

2024

THELOCALGIRL.COM



THE LOCAL GIRL

2024 Media Kit

THE LOCAL GIRL | NJ + NY AUDIENCES

WHY WORK WITH THE LOCAL GIRL

#1. Hyperlocal = everything.

More and more, locals are relying on word of mouth and trusted recommendations from local sources. Our brands are run by locals, for locals – consider us your best friend who knows everything about the area.

#2. Our audience rocks.

We have the most highly-engaged platforms of any hyperlocal sites in our areas of coverage. Reach Millennial, Gen Z, and Gen X audiences across our brands on both social media and our media platforms.

#3. Content is QUEEN.

We create authentic and creative branded content campaigns – everything from start to finish via organic, fun social activations, creative writing, and captivating copy that get highly-engaged results.

BY THE NUMBERS

375K+

SOCIAL MEDIA
FOLLOWERS

60K+

EMAIL LIST REACH

575K+

UNIQUE USER
MONTHLY
SITE TRAFFIC

OUR BRANDS

THE HOBOKEN GIRL

Founded in 2012, this is THE Jersey City and Hoboken (and surrounding NYC + Hudson County) areas' go-to guide. Reach young professionals, families, + business owners and achieve the ultimate brand awareness locally. We also have our sister Instagram @thejerseycitygirl which shares exclusively JC content.

THE MONTCLAIR GIRL

The Montclair Girl started as an Essex County lifestyle site, but has quickly grown in popularity and scope to most of the North Jersey area. You'll reach an even larger audience of NJ residents, which is key.

THE ASBURY GIRL

The Asbury Girl is the newest gal to the scene — a lifestyle brand that covers the northern Jersey Shore in the lifestyle space, with all the DTS content.

THE CATSKILLS GIRL

The Catskills are the nouveau weekender experience for the NYC metro area, and this is our sister account on Instagram sharing all the unique experiences for mountain lovers.

CROSS-PROMO PERKS

- Reaching a larger audience
- Multiple platforms + targets
- Customization throughout
- In-house design + social + editorial + marketing team

WHAT WE OFFER

**SOCIAL MEDIA
COLLABORATIONS
+
EMAIL MARKETING**

**FULL-RANGE
EDITORIAL
+
BRANDED
CAMPAIGNS**

**DIGITAL ADS
+
OTHER CONTENT
MARKETING
ACTIVATIONS**

BRANDS WE'VE WORKED WITH

Uber



HAND & STONE
MASSAGE AND FACIAL SPA



Summit
Health

ATHLETA

COMPASS

canopy
BY HILTON



loanDepot

ELECTRIC PICKS



JONES ROAD



SOPAC
SOUTH ORANGE
PERFORMING ARTS CENTER

WORK WITH US

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