

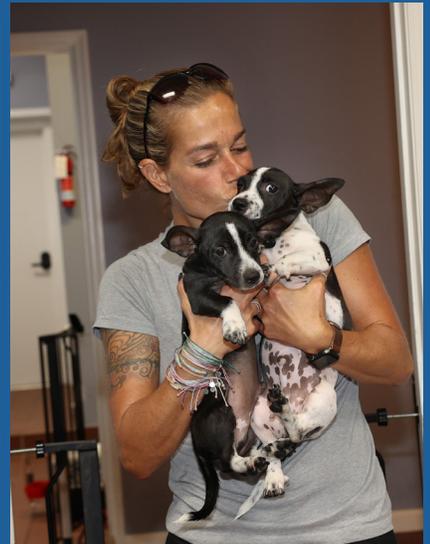


*Informing, serving and celebrating the lake region*

# Lake Hopatcong News

*the magazine*

2025 MEDIA KIT



# THE TRADITION OF TELLING THE STORIES OF THE LAKE COMMUNITY CONTINUES...

**17**  
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, a business listing and so much more, Lake Hopatcong News is the only publication dedicated to the residents and visitors of the lake region.

# ADVERTISING

## Why advertise with us?

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### 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.

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### 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.

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### 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 publications.

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### PROMINENT DIGITAL PRESENCE.

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

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### 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 10 years!



## Yes, we're in the digital age, but print still rules. Here's why-

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### PRINT ADS ARE TRUSTED MORE.

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

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### 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.

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### 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.

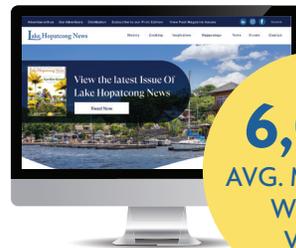
ANDOVER  
BYRAM  
DOVER  
HOPATCONG  
LAKE HOPATCONG  
LANDING  
LEDGEWOOD

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



**6,000**  
AVG. MONTHLY  
WEBSITE  
VIEWS



**6,200**  
SOCIAL  
MEDIA  
FOLLOWERS

WITH SOME ARTICLES GOING VIRAL,  
REACHING OVER **40K** IMPRESSIONS!



**14,000**  
AVERAGE  
PRINT  
READERS



**2,500**  
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

1/2 page 7.75x5 inches	1/3 V 2.5x10.25 inches	2/3 V 5.25x10.25 inches	1/12 2.5x2.5 inches	1/6H 5.25x2.5 inches	FULL Bleed - 8.75x11.25 inches Copy and Images - 7.75x10.25	1/3 H 7.75x3 inches
1/3 S 5.25x5 inches	1/6 V 2.5x5 inches					2/3 H 7.75x7 inches

A discount of 15% is offered to 501(c)(3) organizations only (inserts, full page and 2/3-size ads are excluded).

Ad specs: All ads are color. PDF is required. Fonts must be embedded.

Full page ads are bleed pages (all copy and images within 7.75x10.25).

Email ads to editor@lakehopatcongnews.com or your ad rep.

