



# Spring Lake

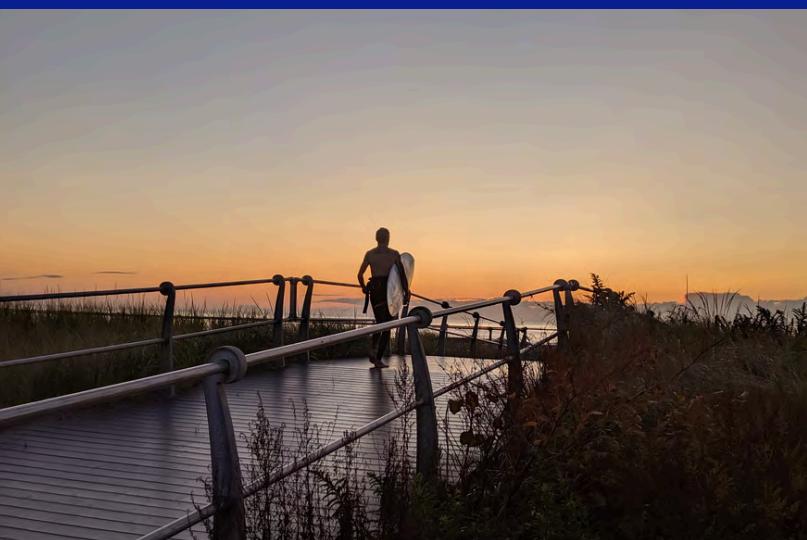
ALSO SERVING SEA GIRT

## 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

A magazine spread featuring a man in a navy blue sweater standing on a wooden boardwalk, smiling, and a woman in a red coat sitting on a bench in a snowy scene. The man is leaning against a wooden railing, wearing glasses and a white collared shirt underneath his sweater. The woman is sitting on a bench, looking at the camera. The background shows a snowy landscape with trees and a building. The title 'The Guy Behind the Scenes' is at the top left, and a bio and photo credit are at the bottom left.

## ► Neighborhood personalities and organizations

## ► Restaurants, chefs and restaurateurs

## Artists and art galleries

HEALTH & WELLNESS

# 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 VALLE RITTNER

**FOR MANY STUDENTS,** it's a time to reflect on a summer of rest and relaxation, and determine what we are prepared to engage with the new school year. This can be a whole mind-shifting conversation with our young friends. Likewise, it's important for parents to reflect on what could be going around and answer providing the "unknown" for those who are feeling uncertain. It's important and expected to expect those normal feelings of anxiety. To make the transition easier for the whole family, here are ways to promote a positive return to school that will.

**• Communicate and Listen:** Validate children's feelings by actively listening and responding. Before offering suggestions, ensure that children feel like you support them.

**• Create a Plan:** Encourage children to prepare the return of their upper bodies (dressing, eating, toileting) and the return of their minds by addressing their fears and concerns.

Valle Rittner has been a school social worker for 25 years. When she is not at school, she enjoys spending time with her husband, Jayne, and sons, Matt and Max.

**• Encourage Creativity:** One creative approach has been as playing "disguise" with children. This can be a fun way to discuss their feelings about returning to school. They may be more at ease being "secret agents" or "spies."

**• Promote Self-Care:** Encourage self-care activities such as walking, dancing, reading, and coloring. These are great ways for students to feel that they feel at home when others besides us feel unprepared for the new school year.

**• Provide Structure:** Include stories on routines, Implementing regular routines can help children feel secure. This can include activities about returning to a school.

**• Plan and Engage:** Encourage children to plan their return to school. This can include creating a school calendar, writing down the school address, and drawing a map of the school grounds. This can also include creating a school calendar, writing down the school address, and drawing a map of the school grounds.

**• Offer Support:** Child advocates believe it is not a child's responsibility to figure out how to return to school. Instead, adults should model how to successfully return to school. Your family,

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## Health and wellness

# HIGHLY ENGAGING LOCAL CONTENT

## ► Home design and historic renovations

## Recommended reads

A collage of images. The top left shows the cast of 'Annie' on stage in their costumes. The top right is a collage of photos of the cast in costume, including a group of girls in blue dresses and a girl in a red dress. The middle right shows a group of girls in blue dresses posing in a grassy field. The bottom right shows a man in a blue shirt and cap walking on a beach. The bottom left shows a woman in a blue shirt and cap smiling. A large blue arrow points from the bottom left towards the center, and another large blue arrow points from the top right towards the center. The word 'Theat' is partially visible at the top right, and 'Life' is partially visible at the bottom left.

# Life Outdoors

# 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
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- Video Production and Other Creative Services
- Search Engine Marketing (SEM)
- Search Engine Optimization (SEO)
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Ask about a **complimentary digital marketing audit** to uncover opportunities that can directly grow your business.

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