



MEDIA KIT 2026

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 storytelling

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 household income in
Maplewood

\$219,618

average household income in
South Orange

\$257,062



more than **86%**
are college-educated

Sophisticated
urban-transplanted,
arts-minded

median age

38

49%
women



51%
men



average home value in
Maplewood
\$910,258

average home value in
South Orange
\$1,049,248

77%
of housing units in
Maplewood are
owner-occupied

66%
of housing units in
South Orange are
owner-occupied

*Demographics from Point2Homes.com.

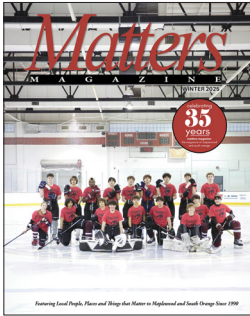
**Home values from Zillow.

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

2026 ADVERTISING CALENDAR

SEVEN ISSUES ANNUALLY



WINTER – 1/30

Theme: Health + Wellness

Advertising Features:

Winter Wellness
Summer Camp Guide
Finding Home

Space close: January 9
Ads due: January 16



HEARTH + HOME – 3/13

Theme: Home

Advertising Features:

Nonprofit Profiles
Finding Home

Space close: February 20
Ads due: February 27



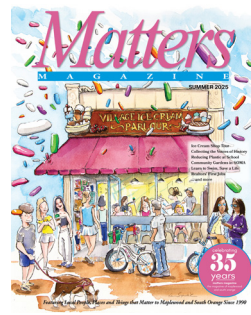
SPRING – 5/1

Theme: Local Business

Advertising Features:

Business Spotlights
Head of School Profiles
Summer Camp Guide
Finding Home

Space close: April 10
Ads due: April 17



SUMMER – 6/19

Theme: Summer

Advertising Features:

Realtor Profiles
Finding Home

Space close: May 29
Ads due: June 5



SCHOOL – 8/14

Theme: School

Advertising features:

School Guide
Finding Home

Space close: July 24
Ads due: July 31



FALL – 10/9

Theme: Women in Business

Advertising features:

Women in Business
School Open House
Finding Home

Space close: September 18
Ads due: September 25



HOLIDAY – 11/27

Theme: Holiday Gift Guide

Advertising features:

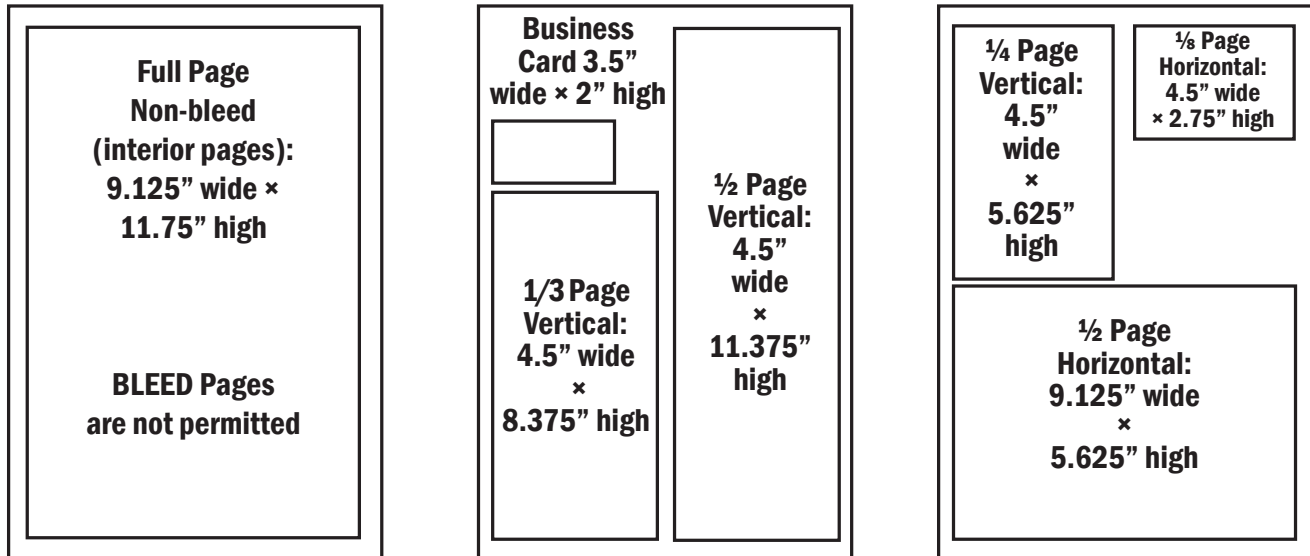
Annual Gift Guide
Finding Home

Space close: November 6
Ads due: November 13

**IN
EVERY
ISSUE**

Local Matters | New Business Welcome
Book Report | Food Matters | Finding Home
Language Matters | Resource Guide

2026 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 Dropbox or Google drive. We can accept TIFF, 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.