REACH A HIGHLY EDUCATED, AFFLUENT, AND ENGAGED AUDIENCE

Baristanet is the Montclair area’s best resource for local online news. Through first-class design, and real-time reporting, we attract one of the most prized demographic in Northern NJ.

We are passionate about our town, the people who live here, the stories we tell, and our partners who we value.

We keep our readers informed about the best in breaking news, local dining, arts, culture, education, real estate, and more. Our community-oriented publication also profiles our neighbors - some of the town’s interesting residents - and we write about topics that matter most to our readers. We engage with our citizen journalists, and regularly support our advertisers with special offers and giveaways to our readers.

BARISTANET IS IN BUSINESS TO

DELIVER interesting, relevant daily local news, attract and keep a high-value audience.

CONNECT them to our advertisers with cost-effective, out-of-the-box advertising campaigns.

LEVERAGE our audience’s interest to support our advertisers’ businesses.

WE KNOW EVERYTHING ABOUT MONTCLAIR. READ BARISTANET, AND SOON YOU WILL, TOO.
ADVERTISING WITH Baristanet.com

AUDIENCE DEMOGRAPHICS

45.85% Male
54.15% Female

27.5% 18-24 Years
33.5% 25-35 Years
15.5% 35-44 Years
12.5% 45-54 Years
11% 55+ Years

Social Media Followers

Facebook 8,000
Twitter 13,000
Instagram 3,000

44% Access Desktop
56% Access Mobile

52K Monthly Unique Visitors
492K Unique Visitors to the Site
20% increase in the past 12 months

Contact ads@baristanet.com for weekly/monthly rates, specials, and first-time advertiser incentives.
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HORIZONTAL AD ZONES

1. HORIZONTAL AD 1 728 x 100 px
2. HORIZONTAL AD 2 728 x 100 px
3. HORIZONTAL AD 3 728 x 100 px
4. HORIZONTAL AD 4 728 x 100 px

Contact ads@baristanet.com for weekly/monthly rates, specials, and first-time advertiser incentives.

ADDITIONAL OPTIONS

DIGITAL DISPLAY ADS

More than the standard banner - we offer innovative formats: slide show, rotating cube, Facebook and Instagram linked ads, sticky note, message bubble, and more.

Ads may be purchased by the day, week, or month. They may also be changed/updated at any time.

SPONSORED POST

Need an introduction or want to inform our readers? Then consider starting with a Sponsored Post.

Posted online, shared with 22,000+ followers on social media, sent 2 consecutive days on Baristanet’s daily news feed to our 4,000+ subscribers.

You supply copy, photos, links; we will edit and format. Follow up with an optional display ad featuring a link your content.

EMAIL ADVERTISING

Dedicated Email - same format as the Sponsored Post, but emailed to 4,000+ subscribers on your day of choice.

Daily Email News Feed - headlines from Baristanet in your inbox. Advertise on the news blast.

Monthly Calendar of Events Newsletter - a day by day list of events/happenings in the area. Emailed on the 30th/31st of each month.

COLUMN/PAGE SPONSORSHIP

Associate your brand with one of our weekly columns, or a specific page on our website.

Your ad is featured at the top of the page, or within the weekly column, and you’ll be identified as the sponsor.

This is a customized product - ask us for details.

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