

INTEGRATED. TARGETED. REPETITION.

Integrated marketing is one of the most effective types of advertising out there. NJ KIDS find WAYS for our audience to actually ENGAGE with your content.

“The team at NJ KIDS has truly helped us reach the market we want. From traditional media to digital platforms, NJ KIDS offers solutions that drive business to our doorstep.”



NJ KIDS Media Platform

We provide **MULTIPLE** advertising options to direct traffic to you.

SOCIAL MEDIA



25K+ followers

WEBSITE njkidsonline.com



50K Engaged Users
80K Pg views
450K Event count
*LTM Monthly Stats **

EBLASTS & E-NEWSLETTERS



20K+ E-News Subscribers
E-Newsletter 2x/mth
(open rate: 30%+)
Themed shared eblasts
on select months

PRINT DIGEST GUIDES



Our niche print titles are
Published 9x a year
Over 250K copies
Targeted, Themed

SPECIAL EDITIONS



Print and Digital Editions:
Camps Guide
Field Trips & Assemblies
Special Needs Guide
Party Guide

E-BOOKS DIGITAL EDITION



Delivered throughout the
year, **monthly to over**
20K subscribers

ONLINE CALENDAR



Event Calendar
Highest traffic pages

VIDEO



Videos on listings

EVENTS & PARTNERS

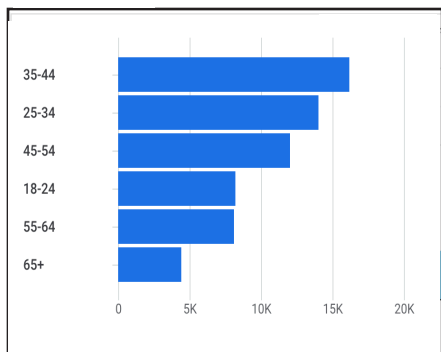


Dozens of in-person
events; **represent**
American Camp
Association with up
to 7 camp fairs per

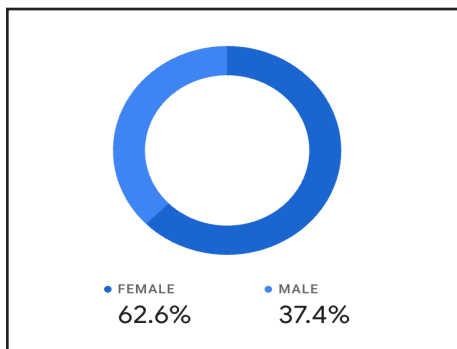
* Source: Google analytics as of August 2025

OUR AUDIENCE

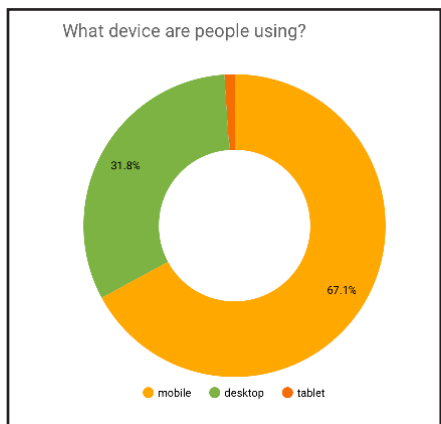
AGE:



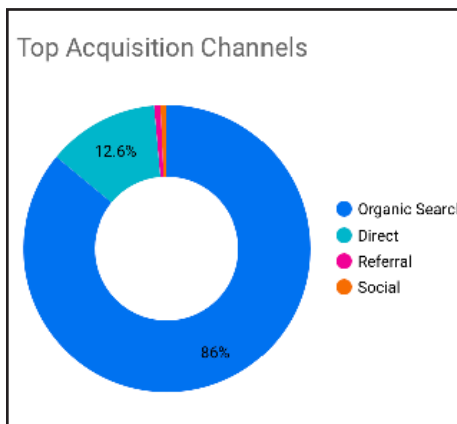
FEMALE / MALE USERS:



MOBILE / DESKTOP / TABLET USAGE:



ACQUISITION CHANNELS:
Organic / Direct / Referral / Social



Source: Google analytics as of August 2025

Our readers look to njkidsonline as a trusted online source for kids' programs, activities and answers to "What To Do" questions.

Reader Profile:

Ages 25 - 54	80%
Female	63%
Married	74%
College Educated	85%

Ages of Children:

< 2 years	14%
2-5 years	42%
5-12 years	31%
>12-15 years	13%

Devices Used:

Mobile	67%
Desktop	31%
Tablet	2%

86% of users come to our site organically

950+ referring links to our site

Interests:

- Families of all ages looking for fun things to do
- Parents with kids ages 1 - 5 looking for childcare
- Parents with kids ages 5 - 15 looking for camps, education and kids programs
- Parents looking for birthday party ideas
- Teachers and PTO looking for field trip and assembly ideas
- Parents with special needs kids looking for special needs resources
- The average visitor flips through 3 pages and stays for an average of 2.5 minutes

