NJ Spotlight publishes daily, original stories on statewide news and public policy.

On one end, New York City. On the other, Philadelphia. And in between?

8.9 million people.
Wealth and poverty.
High property taxes.
Farm and Industrial.
Urban Centers.
Deteriorating Infrastructure.
130 miles of coastline.
The nation’s most powerful governor’s office.

Our new media innovation? Old-school, in-depth reporting.
As traditional newspapers downsize, we fill a void:
We cover the state policy and issues that have lasting impact on our individual communities and people.

EDUCATION   ENVIRONMENT
PUBLIC FINANCE
ENERGY   HEALTHCARE
Our Audience

At NJ Spotlight, issues matter. The well-informed come to us to become well-informed.


94 percent of our readers are college graduates. MORE THAN HALF have advanced degrees.

Readership Interests

- Legislation: 34%
- State Budget: 15%
- Transportation: 13%
- Renewable Energy: 6%
- Energy: 6%
- Healthcare: 7%
- Education: 6%
- Land Development: 6%
- Taxes: 5%
- Environment: 7%
- Regulation: 13%

Readership Industry

- Legal: 24%
- Consulting: 16%
- Advocacy: 15%
- Energy: 13%
- Healthcare: 13%
- Government: 12%
- Education: 9%
- Other: 9%

Readership Income

- 450k+: 3%
- $350k-$449k: 1%
- $250k-$349k: 7%
- $150k-$249k: 22%
- $50k-$149k: 37%
- under $50k: 6%
The NJ Spotlight Roundtable Series: Public forums that bring together expert panelists to discuss important policy issues of the day.

The NJ Spotlight Webinar: Reach a targeted audience, and tell your story.

SPONSORSHIP OPPORTUNITIES

PREVIOUS SPONSORS:
WHAT PEOPLE ARE SAYING

“Goes deep into issues, not hit and run journalism. Looks at policy rather than politics.”

I forward at least one story a day to colleagues and senior managers and it’s frequently the first time they’ve heard about the issue covered or they write back and say, “Now I understand what's going on.”

*Source: 2012 Reader Survey*

OUR FOUNDATION SUPPORT

OUR CONTENT PARTNERS

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