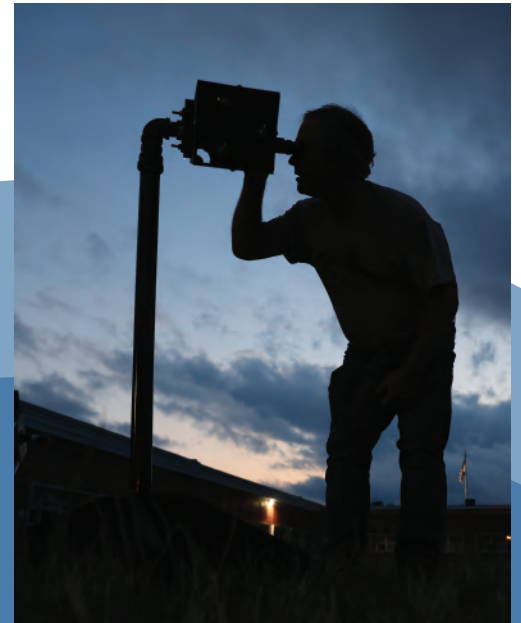




Lake Hopatcong News

INFORMING, SERVING AND CELEBRATING THE LAKE REGION

2024 Media Kit



The tradition of telling the stories of the lake community continues...

16
YEARS
STRONG!

Lake Hopatcong News is a news and features publication dedicated to informing, serving and celebrating the lake region.

Launched in 2009, Lake Hopatcong News began as a website, with a very small print presence during the summer months, keen on everything lake related. From the summer of 2010 through 2012, LHN began printing a seasonal magazine with limited distribution. While the website still existed, the print publication became the flagship of Lake Hopatcong News.

In late 2012, coverage and distribution were expanded, transforming the magazine and website to what they are today.

With regularly updated news stories, personality profiles, thoroughly researched history articles, a delicious food column and business listings, Lake Hopatcong News is the only publication dedicated to the residents and visitors of the lake region.



Advertising

Why advertise with us?

WE'RE A LOCAL PUBLICATION.

We're dedicated to reporting on important local issues and writing about the people who live and visit our area. Because we live, work and play here, we understand your business advertising needs.

WE'RE A SMALL BUSINESS OWNER, TOO!

Lake Hopatcong News is committed to supporting your unique local business. We know your success helps support our local economy.

WE HOLD OURSELVES TO A HIGHER STANDARD.

The quality of our writing, photography, printing and presentation makes our 44-page magazine stand out among other local publications.

PROMINENT DIGITAL PRESENCE.

Our social media platforms offer you a way to increase your brand's reach by connecting to a different demographic.

SATISFIED ADVERTISERS.

Our advertisers tell us they are seeing an increase in revenue, traffic and name recognition. Many have been with us for more than seven years!



Yes, we're in the digital age, but print still rules.

Here's why-

PRINT ADS ARE TRUSTED MORE.

According to MarketingSherpa, print ads are trusted by consumers more than any other type of advertisement.

PRINT ADS ARE RECALLED BETTER.

Sitting down to read a magazine or newspaper is a deliberate act, leading to slower reading and a lasting impression, when compared to digital content that is scrolled through more quickly.

PRINT HAS A LONGER SHELF LIFE.

Print publications are a physical product that tend to sit on a coffee table or on a shelf, leading to multiple impressions beyond the initial reader within the household or office.



I appreciate the ability to showcase my sellers' homes to potential buyers who come to enjoy the lake and patronize our local businesses. The professionally designed magazine is widely available and full of local stories, real estate opportunities and history.

– Kathy Courter – RE/MAX Realtor

Our Reach



You can find **Lake Hopatcong News** at over 200 unique, high-traffic locations within 14 communities in Morris and Sussex counties.

