

2020 MEDIA KIT



**LOCALLY
FOCUSED
DIGITAL
MEDIA**



**THE
MEDIAWIZE
GROUP**

OCNJDaily.com

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**LOCALLY
FOCUSED
DIGITAL
MEDIA**

SERVICES

- FEATURED BUSINESS STORIES
- DIGITAL AD PLACEMENTS (DYNAMIC / STATIC)
- CONTENT MARKETING
- SOCIAL MEDIA PROMOTION
- ANALYTICS AND USER BEHAVIOR ANALYSIS
- LOCALLY FOCUSED EXPOSURE STRATEGY
- TRAVEL AND TOURISM SPECIFIC CAMPAIGNS



MEDIAWIZE

REACH 2.5 MILLION
MONTHLY READERS



STATISTICS

**2.5
MILLION**

MONTHLY VIEWERSHIP

70% Vacationers / 2nd home owners
30% Local community members

GENDER

GENDER SPLIT

60% Female
40% Male

**5
MINUTES**

TIME SPENT ON SITE

Average site visit duration

**21-70
AGE
GROUP**

PRIMARY AGE GROUP

Target multiple age generations

MEDIAN HOUSEHOLD INCOME

Middle, Upper Middle, Upper

**INCOME
LEVEL**




EXPOSE YOUR BUSINESS TO 2.5 MILLION LOCAL CUSTOMERS

24620 VIEWS

Flanders' Penthouse Suites: An Ocean City Hidden Treasure

By MediaWize · May 22, 2018  24620

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Flanders Hotel Director of Operations Peter Voudouris on a balcony of a Penthouse luxury suite.

104948 VIEWS

Redevelopment Plan Proposed for Sea Isle's Iconic Springfield Inn

July 13, 2017  104948

Facebook Twitter G+ Pinterest WhatsApp



The Springfield Inn has been a fixture at the corner of 43rd Street and Pleasure Avenue since 1972.

15621 VIEWS

The Clam Bar Still Legendary in 45th Summer

August 21, 2018  15621

Facebook Twitter G+ Pinterest WhatsApp

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MEDIAWIZE



AD PLACEMENTS

Current OC - 2/21/19

TUESDAYS & FRIDAYS
CHANNEL 67 AT 7:00PM

Featured Business:

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- VISUALLY EFFECTIVE ADS
- LOCALLY DRIVEN CONTENT
- BRAND BUILDING THROUGH REPEAT EXPOSURE



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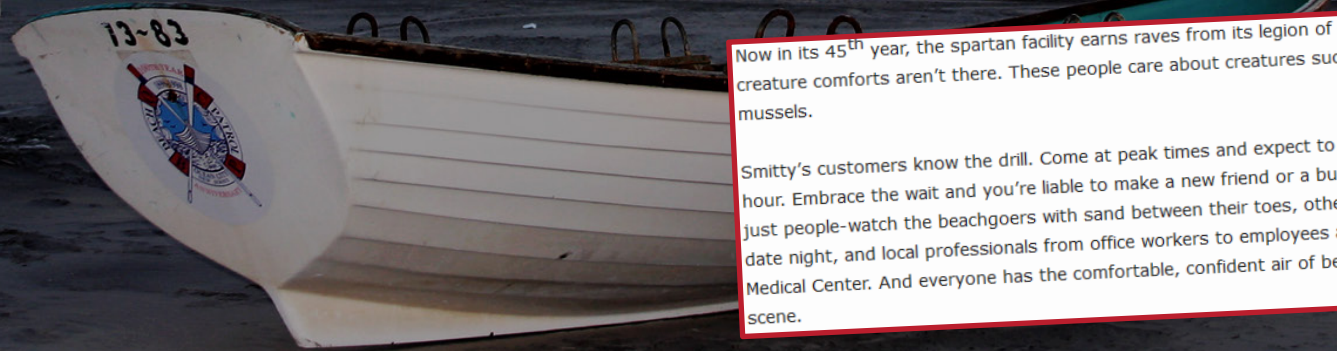
DownBeach.com

SealsleNews.com



CONTENT MARKETING

RELEVANT AND TARGETED CONTENT



By Lisa Spengler

The journey is everything. And the journey of having Philadelphia Eagles quarterback Carson Wentz speak at a special one-night event on Monday, April 30, at Atlantic Christian School has been quite the journey — not a journey of travel but a journey of faith.

"Each year, we choose someone who is an outstanding role model for our students and our community, and a beacon of light for Christ," said Chief School Administrator Karen Oblen.

As the houselights dimmed and Blues Traveler made their way to the stage, a growing roar rose from the back of the venue to the front. It got louder as the final piece of the puzzle, John Popper, emerged last, before proclaiming "Ocean City, New Jersey! This was where Brooklyn Bob Sheehan lived. So this is like coming home for us". They then launched into a raw new rocker entitled "Wolf Is Bumpin", as Popper informed the enthusiastic crowd this was the first time it would be played live in their home state.

Now in its 45th year, the spartan facility earns raves from its legion of devotees even if the creature comforts aren't there. These people care about creatures such as crabs, fish and mussels.

Smitty's customers know the drill. Come at peak times and expect to wait more than an hour. Embrace the wait and you're liable to make a new friend or a business contact or just people-watch the beachgoers with sand between their toes, others dressed up for date night, and local professionals from office workers to employees at nearby Shore Medical Center. And everyone has the comfortable, confident air of being part of the scene.



SOCIAL MEDIA MARKETING

ENGAGE AND CONVERT YOUR CUSTOMERS

OCNJ Daily
October 2 at 12:13 AM · 🌐

Ocean City Happenings: Fall Block Party and Fireworks Go Off on Saturday

OCNJDAILY.COM
Ocean City Happenings: Fall Block Party and Fireworks Go Off on Saturday | OCNJ Daily

👍👎👁️ 396 15 Comments 185 Shares

Johnson's Appliances & Bedding is in Ocean City, New Jersey. 🇺🇸 Like Page

September 28 at 1:50 PM · 🌐

How many candy corn do you think can fit inside this blender? Guess the correct number of candy corn inside for a chance to win this Wolf Gourmet Blender with ...
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SEASILENEWS.COM

Save or Demolish? Parishioners Debate Fate of Historic Chapel in Sea Isle | Sea Isle News

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Sea Isle News
September 30 at 10:49 PM · 🌐

In Sea Isle, It's Time to Celebrate "Locals' Summer"

SEASILENEWS.COM
In Sea Isle, It's Time to Celebrate "Locals' Summer" | Sea Isle News

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👍👎👁️ 1K 424 Comments NaN Shares 140K Views

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REAL RESULTS THROUGH ANALYSIS

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