



Upper Makefield

MAGAZINE

UPPER MAKEFIELD MAGAZINE **DELIVERS CONCENTRATED WEALTH**

- ▶ For affluent homeowners, Upper Makefield has it all: rolling countryside, historic homes, and scenic Delaware River views.
- ▶ Its blend of rural tranquility and proximity to cultural hubs makes it a coveted haven for those seeking both peace and sophistication—these qualities make Upper Makefield a superb target for marketers.





UPPER MAKEFIELD TOWNSHIP BY NUMBERS

► **CONCENTRATED WEALTH**
\$218,160

Median household income

► **HIGH EDUCATION LEVEL**
73%

Adult residents who hold a bachelor's degree or higher

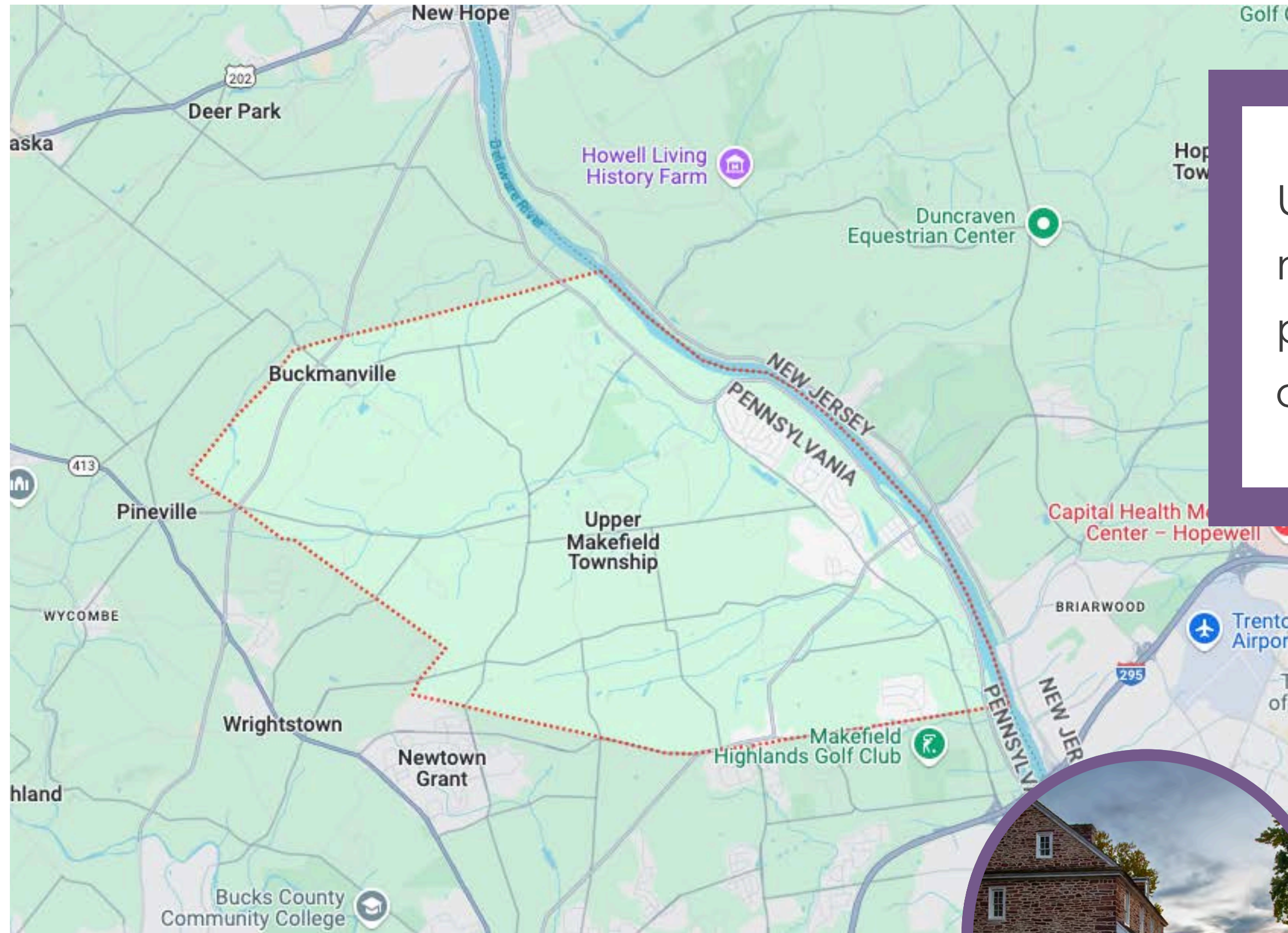
► **HIGH HOME VALUES**
\$859,300

Median home value

► **HIGH HOME OWNERSHIP**
95%

Adult residents who own their homes. Our magazine is mailed to all of them!

SOURCE: NICHE, October 2025



Upper Makefield magazine is mailed directly to homes, providing saturation coverage of homeowners in the township.



HIGHLY ENGAGING LOCAL CONTENT

Restaurants, chefs and restaurateurs

Neighborhood personalities and organizations

Real estate insights

Artists and art galleries

Health and wellness



HIGHLY ENGAGING LOCAL CONTENT

▶ Home design and historic renovations

▶ Personal finance



▶ Recommended reads



▶ Life Outdoors

MORE THAN ADVERTISING... YOU GET A CONTINUAL MARKETING PROGRAM

As an ongoing Sponsor of *Upper Makefield* magazine, you'll receive these benefits:

- ▶ A consistent, frequent branding campaign
- ▶ Custom posts on Instagram
- ▶ Editorial coverage
- ▶ Co-host status at Upper Makefield events
- ▶ Professional design services at no charge
- ▶ Further exposure in monthly online editions
- ▶ Rate protection against inflation
- ▶ Additional digital add-ons available



Scenes from an Upper Makefield hosted event



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 *Upper Makefield* 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 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

LAURA LAZAR PUBLISHER UPPER MAKEFIELD MAGAZINE

▶ PHONE

215-450-1014

▶ EMAIL

Laura.Lazar@uppermakefieldmag.com

▶

UpperMakefieldMag.com

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