

2016 MEDIA KIT



theDigest

HUDSON
COUNTY

MARKET

HUDSON COUNTY, NEW JERSEY

POPULATION
660,282

THE 6TH
MOST DENSELY
POPULATED
COUNTY IN THE U.S.

THE 12TH
LARGEST
DOWNTOWN
IN THE U.S.

Known as New York City's Sixth Borough, Hoboken is a square mile city with an estimated mean household income of **\$143,288** and an average home value of **\$491,250**.

BRAND

ESTABLISHED
2009

8 YEARS
IN CIRCULATION

With branded content that grows businesses, engages readers, and makes an IMPACT.

COMMUNITY



PRINT



DIGITAL



APP



SOCIAL



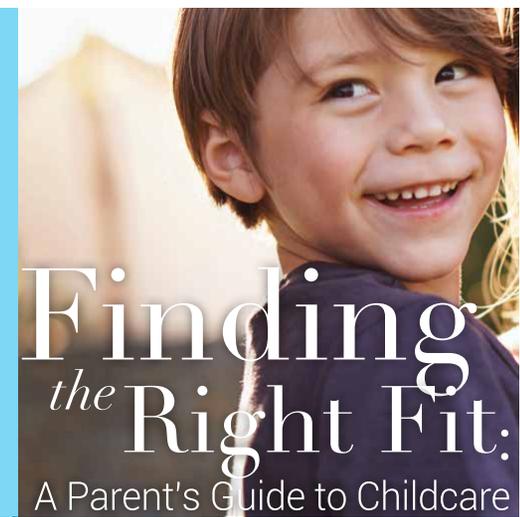
The Digest offers readers a wide variety of content that is local, informative, and engaging. As a staple in the community, each and every issue features our five most requested topics including Art, Food & Dining, Real Estate & Design, Family, Style, and Holiday Gift & Charity.

ARTS

Stay up to date with local culture, fine art and exhibitions in your neighborhood with the Digest's Art Issue.

FAMILY

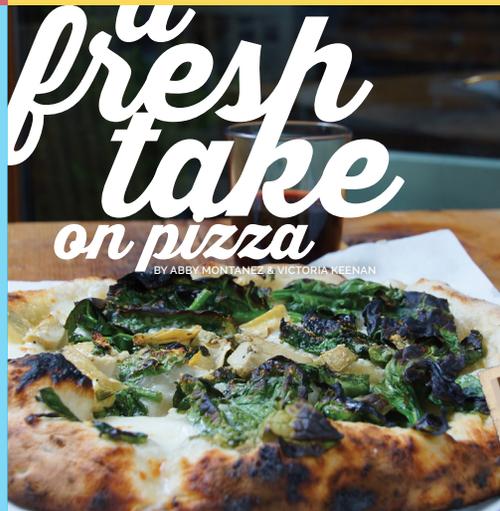
Hudson County is full of new and expecting parents. Learn about the best schools, daycares, and programs for you and your family.



Finding the Right Fit: A Parent's Guide to Childcare

FOOD & DINING

Never miss a beat with the Digest Food & Dining issue which includes everything from interviews with local chefs to original recipes.



fresh take on pizza

BY ABEY MONTANEZ & VICTORIA KEENAN

FALL FASHION



STYLE

Lifestyle along the Hudson is brimming with style. Discover the season's latest trends in our Style Issue.



THE GARDEN

BIJOU PROPERTIES
DEAN MARCHETTO



HAMILTON HEIGHTS

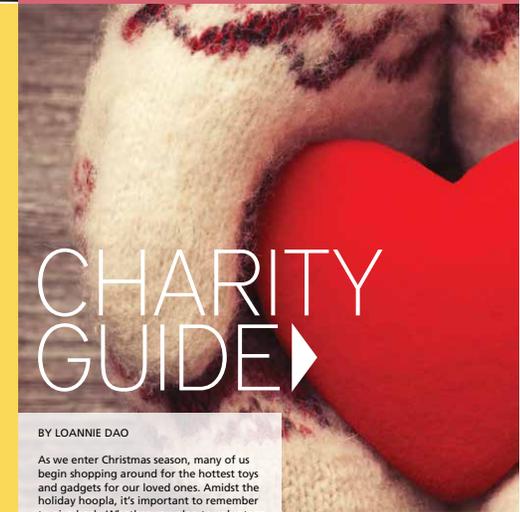
DEVELOPER: THE S
ARCHITECT: P

REAL ESTATE & DESIGN

Uncover the area's best designed homes, and learn about the designers and realtors that make it all possible.

HOLIDAY GIFT & CHARITY

Get into the holiday spirit with our Annual Gift and Charity Guide, a complete roadmap to local vendors and charitable organizations.



