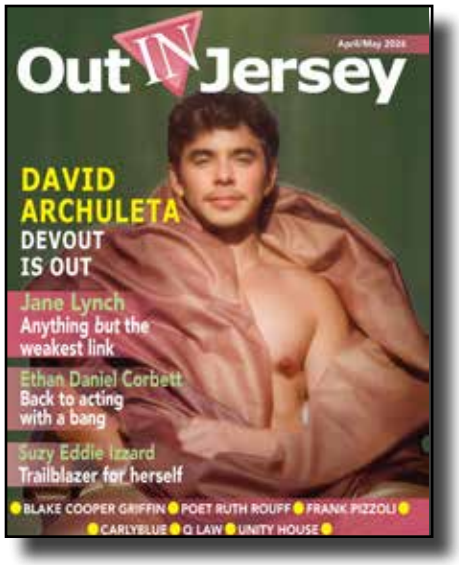
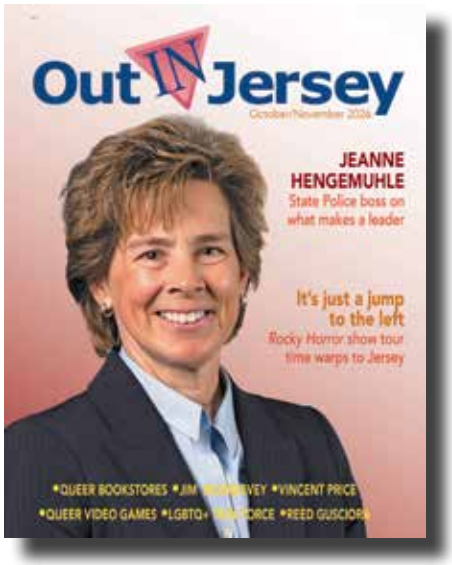
Out In Jersey

2027 MEDIA KIT for Business Partners Marketing







Out In Jersey print magazine reaches 15,000 readers bimonthly at 385+ locations.



OutInJersey.net reaches 11,000+ unique weekly visitors. Get your marketing noticed online too.



Out In Jersey social media postings reach 15,000+ followers across several platforms. In June 2026 we reached over 150,000 accounts.

For more than 24 years Out In Jersey has connected the LGBTQ+ community. Our media company is the only statewide LGBTQ+ print publication and news website that proudly embraces the entirety of the Garden State's Queer community. Out In Jersey media is the most cost-effective way to reach the New Jersey LGBTQ+ community.

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Out In Jersey Website ad rates

Top banner 728x90 pixel is $95/month
Large side banner 300x250 pixel is $120/month
Side banner 300x90 pixel is $65/month
Business Partner text and URL link is $190/year
Advertorial approved article with two URL links $175

Out In Jersey Social Networking ad rates

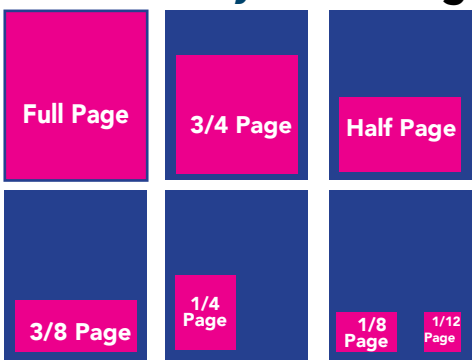
Sponsored E-Blast photo, text and URL link is $120
E-Blast banner ad and URL included with others is $45
Social promo Photo and URL link single platform is $50
All social networks Text, photo and URL link on Facebook, Instagram, BlueSky and X platforms - all inclusive - $120

Out In Jersey TikTok video and Instagram/Facebook reels ad rates

Video for TikTok and Facebook/Instagram reels
A professionally produced video made by our team. We will tell YOUR company story and have an original video made just for you that mentions you several times.
It will be posted to all the video platforms for $195.

NEW FOR 2027: Out In Jersey media has a new video podcast. Contact us for marketing details.

Out In Jersey Print Magazine ad rates. All rates quoted are for **each ad insertion** in print magazine.



