

Jersey Senior *Weekly*

Serving New Jersey Residents 55+

Advertising Opportunities

www.JerseySeniorWeekly.com



Why Advertise to Seniors?

Digitally Active Audience

- Over 90% of seniors use smartphones regularly, staying connected throughout the day.
- Seniors spend extensive time browsing online, with 86% online for 6+ hours daily.
- Their digital engagement spans multiple devices and platforms, ensuring broad reach.

Significant Purchasing Power

- Seniors control more than 70% of U.S. disposable income, making them a critical consumer group.
- They lead online purchasing in key sectors such as healthcare, home improvement, and financial services.
- Targeting seniors taps into a market segment with both the means and motivation to spend.

Highly Focused and Engaged

- Seniors are a demographic much more likely to respond to email and read content to the end.
- They prefer routines and will regularly wait for publications to arrive.
- Seniors are vocal about the kinds of content they want and don't want.

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Seniors represent a highly valuable and digitally engaged audience, controlling a majority of disposable income and actively participating in online platforms, making them an ideal target for businesses seeking impactful advertising opportunities.



Jersey Senior Weekly at a Glance



| | Founding & Leadership | Email Subscriber Engagement | Website & Social Media Presence |
|----------------|--|---|---|
| Overview | <ul style="list-style-type: none">Founded on March 17, 2025, by Michael Bucca, a two-time Emmy® Award winner.Built with a vision to serve New Jersey seniors through trusted digital content. | <ul style="list-style-type: none">4,000+ highly engaged email subscribers.Outstanding email metrics: 56.7% open rate and 17.5% click through rate (CTR).Extremely low unsubscribe rate at 0.21%, reflecting subscriber satisfaction.Email format is simple and easy to read, which seniors prefer. | <ul style="list-style-type: none">Website attracts 10,000+ monthly views with 7,000+ unique visitors.Average engagement time exceeds 38 seconds per page, indicating quality content.Active Facebook page with highly engaged followers.. |
| Key Highlights | <ul style="list-style-type: none">Strong leadership with proven media expertise and storytelling skills.Focused on high-quality, relevant content for the senior audience. | <ul style="list-style-type: none">98.6% retention rate demonstrating strong loyalty and interest.Consistent engagement boosts advertiser exposure and ROI. | <ul style="list-style-type: none">Facebook views surged 626% over the last 90 days, totaling 503,179 views.89,142 Facebook views in the last 28 days show sustained audience activity.Frequent content posting: 5 posts per week and 6.2 articles published weekly. |

▶ Jersey Senior Weekly is a rapidly growing digital media platform dedicated to seniors in New Jersey, led by Emmy winner Michael Bucca. With a highly engaged email subscriber base, strong website traffic, and an active social media presence, we provide an effective channel for advertisers targeting the senior demographic.

Advertising Opportunities

Paid Articles

- Create in-depth, engaging content that highlights your services or products.
- Leverage storytelling to connect emotionally with seniors and build trust.
- Articles are promoted via email and social media for maximum reach.

Sponsored Posts

- Feature your brand in dedicated social media posts on Facebook and YouTube.
- Posts designed to drive engagement, clicks, and brand awareness.
- Consistent posting schedule averages 5 posts per week to maintain audience attention.

Website & Email Banner Ads

- Eye-catching banner placements on the website and in weekly emails.
- Targeted ad spots ensure high visibility among engaged senior readers.
- Flexible sizes and durations available to fit different campaign needs.

Bulk & Custom Packages

- Tailored advertising bundles combining multiple formats for greater impact.
- Custom campaigns crafted to meet specific business objectives and budgets.
- Discounted rates available for long-term commitments and high-volume buys.

▶ Jersey Senior Weekly offers advertising options tailored to reach and engage a senior audience effectively. Whether through paid articles, banner ads, sponsored posts, or custom packages, businesses can choose formats that best fit their marketing goals and budget.

Sample Rates (July 2025)

Transparent, value-driven advertising pricing options

- Paid Articles: \$150 per article – professionally written, targeted content featured on website and newsletter.
- Website Banner Ads: Starting at \$50/month – high-visibility placements on key website pages.
- Email Banner Ads: Starting at \$50/week – exposure to 4,000+ engaged subscribers with strong open and click rates.
- Sponsored Social Media Posts: \$100 per post – reach thousands of seniors via active Facebook presence. Scalable to reach more seniors more frequently.
- Bulk/Custom Packages: Available on request – flexible bundles tailored to marketing goals and budgets.