CHARITY GUIDE

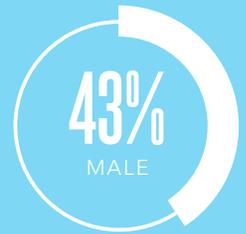
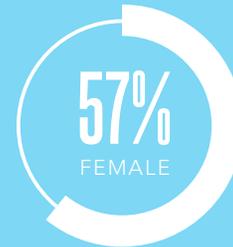
BY LOANNIE DAO

As we enter Christmas season, many of us begin shopping around for the hottest toys and gadgets for our loved ones. Amidst the holiday hoopla, it's important to remember

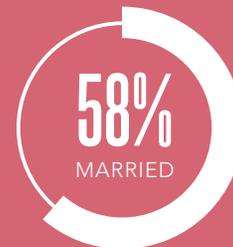


READERS

GENDER



MARITAL STATUS



AGE (YEARS)



AVG. HOUSEHOLD INCOME
\$150,000

Statistics based on 2015 readership surveys, subscribers, and engagement.

CIRCULATION

5,000
SUBSCRIBED
READERS

25,000
DROP-OFFS

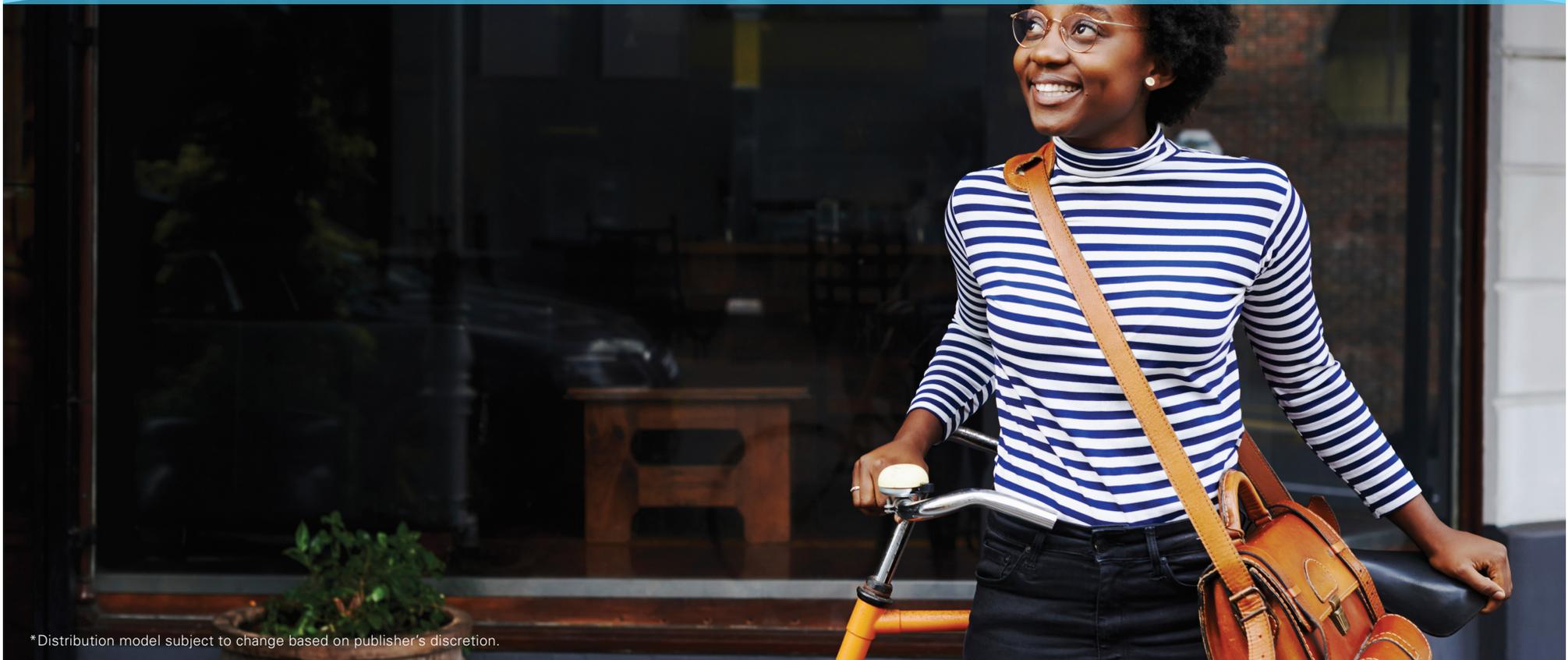
30,000
TOTAL DISTRIBUTION

THE DIGEST HUDSON
IS DISTRIBUTED TO
30,000 HOMEOWNERS & BUSINESSES
IN HUDSON COUNTY

30+ MAGAZINE RACKS

IN CAREFULLY SELECTED HUDSON COUNTY LOCATIONS
THESE INCLUDE: FINE DINING RESTAURANTS • LUXURY CAR DEALERSHIPS • MEDICAL
FACILITIES & WAITING AREAS • FINANCIAL INSTITUTIONS • NATIONAL HOTEL
CHAINS • RETAIL SHOPS

For a complete list, visit [thedigestonline.com/
where-to-find-the-digest](http://thedigestonline.com/where-to-find-the-digest)



*Distribution model subject to change based on publisher's discretion.