	Single Issue	2-5 issues - save 5%	6 issues - save 20%
Full Page	$1,318	$1,253	$1,055
3/4 page	1,111	1,055	889
1/2 page	783	743	627
3/8 page	653	620	522
1/4 page	431	409	344
1/8 page	222	211	177
1/12 page	187	178	149

Business Partners ***text-only listing*** in Business Partners section is $190 per year (all six issues).
Premium display ad placements are available on full page ads. Back cover $2,199, Inside front cover (pages 2-3) $1,710.
Agency insertion net rates with signed insertion orders must be completed in advance. Rates guaranteed through December 31, 2027.

Out In Jersey ALL INCLUSIVE full year packages start at $675/year

Out In Jersey LGBTQ media offers marketing packages for all types of businesses. All sizes of inclusive full-year packages include website banner ads, e-mail blasts, social networking, print listings, and print advertising as part of the **All Inclusive Full Year package** and will get your message to the New Jersey LGBTQ+ community all year long in a multitude of ways.

The **website part of the package** includes a business listing online, with link, on the "Business Partners" page (value $190). Other items include a side banner ad with a link to your website/Facebook page (value $780); sponsored email blast sent 4 times per year with text, photo and URL link (value $480); web ad is sent in news email 12 times per year (value $540) and a social network promo is sent 4 times per year on our Facebook, Instagram, Bluesky and X social networks (value $480).
The **print part of the package** includes a listing in our "Business Partners" page (value $190) and a 1/12 page ad in each issue (value $1,122). This **complete web/print package** is available for only **$675/for the full year, all-inclusive**. It is valued at $3,782 if items are purchased separately.

Upgrade to a large 1/8 page print ad for the full year is **$895/year** (value $3,992).
Upgrade to 1/4 page or larger print ad for the full year and you receive all of the previous items and double your online web presence with a much larger 300x250 pixels online side banner at a discounted price of **$1,995/year** (value $5,546).
Upgrade to 3/8 page ad for the full year **$2,630/year** (value $6,878).
Upgrade to 1/2 page ad for the full year **$3,590/year** (value $7,658).
Upgrade to full-page ad for the full year **$5,126/year** (value $10,868).

Please note that all full year packages are easily customized to fit your exact needs and are just as budget friendly.

Out In Jersey advertiser creative specifications

PRINT SIZE	Width x Height in inches
Full page	8.375 x 10.875 (*see NOTES)
3/4 page	7.5 x 7.25
1/2 page	7.5 x 5
1/2 page vertical	5 x 7.5
3/8 page	5 x 5
3/8 page vertical	3.7 x 7.5
1/4 page vertical	3.7 x 4.85
1/4 page horizontal	4.85 x 3.7
1/8 page horizontal	3.7 x 2.45
1/8 page vertical	2.45 x 3.7
1/12 page	2.35 x 2.35

WEB SIZE	Width x Height in pixels
Standard banner	728 x 90
Large side banner	300 x 250
Small side banner	300 x 90

Specification Notes:

Web banner ads must be 72 dpi jpg files or animated gif files (under 90 kb) set up to exact pixel size specifications.
Print magazine formats accepted are:
300 dpi JPG or hi-res PDF files with 300 dpi or better images and all fonts included. Ads must be set up to exact size specifications.

We reserve the right to resize your ad if it is necessary. After the ad is designed, send it to: **layout@outinjersey.net.**

*** Full Page Ad *NOTES:*** Full page ads must be set up larger than the 8.375 x 10.875 inch glossy printed magazine page. We suggest using 9 x 11.5 inches. The ½ inch on ALL outside edges is the "bleed" area of the page. Do not place any important text or graphic images in the outside 1/2 inch of your ad design as this area is part of the printer's trimming/bleed after binding.

Out in Jersey does not issue refunds for errors that are the fault of the advertiser. However, all "make good" by *Out in Jersey*, Inc., on print ads that are the fault of *Out In Jersey*, Inc., will consist of a new and correct ad in an upcoming issue. Web banner errors should be reported as soon as possible by the advertiser or placement service and will be corrected within 48 hours.

