 locations, focusing primarily on breweries, wineries, distilleries, coffee shops, and restaurants.

We've partnered with content creators that we've identified as being perfect for this project because of their already booming social media presence. Our plan is to curate some of their online content and include it in our print product as a way to enshrine their work and make it tangible for readers. Combined these contributors reach upwards of half a million people. You can read more about them and the team below.

By advertising with us, your business gains visibility in over 10,000 households. You have the opportunity to position your brand alongside other trusted local businesses as well as support local journalism and community engagement. We believe there is great potential for growth. We hope to expand by first increasing the number of pages, then going to weekly issues, and finally producing multiple editions. In that latest stage, we would tailor the content, and advertising, to smaller more specific coverage areas.

Let's discover together how South Jersey Local can boost your business!



# SOUTH JERSEY DEMOGRAPHICS

## POPULATION

Atlantic	274,534
Burlington	461,860
Camden	523,485
Cape May	100,000
Cumberland	154,152
Gloucester	302,294
Salem	64,837
<b>TOTAL</b>	<b>1,881,162</b>

## MEDIAN HOUSEHOLD INCOME

Atlantic	\$77,053.00
Burlington	\$102,532.00
Camden	\$83,763.00
Cape May	\$84,364.00
Cumberland	\$64,908.00
Gloucester	\$97,475.00
Salem	\$87,294.00
<b>AVERAGE</b>	<b>\$85,341.29</b>

## MEDIAN RESIDENT AGE

Atlantic	43
Burlington	42
Camden	39
Cape May	53
Cumberland	39
Gloucester	40
Salem	42
<b>AVERAGE</b>	<b>43</b>

## MUNICIPALITIES

Atlantic	23
Burlington	40
Camden	37
Cape May	15
Cumberland	14
Gloucester	24
Salem	15
<b>TOTAL</b>	<b>168</b>



## WHY PRINT

1. **In-depth reporting:** Print journalism allows for longer, more in-depth articles that can fully explore complex issues. While online news sites often focus on quick, bite-sized updates, print publications can provide detailed analysis and comprehensive coverage.
2. **Investigative reporting:** The space and resources available in print publications make them well-suited for in-depth investigative reporting. These are the kinds of stories that can bring about real change, but they require the time and effort that many online outlets can't devote to it.
3. **Lack of algorithmic bias:** When you read a print newspaper or magazine, you're exposed to a wide range of topics and viewpoints. You might read an article on a subject you wouldn't have sought out online. This can broaden your perspective in a way that algorithm-driven online news feeds do not.
4. **Tangible experience:** Many people still prefer the tangible experience of reading physical print. They like the feel of the paper, the act of turning pages, the ability to easily flip back and forth between articles. Print also allows for a more relaxed, focused reading experience without the distractions of pop-ups, notifications, etc.
5. **No risk of misinformation:** With the rise of fake news online, many readers are looking for trusted sources of information. Established print publications have a reputation for fact-checking and accuracy that can be missing online.
6. **Permanent record:** Print creates a permanent public record in a way that online news does not. Articles and issues can be preserved for decades or even centuries, providing a historical record that can be valuable for research.
8. **Better comprehension:** Research has shown that people tend to comprehend and retain more information when they read physical print compared to reading on screens. This can make print a better choice for complex or important topics.
9. **No need for internet:** With print, you can read anywhere, anytime, without needing to worry about internet access. This makes it a great choice for commuting, travel, or any time you might be offline.
10. **Classic aesthetic:** Print publications have a classic aesthetic that many people find appealing. The design, typography, and use of photos and illustrations can create a visually engaging reading experience that is often lacking online.



## **\*\*25% OFF FIRST AND SECOND MONTH ADS!\*\***

### **BUSINESS CARD SIZE**

3.25" X 2"

\$75 per month

**COLOR-Add \$50**

### **5" ADVERTISEMENT**

3.25" X 2.5"

\$100 per month

**COLOR-Add \$50**

### **8" ADVERTISEMENT**

3.25" X 4"

\$125 per month

**COLOR-Add \$50**

### **1/8 PAGE ADVERTISEMENT**

5" X 4"

\$175 per month

**COLOR-Add \$50**

### **1/4 PAGE ADVERTISEMENT**

5" X 8"

\$350 per month

**COLOR-Add \$50**

### **1/2 PAGE ADVERTISEMENT**

10" X 8"

\$675 per month

**COLOR-Add \$50**

### **FULL PAGE ADVERTISEMENT (BACK COVER AVAILABLE)**

10" X 16"

\$1350 per month

**COLOR-Add \$50**

### **CLASSIFIED ADVERTISEMENT (Black and White Only)**

\$10 for 30 words