

An aerial photograph of a large, dark blue lake surrounded by a residential area with many houses and trees. In the background, there are rolling hills or mountains under a clear blue sky. The text is overlaid on the image.

Mountain Lakes

& BOONTON TOWNSHIP MAGAZINE

2026 MEDIA KIT

Mountain Lakes and Boonton Township are two of the most desirable places in which to live in Morris County—and all of New Jersey. Both communities have it all: excellent schools; spectacular homes and properties; beautiful parks, lakes, vistas and hiking trails; and so much more.

Now you can reach EVERY household and influence the purchasing decisions of residents in these two sought-after towns in the pages of *Mountain Lakes & Boonton Township* magazine. Every issue offers you a new opportunity to promote and sell your products and services to some of the wealthiest households in the state.



MOUNTAIN LAKES & BOONTON TOWNSHIP BY NUMBERS



▶ MEDIAN HOME VALUE

Mountain Lakes = \$2 million

Boonton Township = \$2 million

▶ MEDIAN HOUSEHOLD INCOME

Mountain Lakes = \$146,976

Boonton Township = \$206,000

▶ EDUCATION LEVEL

81% of Mountain Lakes residents have a college degree.

78% of Boonton Township residents have a college degree.

SOURCE: NICHE, OCTOBER 2025

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 *Mountain Lakes & Boonton Township* 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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