New Jersey’s Most Influential Business News Platform

Media Kit 2024
On behalf of the entire ROI-NJ team, it is my pleasure to welcome you in your new role as our valued partner and sponsor.

As you could imagine, we are very proud of the reputation we have built across New Jersey since our inception. Over the last six years we have consistently garnered the respect, and generated the trust, of our state’s residents and business leaders (people just like you) who appreciate that we are the primary authoritative source of information for New Jersey’s commercial, nonprofit and personal sectors. As a result, we are recognized for our deep roots in the Garden State - where we serve as a diverse and passionately committed entity dedicated to delivering crucial, relevant business news to everyone within our state.

It is important for you to know that, as a result of our integral role in the state’s journalism community for numerous years, we have cultivated meaningful connections with highly regarded leaders in business, government, academia, nonprofit, and various other areas.

In the course of our continuing evolution, we take pride in the seamless integration of our digital media portfolio with our more traditional print publications. This integration supports a dynamic and rapidly expanding news platform, featuring e-newsletters and a spectrum of interactive, highly engaging live and digital events.

It is these offerings that provide you, our advertisers, and partners, with the unique opportunity to connect with decision-makers in your target market in real-time. Positioned strategically with our team on the ground, we are adept at facilitating meaningful connections between you and our dedicated readers within the community.

But we want to be sure that you are taking full advantage of all the tools available to you!

With that in mind, I have attached our editorial calendar. Please contact us for our media kit which will serve as an informative guide to all of ROI-NJ’s resources that we provide as the foremost media organization in New Jersey.

The kit demonstrates how a partnership with ROI-NJ will fortify, expand, and support your critical branding strategies. By leveraging our news coverage and capitalizing on special opportunities throughout the year, you can sustain your well-earned reputation as a leader and influencer in your market.

As we pursue our multi-faceted mission at ROI-NJ to both serve our readership by delivering essential information and also to facilitate connections between our sponsors and our readers— we will achieve our goals.

I speak for ROI -NJ when I say that we look forward to working with your organization as together we forge a robust relationship that is mutually beneficial and reinforces a win-win situation.
**Audience**

780K **AVG. MONTHLY ENGAGEMENT**

8.7M **EVENT COUNT**

2.7M **VIEWS**

5.8M **EMAILS SENT**

27% **OPEN RATE**

88% **C-SUITE OR TOP MANAGEMENT**

46 **MEDIAN AGE**

58% **MALE**

42% **FEMALE**

$355,000 **AVG. HHI**

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**Social**

2.7K **FOLLOWERS**

173K **IMPRESSIONS**

2.8K **FOLLOWERS**

54K **IMPRESSIONS**

6.7K **FOLLOWERS**

1.6M **IMPRESSIONS**

6.5K **FOLLOWERS**

786K **IMPRESSIONS**

289 **SUBSCRIBERS**

124K **VIEWS**

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*GA4 Analytics*
ADVERTISE IN NEW JERSEY'S MOST-READ BUSINESS NEWS PLATFORM

Contact Us:
If you have questions regarding sponsorship and advertising, please contact:

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## Editorial Calendar 2024

**Dates Subject to Change**

### January
- 1/8 Navigating life’s personal challenges
- 1/22 Influencers: Power List

### February
- 2/5 The Hospital Issue
- 2/19 Gaming, Betting, Business of Sports

### March
- 3/4 Influencers: Women
- 3/18 Family owned business

### April
- 4/1 Influencers: Energy
- 4/15 Healthcare - Cancer
- 4/29 Food & Beverage

### May
- 5/13 Influencers: Higher Education
- 5/27 Mental & Behavioral Health

### June
- 6/10 Influencers: Diversity & Inclusion
- 6/24 Accounting & M&A

### July
- 7/8 Non-profits (digital only)
- 7/22 Influencers: People of Color

### August
- 8/5 Finance, Banking & Accounting
- 8/19 Unions Film/TV

### September
- 9/2 Executive Education & Accounting
- 9/16 Influencers: Sustainability
- 9/30 Banking & Insurance

### October
- 10/14 Influencers: Health
- 10/28 Clean Energy

### November
- 11/11 Influencers: Real Estate
- 11/25 Made in New Jersey

### December
- 12/16 Yearbook/Interview Issue
- 12/30 Tech & Innovation (digital only)