



# NEW JERSEY ISN'T BORING

# MEDIA KIT 2016

New Jersey shaped who and what I am.  
Anyone who's come from here will tell you  
that same story...

JON BON JOVI

**NEW JERSEY**  
**ISN'T BORING**

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# MEDIA KIT

## 2016

**QUICK OVERVIEW**

4

**BLOG STATISTICS**

5

**NJIB IN THE PRESS**

6

**ADVERTISING OPPORTUNITY**

8

# 01

# QUICK OVERVIEW



## Blog Profile

Founded by Cyd Katz in 2014 as a resource of things to do in New Jersey year-round, New Jersey Isn't Boring quickly grew to the quintessential online hub for all things New Jersey. NJIB is dedicated to all the wonderful things that make New Jersey interesting. There is a full list of every diner in the state, ideas for day trips, and a lot of the NJ vineyards and craft beer companies (there are more than you think). Plus festivals, annual events and more! There will never be a day in New Jersey where you have nothing to do. It's a small state - get on the road and explore!

### Featured Topics

- *Day Trips & Activities*
- *Diners, Food Trucks & Other Local Food Specialties*
- *Wine & Craft Beer*
- *Nerdy in NJ*
- *Arts & Culture*
- *Events*
- *Etsy Stores*

### Engagement

NJIB engages its fans and followers on a daily basis with blog posts, photos, and videos that explore the arts, culture, food, history, and hidden gems of New Jersey. For any guest or resident of the Garden State, New Jersey Isn't Boring showcases a variety of events, businesses, restaurants, and attractions. There is always something for anyone of any age with any interest to enjoy.

### Future Vision

New Jersey Isn't Boring will continue doing what it does best - provide anyone who visits the website or follows on social media with daily happenings, business profiles, artist showcases, and so much more.

# 02

# BLOG STATISTICS

## Social Media Power\*

Instagram 32,000+ FOLLOWERS  
Facebook 28,000+ LIKES  
Twitter 4,200+ FOLLOWERS

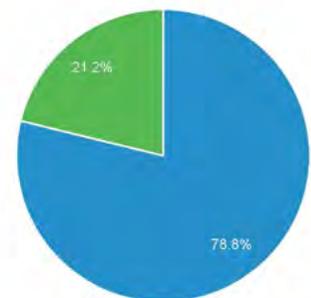
## 2016 Website Stats\*

Pageviews 290,000+  
New Visitors 123,000+  
Returning Visitors 33,000+  
Posts per Week 7+

## 2016 Pageview Growth



■ New Visitor ■ Returning Visitor



\*As of July, 2016

# 03

# NJIB IN THE PRESS

## Pork roll on a doughnut? Here's where to find it

Sarah Griesemer, app staff writer, @sarahegriesemer, June 21, 2016



...Purple Glaze in Asbury Park is cooking up the New Jersey Isn't Boring doughnut, a confection that began as an idea from Cyd Katz of Old Bridge. The Manalapan native is the founder of New Jersey Isn't Boring, a website where she shares all the fun that is to be had in the state.stes like no other.

The doughnut will be available through July 13 and costs \$3. Proceeds will benefit Sammy's Hope Animal Welfare & Adoption Center in Sayreville and Tails of Hope, an animal rescue.

"We specifically wanted to raise money for animal charities because that's something I'm passionate about and something Jackie Sharpe is passionate about," Katz said.

"We feel it is important to help out these small rescues as they pull dogs from the shelters and put them in foster homes where they can adjust to family life and get ready for adoption," Sharpe said. "In doing so, space opens up in the shelters for more dogs and cats. In light of the recent dog-fighting ring in Asbury Park and the dog hoarding situation in Howell, we are hoping to help them to raise some funds as the shelters are very full because they have taken in these dogs."



# 03

# NJIB IN THE PRESS

## “New Jersey Isn’t Boring” art exhibit opens at Arts Guild NJ in Rahway

*By Suburban News, NJ.com, February 20, 2015*

Arts Guild New Jersey will present “New Jersey Isn’t Boring,” curated by Cyd Katz-Seidel, creator of [NewJerseyIsntBoring.com](http://NewJerseyIsntBoring.com).

The exhibit will feature the artwork of the more than 30 New Jersey artists who were selected through an open juried competition. The exhibition, which opens on March 22 and runs through April 16, will have a free, public reception on Sunday, March 22, 1-4 p.m., at Arts Guild New Jersey, 1670 Irving St., Rahway. Gallery Hours are Monday-Thursday; 10 a.m. to 4 p.m., Friday, 10 a.m. to 2 p.m; Saturday and Sunday, 1-4 p.m. or by appointment for groups of 10 or more. The exhibition is wheelchair accessible.

The intention of the exhibit is to provoke a new audience to take a new look at New Jersey. All artists exhibiting work are residents of New Jersey and their art work reflects different aspects of New Jersey including its beaches, landmarks, food, history, pop culture and more.

To learn more about the artists and the curator, visit [newjerseyisntboring.com](http://newjerseyisntboring.com).



# 04

# ADVERTISING OPPORTUNITY

New Jersey Isn't Boring offers advertising and marketing services to help boost your business!

Marketing a business or event can be challenging. That's why NJIB offers marketing services and advertising opportunities. Whether you want to advertise on the website, create a custom social campaign, or promote an event, NewJerseyIsntBoring.com is here to assist you in growing your business! With a growing online presence through our website and social media, advertising with NJIB will generate the results you want.

#### ADVERTISING OPTIONS INCLUDE:

- Banner Ads on the Website
- Custom Facebook Ad Campaigns
- Social Media Campaigns for Instagram and Twitter
- Video Production and Photography Services

To download our 2016 Pricing Guide, please visit [www.newjerseyisntboring.com/advertise](http://www.newjerseyisntboring.com/advertise)

If have any questions not covered in the pricing guide, contact [cyd@newjerseyisntboring.com](mailto:cyd@newjerseyisntboring.com).



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