Out In Jersey MAGAZINE Editorial Schedule and Deadline Dates for 2027-2028

WINTER ISSUE - Feb/Mar 2027 Available on 1/28/27. Payment and insertion deadline is 12/31/26. Electronic file art copy due on 1/4/27.	**HOLIDAY ISSUE** - Dec 2027/Jan 2028 Available on 11/27/27. Payment and insertion deadline is 10/27/27. Electronic file art copy due on 11/1/27.
SPRING ISSUE - Apr/May 2027 Available on 3/31/27. Payment and insertion deadline is 3/8/27. Electronic file art copy due on 3/5/27.	**WINTER ISSUE** - Feb/Mar 2028 Available on 1/27/28. Payment and insertion deadline is 12/30/27. Electronic file art copy due on 1/3/28.
LGBTQ+ PRIDE ISSUE - Jun/Jul 2027 Available on 5/27/27. Payment and insertion deadline is 4/29/27. Electronic file art copy due on 5/3/27.	**SPRING ISSUE** - Apr/May 2028 Available on 3/30/28. Payment and insertion deadline is 3/2/28. Electronic file art copy due on 3/6/28.
SUMMER ISSUE - Aug/Sep 2027 Available on 7/29/27. Payment and insertion deadline is 7/1/27. Electronic file art copy due on 7/5/27.	**LGBTQ+ PRIDE ISSUE** - Jun/Jul 2028 Available on 5/25/28. Payment and insertion deadline is 4/28/28. Electronic file art copy due on 5/1/28.
FALL ISSUE - Oct/Nov 2027 Available on 9/30/27. Payment and insertion deadline is 9/2/27. Electronic file art copy due on 9/6/27.	**SUMMER ISSUE** - Aug/Sep 2028 Available on 7/27/28. Payment and insertion deadline is 6/30/28. Electronic file art copy due on 7/3/28.

DID YOU KNOW?

Out In Jersey reader demographics are some of the best in the market.

- *Household earnings over $100,000/year - 44%*
- *Household earnings between $50,000-100,000/year - 32%*
- *Bachelor's or higher college degree - 73%*
- *Married to their household partner - 36%*
- *Single and not partnered - 31%*
- *Self-identify as gay men - 73%*
- *Self-identify as lesbians - 22%*
- *Live in New Jersey - 65%*
- *Live in New York - 11%*
- *Live in Pennsylvania - 9%*
- *Between the ages of 35-60 - 44%*
- *Between the ages of 18-34 - 8%*
- *Households currently raising children - 5%*
- *Households that drink wine regularly - 77%*
- *Households that drink beer regularly - 51%*
- *Households that drink vodka regularly - 47%*
- *Households planning to book hotel rooms this year - 62%*
- *Households planning to travel by car for a vacation - 53%*
- *Households planning to book a round-trip flight for a vacation - 53%*
- *Households that plan to purchase or lease a car this year - 21%*
- *Households that plan to purchase large furniture this year - 31%*
- *Households that plan to purchase a major appliance this year - 20%*
- *Households that plan to purchase new personal electronics this year - 33%*
- *Households planning to purchase more than $500 in new clothing this year - 34%*
- *Households planning to purchase more streaming services (Netflix, AppleTV, Disney+) - 77%*
- *Households that plan to add a new subscription audio service (XM, Spotify etc.) - 45%*

79.2% of *Out In Jersey* readers said, "I am more likely to purchase from a company that reaches out and advertises to the LGBTQ community."

** Results are from the CMI LGBTQ Survey 2022 of Out In Jersey online/print magazine readers. For the full survey results contact us for a pdf copy.*

5,000 issues are printed bimonthly for subscriber and free distribution - all locations listed online on the"About Us" page. Online unique visitors data from Google Analytics (June 2026). Email blast subscribers (2.9k). Bluesky, Facebook, X, Instagram, and TikTok social network followers total is 16,000. Ad Rates guaranteed through December 31, 2027.

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