



Spring Lake

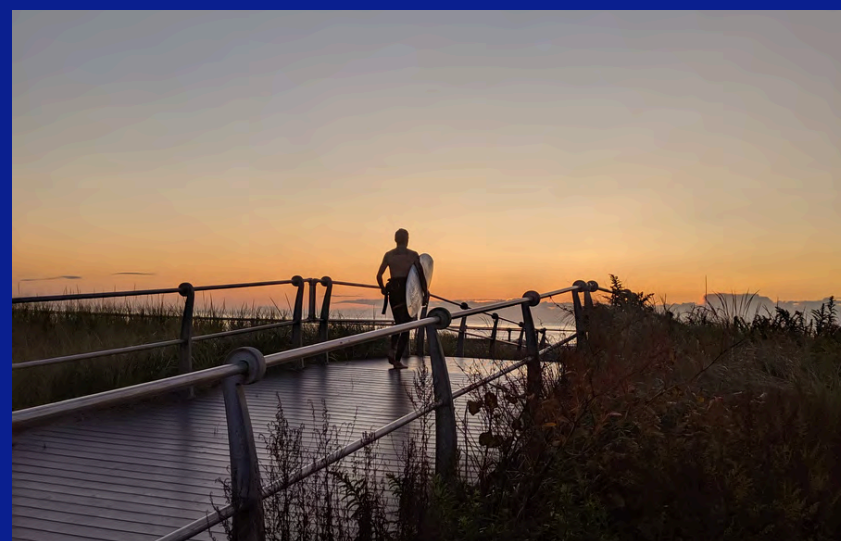
ALSO SERVING SEA GIRT

MAGAZINE

2026 MEDIA KIT

For affluent homeowners, Spring Lake—together with neighboring Sea Girt—has it all: some of the most beautiful beaches in all of New Jersey; stunning homes; wonderful shops and restaurants; and so much more.

As a marketer, you'll reach this highly desirable audience in the pages of *Spring Lake* magazine—the monthly publication that has been incredibly well-received around the area since launching in 2023. Every issue offers you a new opportunity to promote and sell your products and services to some of the wealthiest residents in the state.





SPRING LAKE & SEA GIRT BY NUMBERS

▶ MEDIAN HOME VALUE

Spring Lake = \$2 million

Sea Girt = \$2 million

▶ MEDIAN HOUSEHOLD INCOME

Spring Lake = \$146,976

Sea Girt = \$206,000

▶ EDUCATION LEVEL

81% of Spring Lake residents have a college degree.

78% of Sea Girt residents have a college degree.

SOURCE: NICHE, OCTOBER 2025

HIGHLY ENGAGING LOCAL CONTENT



Neighborhood personalities and organizations



Restaurants, chefs and restaurateurs

Artists of the Jersey Shore

Two local artists bring their creativity and coastal flair to the Jersey Shore

BY DANIELLE MCCARTHY



Artists and art galleries

Smooth Transitions

Returning to the classroom after summer break can leave kids feeling anxious. Use these tips to help start the school year right.

BY KYLE BETHKE



Health and wellness

HIGHLY ENGAGING LOCAL CONTENT

► Home design and historic renovations



► Theater



► Recommended reads



► Life Outdoors



► Personal finance

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 *Spring Lake* 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:



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