

Ranked #1



The Star-Ledger is
New Jersey's Newspaper

*One of the top 25 newspapers in the country,
The Star-Ledger is the #1 newspaper in New Jersey,
the most affluent state in the nation.*

The Star-Ledger is also one of the top ranking newspapers in the New York DMA, and no other newspaper delivers North/Central New Jersey like The Star-Ledger.

In this area, The Star-Ledger is read by over 1.7 million adults each week, with an average issue reach of 856,700 daily and nearly 1.3 million Sunday readers. Our readers are affluent, educated and established, just like New Jersey itself.

NJ.com provides expanded coverage of The Star-Ledger with 5.7 million unique visitors monthly.

NEW YORK DMA PLUS: New York DMA plus Mercer County, NJ.
NORTH/CENTRAL NEW JERSEY - 14: 5,230,300 adults in Bergen, Essex, Hudson, Hunterdon, Mercer, Middlesex, Monmouth, Morris, Ocean, Passaic, Somerset, Sussex, Union and Warren counties.
Source: 2009 Release 2, Scarborough Report. © 2009 Scarborough Research. All rights reserved. Omniture SiteCatalyst, October, 2009.



The Star-Ledger Everything Jersey

The Star Ledger's commitment to its readers, advertisers and employees is a tradition that has made it Everything Jersey for generations.

LEADERSHIP

The Star-Ledger, founded in 1832, is the largest New Jersey newspaper and covers North/Central New Jersey, with significant strength in The Greater New Jersey Market, our primary market area.

EDITORIAL

The Star-Ledger's award-winning Editorial Department is the largest news-gathering organization in New Jersey. It offers news, as well as news analysis, sports and features with a New Jersey slant every day.

Key Awards

- 2005 Pulitzer Prize: Breaking News Reporting
- 2001 Pulitzer Prize: Feature Photography

Recent National Awards

- 2008 – 6 awards including Society for News Design and ARC of the U.S. – National Community Media Excellence Award
- 2007 - 12 awards including the Society of American Business Writers & Editors Best in Business Award

2007 New Jersey Press Association Awards:

- 16 Editorial & 15 Advertising awards

CIRCULATION

The Star-Ledger Circulation Department markets, sells and distributes New Jersey's most widely read newspaper, servicing the community every day of the year. Understanding the readers' changing needs, and responding to them, makes The Star-Ledger's circulation efforts strong. Not only does this department focus on stellar customer service, they also work to sponsor many community events and support schools, businesses and organizations throughout the state.