## 2025 MAGAZINE ADVERTISING CALENDAR



### SPRING *(mid-April)*

Ad Creative Due:  
April 7  
Print and Online  
Release Date:  
April 17

### MEMORIAL DAY

Ad Creative Due:  
May 12  
Print and Online  
Release Date:  
May 22

### FOURTH OF JULY

Ad Creative Due:  
June 16  
Print and Online  
Release Date:  
June 26

### MIDSUMMER *(August 1)*

Ad Creative Due:  
July 21  
Print and Online  
Release Date:  
July 31

### LABOR DAY

Ad Creative Due:  
August 18  
Print and Online  
Release Date:  
August 28

### FALL *(Columbus Day)*

Ad Creative Due:  
September 29  
Print and Online  
Release Date:  
October 9

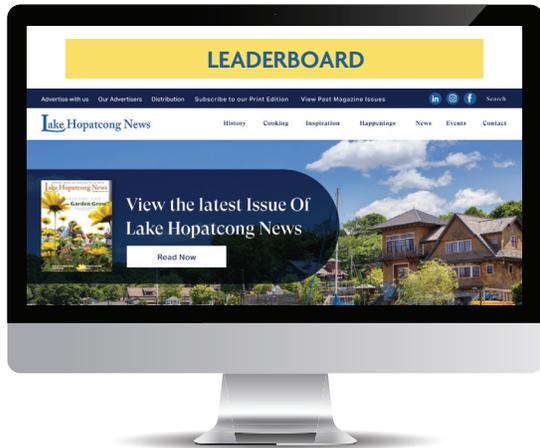
### HOLIDAY *(mid-November)*

Ad Creative Due:  
November 10  
Print and Online  
Release Date:  
November 20

# DIGITAL

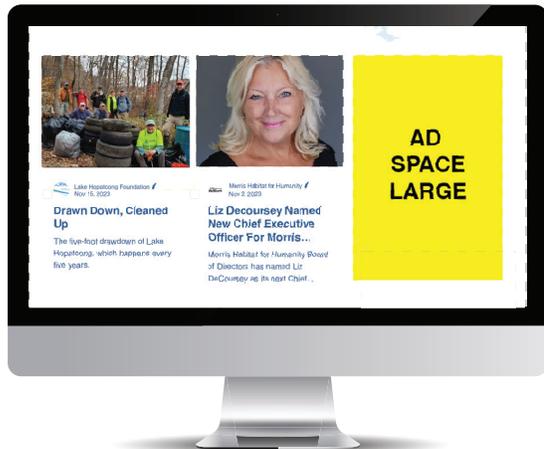
## Reach even further with our digital ads.

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 traffic, brand recognition, and ultimately, your revenue.



## LEADERBOARD

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 next to news stories for maximum visibility.



Advertising with Lake Hopatcong News has brought local awareness to our small business. Advertising on the Lake Hopatcong News website has really increased our visibility within the community, and I've seen a direct increase in our sales.

— Alyssa Saxe - co-owner, CatCrapHQ.com

# INFORMATION GUIDE

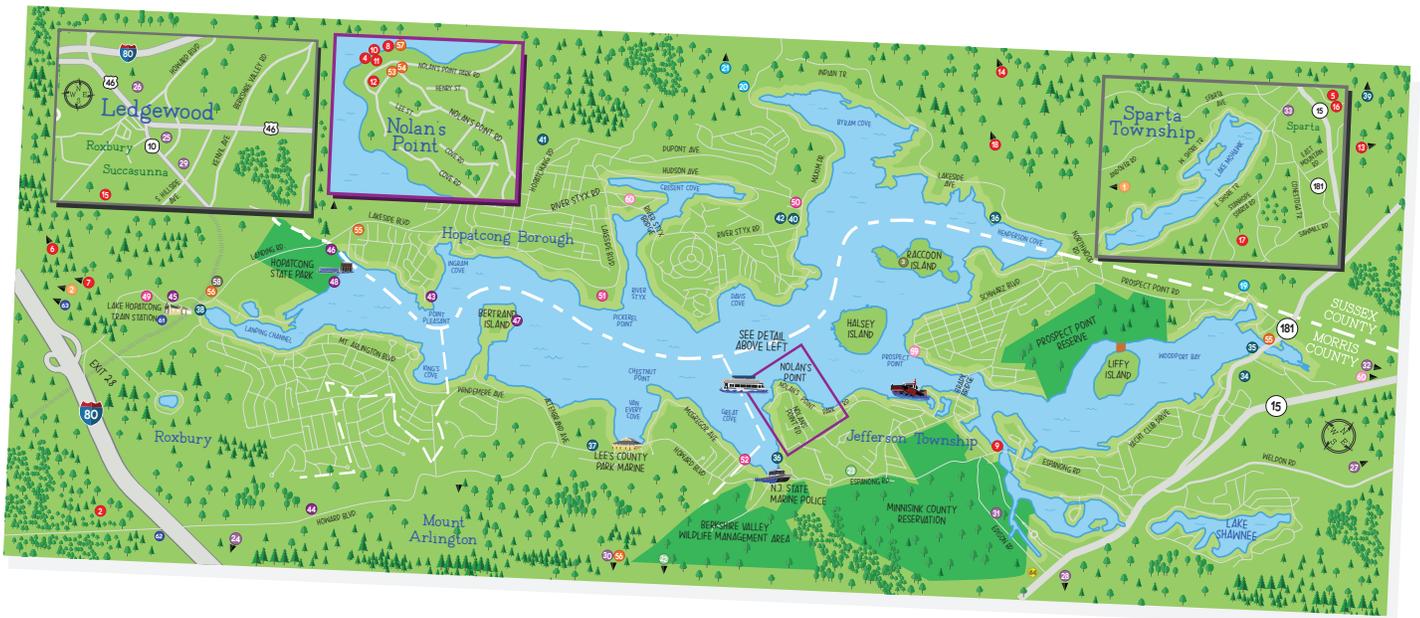
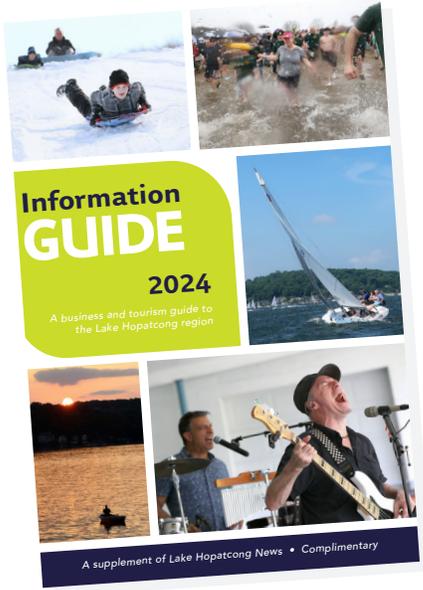
Gain valuable exposure in our year-round Information Guide that reaches thousands of potential customers.

