



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?

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.

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.

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.

PROMINENT DIGITAL PRESENCE.

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

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-

PRINT ADS ARE TRUSTED MORE.

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

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.

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

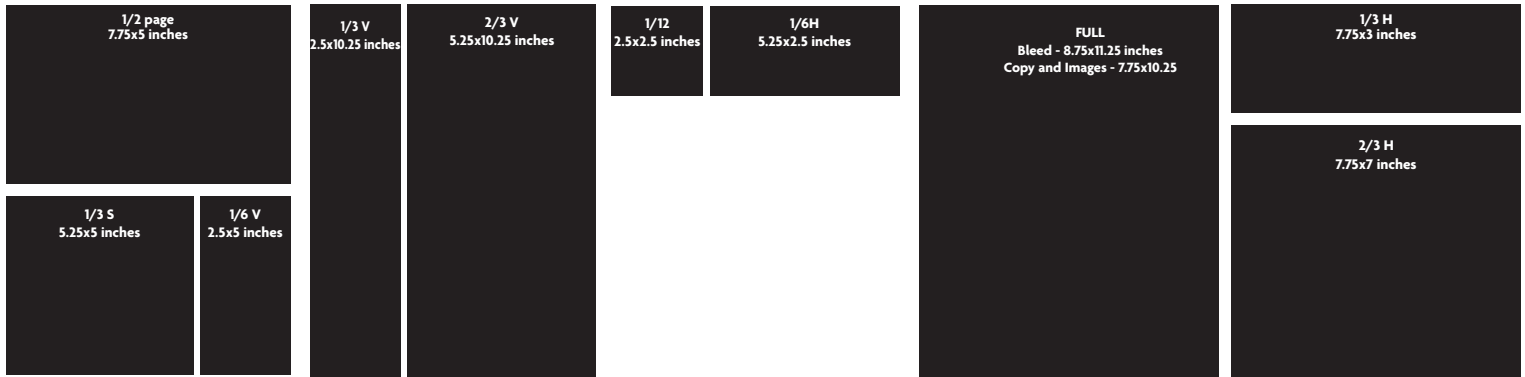


2,500
AVG. DIGITAL
READERS PER
ISSUE



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



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

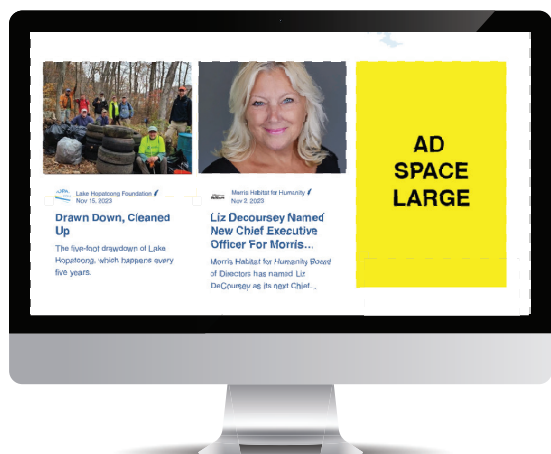
Reach even further with our digital ads.

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.

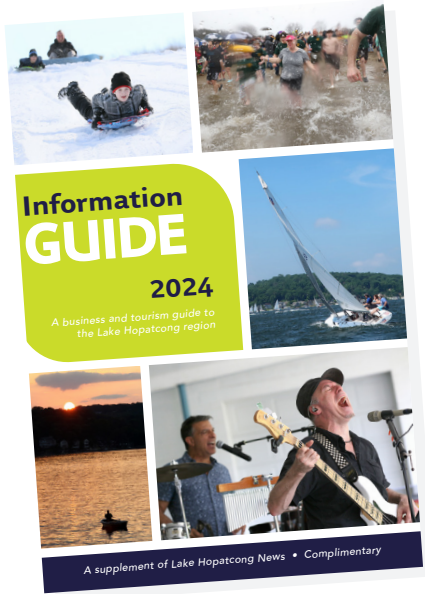


Advertising with Lake Hopatcong News has brought local awareness to our small business. Advertising on the Lake Hopatcong News website has really increased our visibility within the community, and I've seen a direct increase in our sales.

— Alyssa Saxe - co-owner, CatCrapHQ.com

INFORMATION GUIDE

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

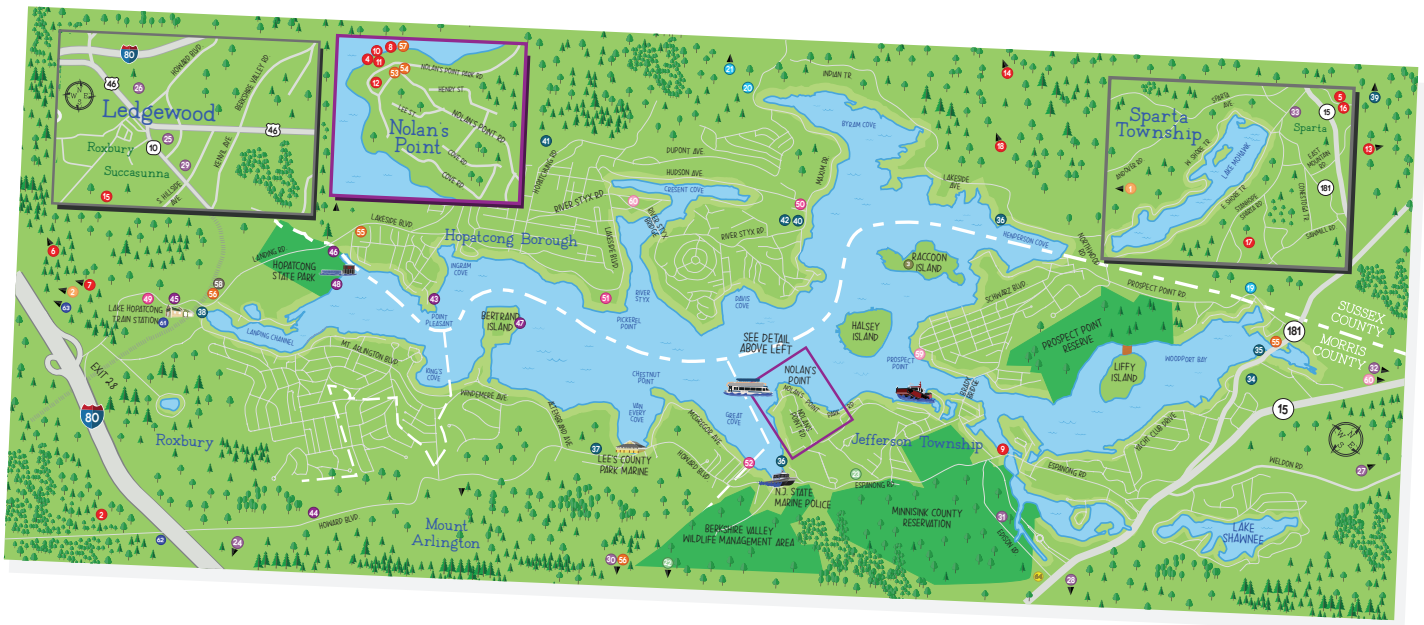


The Information Guide is a year-round reference for both residents and visitors alike. Locals like it for its community content, visitors like it as a way to navigate the area and as an introduction to the region. Boasting an extensive calendar of events and a colorful map of the area, the Info Guide 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.



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

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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