ANDOVER
BYRAM
DOVER
HOPATCONG
LAKE HOPATCONG
LANDING
LEDGEWOOD

MOUNT ARLINGTON
NETCONG
OAK RIDGE
SPARTA
STANHOPE
SUCCASUNNA
WHARTON



Even though I have an established business in the community, I feel it's important to keep my business, Batten The Hatches, out there and to support other local businesses.

– Maria Pappas – owner



2,700
AVG. MONTHLY
WEBSITE
VIEWS



5,000
SOCIAL
MEDIA
FOLLOWERS



16,000
AVERAGE
PRINT
READERS



2,400
AVG. DIGITAL
READERS PER
ISSUE

Specs



Advertising in LHN promotes "LUXE LIFE BY KAREN FOLEY" and showcases my luxury properties to lake area residents and visitors throughout the year.

– Karen Foley – Sotheby's Realtor

<p>FULL 7.75x10.25</p> <hr/> <p>2/3 HORIZONTAL 7.75x7</p>	<p>1/12 2.5x2.5</p> <p>2/3 VERTICAL 5.25x10.25</p> <hr/> <p>1/6 VERTICAL 2.5x5</p>	<p>1/3 HORIZONTAL 7.75x3.25</p> <hr/> <p>1/2 7.75x5</p>	<p>1/6 HORIZONTAL 5.25x2.5</p> <p>1/3 VERTICAL 2.5x10.25</p> <hr/> <p>1/3 SQUARE 5.25x5</p>
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A discount of 20% is offered to 501(c)(3) organizations only (inserts, full page, and 2/3 size ads excluded).

Ad specs: All ads are color. PDF or JPEG at 300 dpi. Fonts must be embedded.

Full page ads are bleed pages (all copy must be within 7.75x10.25). Email ads to the attention of your ad rep.

2024 Magazine Advertising Calendar



	<p>SPRING <i>(mid-April)</i></p> <p>Ad Creative Due: April 12</p> <p>Print & Online Release Date: April 23</p>	<p>MEMORIAL DAY</p> <p>Ad Creative Due: May 13</p> <p>Print & Online Release Date: May 23</p>	<p>FOURTH OF JULY</p> <p>Ad Creative Due: June 17</p> <p>Print & Online Release Date: June 27</p>
<p>MIDSUMMER <i>(August 1)</i></p> <p>Ad Creative Due: July 19</p> <p>Print & Online Release Date: July 30</p>	<p>LABOR DAY</p> <p>Ad Creative Due: August 19</p> <p>Print & Online Release Date: August 29</p>	<p>FALL <i>(Columbus Day)</i></p> <p>Ad Creative Due: September 27</p> <p>Print & Online Release Date: October 8</p>	<p>HOLIDAY <i>(mid-November)</i></p> <p>Ad Creative Due: November 4</p> <p>Print & Online Release Date: November 14</p>

Content and dates subject to change.

Digital Ads

Reach even further with our digital ads.

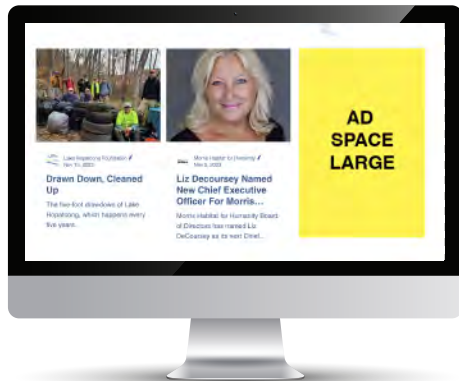
By offering both print and digital, we are expanding our demographic and reaching a broader audience. Our digital ads allow you to link directly to your website, increasing your traffic, brand recognition, and ultimately your revenue.