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 Info Guide has a shelf life that lasts through all four seasons.

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

The Information Guide is distributed locally at high traffic locations, neighborhood businesses and large community gatherings. Additionally, the Info Guide is stocked at **7 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 [lakehopatcongnews.com](http://lakehopatcongnews.com).



## Information Guide Advertising Dates

Ad Creative Due:  
March 18

Print Release Date:  
March 31

## Ad Sizes

1/2 page  
5.5 x 4

FULL  
Bleed - 6.25 x 9.25  
Copy and Images  
5.5 x 8.5

1/4 page  
2.75 x 4



*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 and West Shore Marine

# RATES

Informing, serving and celebrating the lake region

# Lake Hopatcong News

*the magazine*

## PREMIUM PAGES

	5 or more	Open rate
Back Cover	\$1600	\$2500
Inside Front Cover	\$1300	\$2000
Facing Page Inside Front Cover	\$1300	\$2000
Page 5	\$1300	\$2000
Facing Page Inside Back Cover	\$1300	\$2000
Inside Back Cover	\$1300	\$2000
Spread ( <i>only</i> front 2 or back 2)	\$2400	\$3600

## INSIDE PAGES

	7-times	6-times	5-times	4-times	3-times	2-times	1-time
Full	\$990	\$1155	\$1320	\$1485	\$1650	\$1815	\$1980
2/3	\$725	\$850	\$970	\$1090	\$1210	\$1330	\$1450
Half	\$575	\$675	\$770	\$865	\$960	\$1055	\$1150
1/3	\$400	\$470	\$535	\$605	\$670	\$735	\$800
1/6	\$200	\$235	\$270	\$305	\$340	\$375	\$410
1/12	\$100	\$120	\$140	\$160	\$180	\$200	\$220

**INSERT (per issue)** \$1400

## WEB (full year)

### IN MAGAZINE

	LEADERBOARD	OTHER LOCATIONS
Full	\$600	\$500
2/3	\$675	\$550
Half	\$750	\$600
1/3	\$825	\$650
1/6	\$900	\$700
1/12	\$975	\$750

### 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

# Information GUIDE

A business and tourism guide to the Lake Hopatcong region

## PREMIUM PAGES

Back Cover	\$1400
Inside Front Cover	\$1000
Facing Page Inside Cover	\$1000
Page 5	\$1000
Page Leading out of Map	\$1000
Facing Page Inside Back	\$1000
Inside Back Cover	\$1000

## MAP PAGES

Map #1	\$1100
Map #2	\$1100
Map #3	\$1100
Map #4	\$1100

## INSIDE PAGES

Full	\$850
Half	\$550
Quarter	\$350

Lake Hopatcong News  
37 Nolans Point Park Road  
Lake Hopatcong, NJ 07849  
973-663-2800

Send camera-ready ads to:

Karen Fucito  
editor@lakehopatcongnews.com

To Advertise:

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