

INTRODUCING

# My Mo-Town

2026 MEDIA KIT

# My Mo-Town

*My Mo-Town* magazine, website and social media platforms share the people, places, and moments that make Morristown, New Jersey vibrant and welcoming.

Produced by Wainscot Media, one of the region's largest publishers of local lifestyle magazines and websites, *My Mo-Town* offers a fresh take on local life—mixing stories, style, and everyday discoveries that reflect Morristown's energy and character. From longtime favorites to what's new and next, the magazine highlights the personality, creativity, and momentum that set this community apart.

**For locals,** it's a smart and enjoyable way to stay connected to what's happening around town.

**For local businesses,** it's a multi-channel marketing platform that builds visibility, drives engagement, and connects brands with the right audiences—in print, online, and on social.

Your town. Your stories. *My Mo-Town!*



# THE AUDIENCE YOU'LL REACH

Every month, *My Mo-Town* magazine mails to affluent local homeowners and new movers to the area, as well as hundreds of nearby businesses (3,200 total). Demographics are a marketer's dream

## Average household income\*

\$115,409 (index: 143)

## Average home value\*\*

\$877,739 (index: 243)

Sources: \*U.S. Census Bureau, \*\*Zillow data through March 31, 2025



# HIGHLY ENGAGING LOCAL CONTENT

## MAGAZINE COVERAGE INCLUDES:

- ▶ Neighborhood personalities and organizations
- ▶ Home design and historic renovations
- ▶ Artists and art galleries
- ▶ Real estate insights
- ▶ Restaurants, chefs and restaurateurs
- ▶ Theater
- ▶ Music
- ▶ Personal finance
- ▶ Health and wellness
- ▶ Recommended reads



# DIGITAL MARKETING OPTIONS THAT DELIVER

In addition to our magazine, we offer a full suite of digital solutions designed to increase awareness, generate qualified leads, and grow your customer base.

## Magazine + Digital: Better Together

We combine the power of *My Mo-Town* magazine's engaged, high-value audience with precision digital targeting to reach the right customers—both online and in their homes.

When magazine and digital work together, your message becomes more memorable, more actionable, and more effective.



## Our Capabilities:

- Targeted Display & Video Advertising
- Social Media Campaigns
- Content Marketing & Sponsored Articles
- Video Production and Other Creative Services
- Search Engine Marketing (SEM)
- Search Engine Optimization (SEO)
- Geofencing & Location-Based Targeting
- Email Marketing
- Online Reputation Monitoring & Review Management
- Lead Capture Tools & Website Chatbots
- Website Development
- Analytics, Conversion Tracking & ROI Reporting

## Let's Build Your Strategy

Ask about a **complimentary digital marketing audit** to uncover opportunities that can directly grow your business.

# WAINSCOT MEDIA: WE BUILD COMMUNITY CONNECTIONS



Over 20 years helping New Jersey's leading marketers connect with high-value customers where they live, shop, and buy.

- ▶ Hyperlocal, regional, and specialty magazines
- ▶ Websites, newsletters, and social marketing
- ▶ Full-service digital and creative solutions

See more  
of our  
work here:



# CONTACT US

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