ONLINE

SOCIAL MEDIA

10,000+
FOLLOWERS & FANS



MOBILE APPS

5,000+
DOWNLOADS

Complete digital edition of the print magazine available for free download on iTunes and Android

EMAIL MARKETING

18,000+
NEWSLETTER
SUBSCRIBERS

15,000+
DEDICATED EMAIL
SUBSCRIBERS

15%
AVERAGE
OPEN RATE

THE DIGEST ONLINE.COM

**ENGAGED ONLINE
COMMUNITY**

10,000+
AVG. MONTHLY
UNIQUE VISITS

18,000+
AVG. PAGE VIEWS



OUR PARTNERS



TESTIMONIALS



"I have been working with the Digest now for over a year, with each issue released there has been an increase in business. The Digest has been the most successful advertising vehicle I've used. I look forward to continuing to work with them."

- PAUL, MAID IN HOBOKEN

"For the past 2 years I have used the Digest to help build my company's brand. The constant mention of the advertisements from old and new customers has lead to more exposure than I ever expected."

- PETER, TONI AND GUY



"In this business, it is important to brand against the competition in the area. Working with the Digest, local residents now recognize me as the neighborhood real estate agent. The ads placed have greatly helped me reach new clientele."

- DAVE, KELLER WILLIAMS

"Within two weeks of our ad being in mailboxes, we received 17 inquiries and leased 8 apartments! I would recommend working with The Digest to any other residential complex."

- JEFF, THE RIVINGTON



As an established business, I was not looking to advertise my restaurant, however, since placing the ads, customers have repeatedly come in and commented on the creativity of my advertisements. I have been running ads for 4 years now and plan on continuing to do so.

- DINO, DINO & HARRY'S

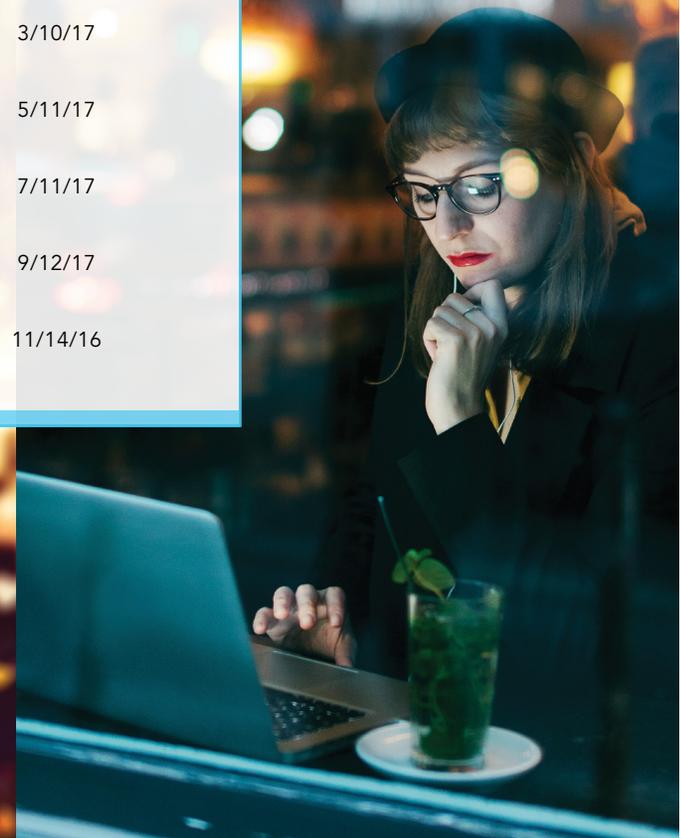


"25 new clients mentioned our first two ads featured in The Digest."

- JENN, LOCAL BARRE

CALENDAR

ISSUE	SPACE	MATERIAL	AVAILABLE
JANUARY/FEBRUARY <i>Arts Issue</i>	12/23/16	12/30/16	1/11/17
MARCH/APRIL <i>Food & Dining Issue</i>	2/22/17	2/29/17	3/10/17
MAY/JUNE <i>Design & Real Estate</i>	4/22/17	4/29/17	5/11/17
JULY/AUGUST <i>Family Issue</i>	6/23/17	6/30/17	7/11/17
SEPTEMBER/OCTOBER <i>Fall Fashion Issue</i>	8/23/17	8/31/17	9/12/17
NOVEMBER/DECEMBER <i>Holiday Gift & Charity Issue</i>	10/24/16	10/31/16	11/14/16



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