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Jersey Senior Weekly offers flexible and competitive advertising rates tailored to maximize reach and engagement with the senior audience in New Jersey.



Why It Works

Highly Engaged Senior Audience

- Over 4,000 email subscribers with a remarkable 56.7% open rate, significantly above industry averages.
- Clickthrough rate of 17.5% demonstrates strong interest and active interaction with content.
- Extremely low unsubscribe rate of 0.21% and high retention at 98.6% indicate loyal readership.
- Seniors are digitally active, with 90%+ using smartphones and spending 6+ hours daily online.

Multi-Platform Consistency

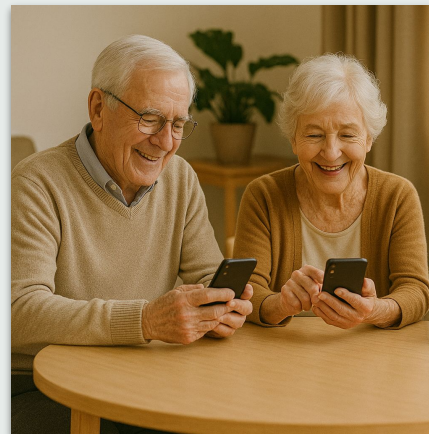
- Publishes fresh content frequently: 5 posts per week and an average of 6.2 articles weekly.
- Maintains an active Facebook presence with over 717 followers and hundreds of thousands of interactions.
- Website engagement is strong, with 14,000+ monthly views and an average of 38+ seconds spent per page.
- Consistent cross-channel presence ensures sustained visibility and repeated brand exposure.

Growth from Multiple Sources

- Earns attention through multiple entry points: email, website, Facebook, and local visibility.
- Grows steadily via word-of-mouth referrals among seniors, families, and caregivers.
- Distributes content in trusted spaces like senior centers, waiting rooms, and community events.
- Combines organic reach with targeted promotion for sustained, multi-source audience growth.

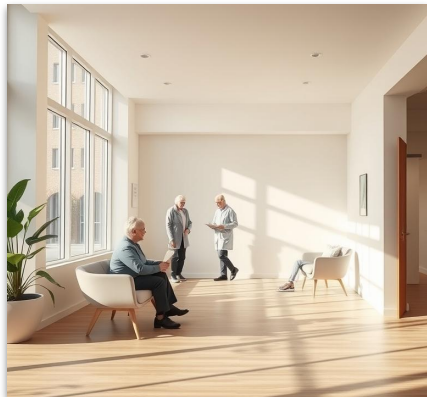
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Jersey Senior Weekly's success stems from a deeply engaged senior audience, a robust multi-platform presence with consistent content output, and strong measurable engagement that drives advertiser value. These factors combine to deliver impactful advertising opportunities that resonate with seniors.



Ideal Business Types

Healthcare Providers



Reach seniors with medical services, wellness programs, and health products tailored to their needs.

Financial Advisors



Connect with seniors seeking retirement planning, investment advice, and estate management solutions.

Home Improvement Services



Promote home safety upgrades, remodeling, and maintenance services that enhance senior living comfort.

Senior Living Communities



Showcase senior housing options, assisted living, and community activities to attract prospective residents.

Targeting businesses that directly serve seniors maximizes advertising impact and ROI.

Let's Work Together

Why Partner with Jersey Senior Weekly?

- Access a dedicated and growing senior audience with over 4,000 engaged email subscribers and 10,000+ monthly website views.
- Benefit from our multi-channel presence including email, website, and active social media, ensuring wide reach and frequency.
- Leverage flexible advertising options tailored to your business goals, from sponsored content to banner ads and custom packages.
- Enjoy transparent communication and dedicated support to optimize your advertising impact and ROI.
- Join a trusted brand founded by Emmy® Award winner Michael Bucca, committed to quality content and community engagement.

Partner with Jersey Senior Weekly to reach a highly engaged senior audience in New Jersey. Our tailored advertising options and proven platform engagement offer your business a unique opportunity to connect, grow, and thrive in this valuable market.

Please contact Owner/Editor Michael Bucca for more information and to schedule an appointment.

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