LEADERBOARD

1170 x 110 pixels

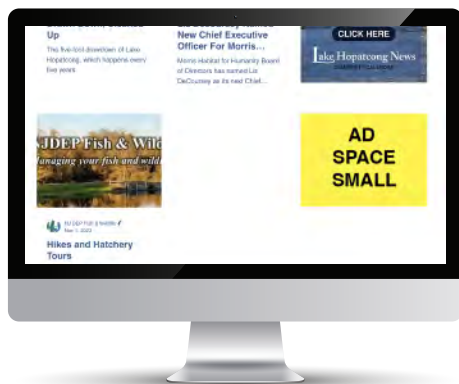
The leaderboard ad is one of the very first things people see when they land on each page. This ad rotates with 2 or 3 other ads per page.



LARGE

300 x 450 pixels

Ad is strategically placed in next to news stories for maximum visibility.



SMALL

300 x 220 pixels

Ad is strategically placed next to news stories for maximum visibility.

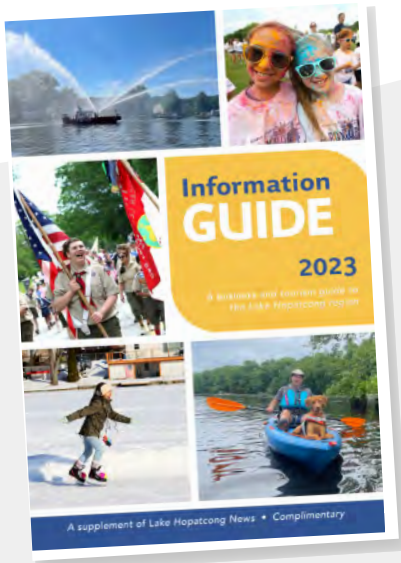


Adding a web ad has increased requests for my business.

– Sarah Adey – owner, Fruitsadey

Information Guide

Gain valuable exposure in our year-round Information Guide that reaches thousands of potential customers.

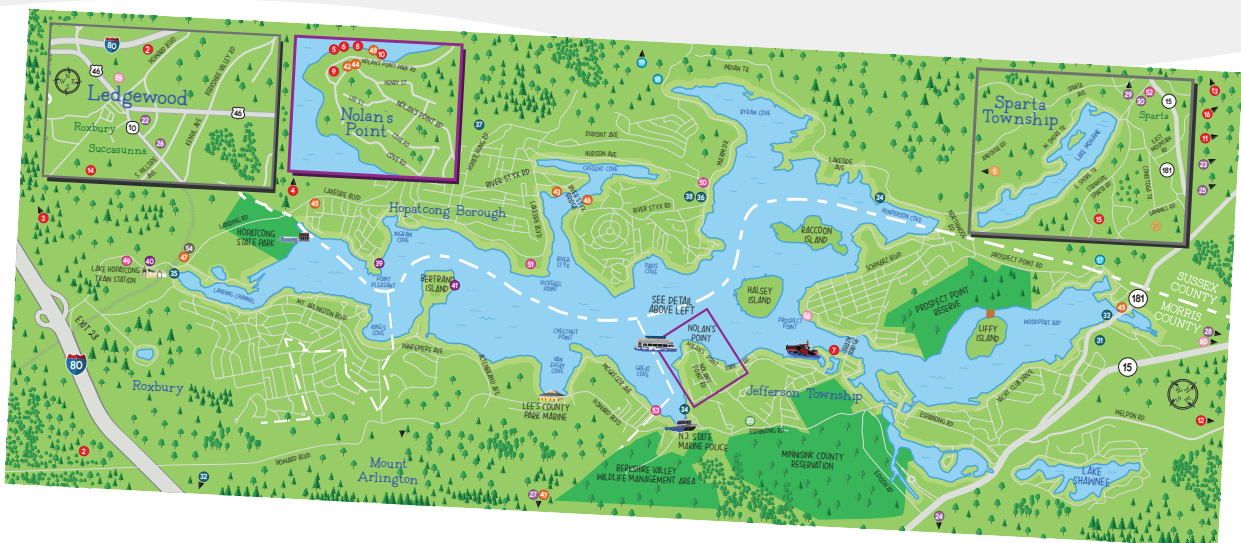


The Information Guide is a year-round reference for both residents and visitors alike. Locals like it for its community content, visitors like it as a way to navigate the area and as an introduction to the region.

