DEFINITION OF MICROMARKETING:
“MARKETING STRATEGY IN WHICH ADVERTISING EFFORTS ARE FOCUSED ON A SMALL GROUP OF HIGHLY TARGETED CONSUMERS”

The Journals are New Jersey’s most respected and recognized community publications and premier sources of regional news, with hundreds of pages of high-quality, relevant, hyper-local content about people, places, news, and events of local interest. For 20 years, businesses have partnered with The Journal to receive customized, multi-platform, attractive, and effective advertising campaigns for maximized impact, exposure, and results. We are a local business, supporting other local businesses, and we look forward to working with you.
Partner with The Journal for a customized, multi-platform, and interactive media campaign.

DIGITAL

Each month, all 4 Journals are available digitally at www.TheJournalNJ.com

SOCIAL MEDIA

Our Social network is growing and so can yours, with postings on The Journal’s Facebook, Instagram, and Twitter pages.

AD CREATION

Our in-house design team will create an attractive custom ad that delivers a strong message to maximize your ad’s effectiveness to build your brand.

The RugMall.com
732-566-3082 // TheRugMall.com // 557 S. Atlantic Avenue (next to CVS on Rt. 34) Aberdeen, NJ

Complimentary In-Home Consultation Services Gladly Provided 10AM TO 6PM Monday to Saturday // Sundays By Appointment Only

- Sales, Repairs & Restorations
- Professional Cleaning
- Stair Runners
- Custom Sizes
- Decorative Wall to Wall Carpeting
- Unlimited collection of Hand-Knotted Rugs

Art at Your Feet

We Install Stair Runners! 10% OFF ALL machined & tufted products 20% OFF & Free pickup and delivery on all rug cleaning & repair
Cookbook recommendations and recaps for the foodies out there.

The Journal offers great ideas for fun, seasonal adventures right in our backyard.

Front row news from our entertainment reporter on Monmouth County’s top venues and events.

Monmouth County is seeped in history and each month, The Journal takes our readers on a tour of one of our historic sites.

Delicious, nutritious and easy-to-make recipes from our culinary columnist.

Highlights of local upcoming events for the whole family!

With hundreds of restaurants to choose from, our readers get the inside scoop on local cuisine and hot new restaurants.

Unique and inspirational stories written by the great students of our area, covering a wide range of topics.
Throughout the Year with Timely Editorial Topics.

**MARCH**

The Journal’s summer camp guide provides our readers with the best camps and summer adventures in and around Monmouth County, with programs and activities to suit every interest and need.

**APRIL**

The markets we serve spend more than $500,000,000 annually on home improvements and The Journal’s Home Improvement Guide offers recommendations from additions to kitchens, HVAC, plumbing, landscaping, pools, outdoor living, painting, décor, and more!

**JANUARY**

January is the time for New Year’s resolutions, and living a healthier lifestyle is at the top of those lists every year. The Journal’s Health & Fitness Guide is here to help our readers keep their New Year’s resolutions and achieve their goals by giving them the best options around.

**OCTOBER**

The holiday season is the largest shopping event of the year, with retail sales of over $630 billion in 2016. This guide gives ideas, from traditional to more unique experience-driven and adventure gifts.

**AUGUST**

With families spending over $68 billion for K-12 to college, The Journal’s Back to School Guide covers everything from apparel to electronics, dorm décor, accessories, personal care, food, sporting goods, books, beauty, supplies, tutors, and much more!
YOU’LL BE IN GOOD COMPANY
The Journal staff was very helpful and accommodating, and I have seen an increase in our business. My customers are parents interested in local fine art programming for their children, and I know The Journal reaches this audience.

-Tresse DeLorenzo – Kidzart, Atlantic Highlands

Wonderful and thoughtful coverage. Thank you for your continued interest and coverage of “Our little historic corner” of the world.

-Mayor Donald Burden - Shrewsbury

I have found great response using the Journal for my real estate services. The editions are hyperlocal and hit the desired market. Personally, I read The Journal for all my local updates.

-Kerry Gassert - Brenda McIntyre Realty, Little Silver

Your publication is the most important one for pulling in the crowds!

-Holmdel Earth Day Festival Committee

Thank you for writing articles that highlight young athletes and school age children in our community. My children love reading the articles, too! We always look forward to receiving The Journal in our mailbox! Thanks so much... we are huge fans of The Journal!

- Journal Reader

Just a quick note to say The Journal is looking great!

-Andrew Weisbrot, Garmany
The Journals will also take care of all your printing needs.

Print Marketing
Custom & Commercial

| BUSINESS CARDS |
| BROCHURES |
| FLYERS |
| BANNERS |
| CUSTOM PUBLICATION |
| MAGNETS AND MORE! |