

# Ridgewood & HO-HO-KUS MAGAZINE

**2026** MEDIA KIT



There's no place like the Village of Ridgewood—in Bergen County, or anywhere else! Our community is one of the most desirable in all of New Jersey, with first-class schools, wonderful neighborhoods, a vibrant downtown, beautiful parks and more.

And right next door is Ho-Ho-Kus—a town which regularly ranks first in the state in terms of median household income!

As a marketer, you'll reach thousands of residents each month in both communities when you advertise in the pages of *Ridgewood & Ho-Ho-Kus* magazine. Every issue offers you a new opportunity to promote and sell your products and services to some of the wealthiest homeowners in all of New Jersey.







# RIDGEWOOD & HO-HO-KUS BY NUMBERS

## ▶ MEDIAN HOME VALUE

Ridgewood = \$882,700

Ho-Ho-Kus = \$1,032,800

## ▶ MEDIAN HOUSEHOLD INCOME

Ridgewood = \$217,250

Ho-Ho-Kus = \$250,001

## ▶ EDUCATION LEVEL

80% of Ridgewood residents have a college degree.

82% of Ho-Ho-Kus residents have a college degree.

SOURCE: NICHE, OCTOBER 2025



# HIGHLY ENGAGING LOCAL CONTENT

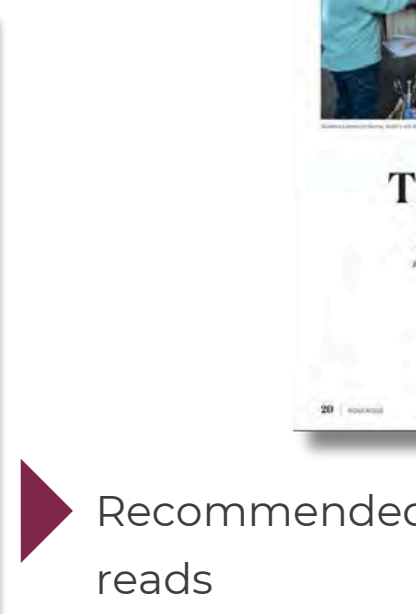
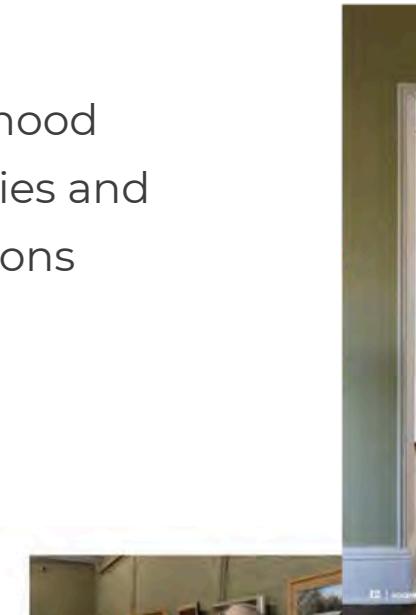
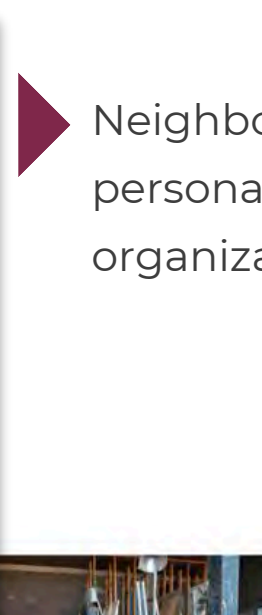
Neighborhood personalities and organizations

Home design and historic renovations

Artists and art galleries

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 *Ridgewood* 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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