Boasting an extensive calendar of events and a colorful map of the area, the Guide has a shelf life that lasts through all four seasons.

The Information Guide is distributed locally at high traffic locations, neighborhood businesses and large community gatherings. Additionally, the Guide is stocked at 9 official New Jersey Information and Welcome Centers throughout the state, reaching thousands more potential visitors to the lake region. For a list of locations, please visit our website at www.lakehopatcongnews.com.

And, the compact size makes it easy to keep close by, whether on foot, in the car, or on the water!



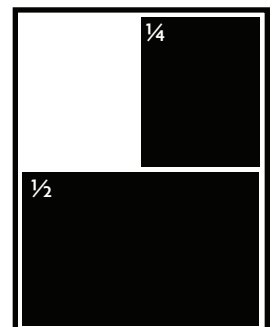
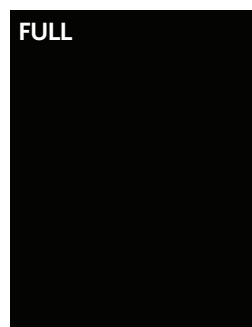
INFORMATION GUIDE ADVERTISING DATES AND AD SIZES

Ad Creative Due:

March 15

Print Release Date:

March 29



We are a new business to the area and advertising in the Lake Hopatcong News publications has helped get our name out there and bring in new customers.

– Jim Baccaro – owner, South Shore Marine

Rates

INFORMATION GUIDE

PREMIUM PAGES

Back cover	\$1300
Inside back cover	\$950
Facing page inside back	\$950
Inside front cover	\$950
Facing page inside cover	\$950
Page 5	\$950
Page leading out of map	\$950

MAP PAGES

Map #1	\$1050
Map #2	\$1050
Map #3	\$1050
Map #4	\$1050

INSIDE PAGES

Full	\$800
Half	\$500
Quarter	\$300

MAGAZINE

INSIDE PAGES

	7-time	6-time	5-time	4-time	3-time	2-time	1-time
Full	\$970	\$1090	\$1215	\$1340	\$1460	\$1580	\$1700
2/3	\$700	\$820	\$935	\$1050	\$1170	\$1285	\$1400
Half	\$550	\$640	\$735	\$825	\$920	\$1010	\$1100
1/3	\$395	\$435	\$480	\$520	\$565	\$605	\$650
1/6	\$195	\$230	\$265	\$300	\$335	\$370	\$405
1/12	\$100	\$120	\$140	\$155	\$170	\$190	\$210
Inside Spread	\$1840	\$2050	\$2260	\$2470	\$2680	\$2890	\$3100

PREMIUM PAGES

	5x or more	Open rate
Page 2	\$1250	\$1800
Page 3	\$1250	\$1800
Page 5	\$1250	\$1800
Page 42	\$1250	\$1800
Page 43	\$1250	\$1800
Back Cover	\$1550	\$2100
INSERT (per issue)	\$1300	

WEB PRICING (FULL YEAR)

IF IN MAGAZINE

LEADERBOARD OTHER LOCATIONS

Full	\$600	\$1300
2/3	\$675	\$950
Half	\$750	\$950
1/3	\$825	\$950
1/6	\$900	\$950
1/12	\$975	\$950

IF IN INFORMATION GUIDE

LEADERBOARD OTHER LOCATIONS

Full	\$900	\$700
Half	\$1100	\$800
Quarter	\$1400	\$900

NOT IN MAGAZINE OR INFORMATION GUIDE

LEADERBOARD OTHER LOCATIONS

\$2500	\$1500
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Advertising Representative:

Lynn Keenan
973-222-0382
advertising@lakehopatcongnews.com