NEW JERSEY’S MOST INFLUENTIAL BUSINESS NEWS PLATFORM
On behalf of the entire ROI-NJ team, welcome, and thank you for your interest and support.

Our media kit can serve as your introduction to New Jersey's most valuable business media resource. ROI-NJ is a family-owned, diverse and driven company dedicated to reporting the business news our state's movers and shakers need to know.

We are longtime members of the Garden State journalism community, with longstanding connections to the most important leaders in business and industry, government and education, and beyond. Our multiple print and online platforms allow our advertisers and partners to reach these crucial decision-makers each day — and in real-time when the most important stories break, and we’re there to bring them to our growing readership.

This media kit will explain how partnering with ROI-NJ can help you build and grow your crucial branding alongside our news coverage, as well as through events and special opportunities, throughout the year.

We look forward to you joining us as we continue to do what New Jersey journalists do best: serve our readership by bringing it the information — and connections to organizations like yours — that they simply must know.
733 K
AVG. MONTHLY PG VIEWS

310 K
AVG. MONTHLY UNIQUE VIS.

$ 350,000
AVG. HHI

88%
C-SUITE OR TOP MANAGEMENT

45
MEDIAN AGE

58%
FEMALE

42%
MALE

1.9K
FOLLOWERS

1.7K
FOLLOWERS

5.2K
FOLLOWERS

2.1K
FOLLOWERS

E-Newsletters

21K
AUDIENCE

20%
OPEN RATE

3%
CLICK RATE
ADVERTISE IN NEW JERSEY'S MOST-READ BUSINESS NEWS PLATFORM

Contact Us:
If you have questions regarding sponsorship and advertising, please contact:

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EDITORIAL CALENDAR 2022

JANUARY
1/10 Resolution Issue
Accounting & Money Mgmt
1/24 Cannabis Resource issue
Law

FEBRUARY
2/7 Hospitals
Health Care Technology
2/21 ROI-Influencers:
Top 100

MARCH
3/7 Gaming & E-sports
Family-Owned Business
3/21 ROI-Influencers:
Women Influencers

APRIL
4/4 Real Estate
Physicians Groups
4/18 ROI-Influencers:
Innovation and Technology

MAY
5/2 Cyber Security
Banking; Lending & SBA
5/16 ROI-Influencers:
Manufacturing, Dist. & Logist.
5/31 Energy & Utilities

JUNE
6/13 Food & Beverage
Cannabis; The Industry
6/27 ROI-Influencers:
Diversity & Inclusion

JULY
7/11 Economic Development
Architectural/Engineering Firms
7/25 ROI-Influencers:
Law & Film Production

AUGUST
8/8 Mental Health
Employer Benefits
8/22 ROI-Influencers:
Higher Education

SEPTEMBER
9/5 Logistics, Transportation
Engineering Firms
9/19 ROI-Influencers:
People of Color

OCTOBER
10/3 Accounting
Insurance
10/17 ROI-Influencers:
Health Care
10/31 PR Firms
Energy/Utilities

NOVEMBER
11/14 Veteran Owned businesses
Technology
11/28 ROI-Influencers:
Real Estate

DECEMBER
12/12 ROI-Influencers:
Interview Issue
12/26 ROI-Influencers:
Yearbook 2022