



MEDIA KIT 2025

Matters

MAGAZINE

TWO TOWNS. ONE MAGAZINE.

Maplewood and South Orange are vibrant towns, attracting residents who value community, the arts and family. Town pride is off the charts and *Matters Magazine* celebrates that positive vibe.

Matters Magazine features the people, places and things that matter in Maplewood and South Orange. We've been doing it since 1990 with smart, thorough, and authentic content

that captures the essence of our towns and delivers what residents want to read. Our resources help them navigate living here and our unexpected glimpses into everyday life reveal the layers that make our towns endlessly interesting.

Delivered to every household in Maplewood and South Orange, *Matters Magazine* offers businesses the most cost-effective way to reach our residents.

WHO IS THE MATTERS MAGAZINE READER?



average family income in
Maplewood

\$221,030

average family income in
South Orange

\$247,012



more than **70%**
are college-educated



average home value in
Maplewood

\$849,563

average home value in
South Orange

\$966,697

more than
71%
of housing units are
owner-occupied

**Sophisticated
urban-transplanted,
arts-minded**

median age

38

49%

women



51%

men



*Demographics from Point2Homes.com.

**Education values from US Census Bureau.

WHY CHOOSE MATTERS MAGAZINE?

- Reaches every household: with a circulation of 16,000, *Matters Magazine* is the ONLY publication delivered to every home in Maplewood and South Orange and distributed to surrounding towns
- High readership, long shelf life: readers find our content interesting, informative and useful, often keeping issues for months as a reference
- Custom opportunities: ask your salesperson how your business can be highlighted in targeted editorial features
- Affordable rates: many options to reach readers who are passionate about our community and reward advertisers with their patronage
- What's New Review: new businesses are highlighted with their second ad placement
- Reasonable design services: let our advertising experts design a targeted and compelling ad to generate awareness and sales

2025

ADVERTISING CALENDAR

WINTER JANUARY 31

HEALTH + WELLNESS ISSUE

Advertising Features

Winter Wellness
Summer Camp Guide
Finding Home

Space close: January 10

Ads due: January 17

HEARTH + HOME MARCH 14

HOME ISSUE

Advertising Features

Finding Home
Nonprofit Profiles

Space close: February 21

Ads due: February 28

SPRING MAY 2

LOCAL BUSINESS ISSUE

Advertising Features

Business Spotlights
Head of School Profiles
Summer Camp Guide
Finding Home

Space close: April 11

Ads due: April 18

SUMMER JUNE 13

SUMMER ISSUE

Advertising Features

Realtor Profiles
Finding Home

Space close: May 23

Ads due: May 30

SCHOOL AUGUST 15

SCHOOL GUIDE ISSUE

Advertising Features

School Guide
Finding Home

Space close: July 25

Ads due: August 1

FALL OCTOBER 10

WOMEN IN BUSINESS

Advertising Features

Women in Business
School Open House
Finding Home

Space close: September 19

Ads due: September 26

HOLIDAY NOVEMBER 28

GIFT GUIDE ISSUE

Advertising Features

Annual Gift Guide
Finding Home

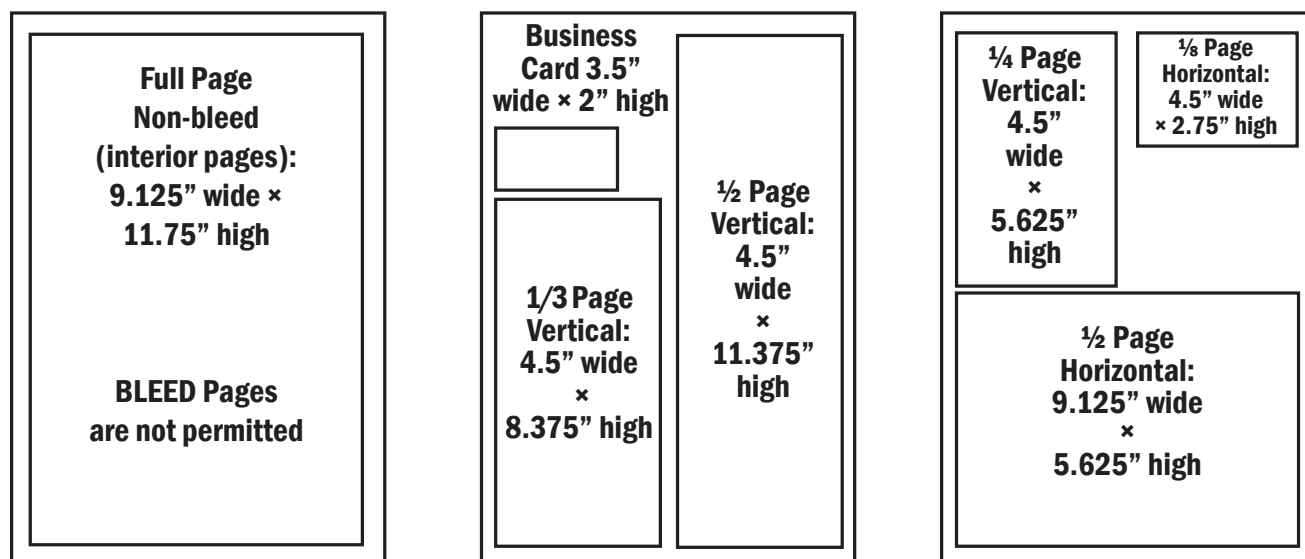
Space close: November 7

Ads due: November 14

IN EVERY ISSUE

Local Matters | What's New Review | Book Report
Food Matters | Finding Home | Resource Guide

2025 RATE CARD



SIZE/CONTRACT	SINGLE ISSUE	3 OR MORE ISSUES	NONPROFIT*
Business Card	\$245	\$220	\$195
1/8 Page	\$500	\$450	\$400
1/4 Page	\$660	\$595	\$525
1/3 Page	\$875	\$785	\$700
1/2 Page	\$1125	\$1000	\$900
Full Page	\$1970	\$1775	\$1575
IFC/IBC Page	\$2100	\$1890	NA
Back Cover	\$2150	\$1935	NA
Insert	\$1575	\$1575	\$1575

*Organizations must have legitimate nonprofit or charitable status.

Submitting Digital Ads

Ads should be submitted as PDF files via email, digital transfer or a link to a cloud service such as Drop-box or Google drive. We can accept TIF, PNG and JPG files but prefer PDF. Ads must be to exact ad size specifications listed on our rate card **with NO crop marks**. Please note that **black should be created as black and not as 4-color**. All color photos should be 300 dpi; line copy ads should be 1200 dpi.

For ads created in Canva: Download ad from the “share” button and select PDF print as the file type and CMYK for color profile. This will help ensure that the highest resolution file is produced with color that is as accurate as possible.