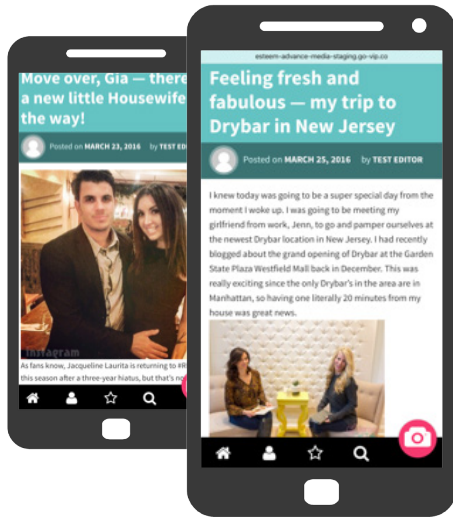




Oh. My. Jersey.

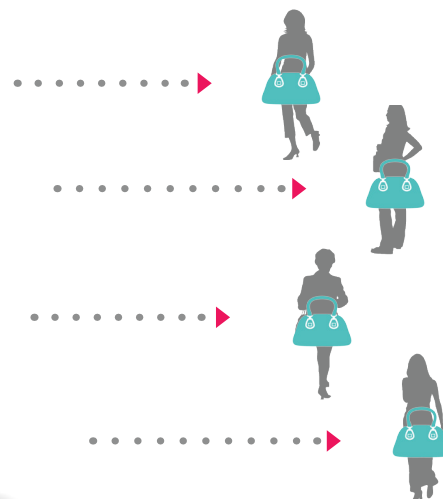


Where celebrity, style, and social meet – in the Garden State. Fashion, beauty, shopping, nightlife, names and faces. A new mobile marketing experience that leverages New Jersey’s most powerful digital marketing channels, including NJ.com - New Jersey’s #1 digital news and information source, Conde Nast women’s lifestyle brands and our state’s most trusted and popular social influencers, so you can reach your target customers, wherever they are, at scale.

The Power Of Social Influencer Marketing

Social Influencer Marketing - marketing that identifies and targets individuals with influence over potential buyers – is one of the hottest and most effective marketing techniques to build brand awareness and affinity.

- ★ 74% of followers take an influencer’s recommendation seriously. Of them, 82% are highly likely to follow it. *Source: Expertycity*
- ★ Influencer marketing has a 37% higher customer-retention rate than traditional advertising. *Source: McKinsey & Co.*
- ★ Influencers engage in 22X more buying conversations than typical consumers. *Source: Expertycity*
- ★ Businesses make \$6.85, on average, for every \$1 they spend in influencer marketing. For retail and fashion: \$10.48. *Source: Adweek*



The OMJ Trendsetter Network

Powerful. True Jersey

- ★ Working with a network of more than 200 influencers
- ★ Combined followings of 3 million+
- ★ Social influence on:



Instagram



Snapchat



Facebook



Youtube



Twitter



Pinterest

- ★ Verticals of focus:



Fashion



Beauty



Fitness



Nightlife



Food & Dining

The OMJ Digital Marketing Channels

In partnership with NJ.com - **the biggest most sophisticated digital marketing engine in New Jersey** – and additional affiliated brands and digital marketing channels, your brand’s messaging will be amplified to the right audiences to drive customers to you.



OMJ.com. A digital community through which NJ women can easily discover, imbibe and participate in the vibrant ecosystem of Jersey celebrity and style.



Additional sites across the web. Opportunistic geo- and affinity-based targeting of your messages, via display advertising on sites throughout the web.



Enhanced Reach via lifestyle publishers. Geo-targeting of your messages, via display advertising, to the audiences of leading Conde Nast women’s style titles:

allure **GLAMOUR** **BRIDES** **VOGUE**



The OMJ Trendsetter Network. We’ll harness the unique power of influencers to create content that drives awareness, trust, loyalty and sales for you.



Amplified via Social. We amplify your influencer campaign directly to Facebook, Twitter and Instagram targeted at relevant audiences across these powerful social channels.



NJ.com. We’ll leverage the reach of New Jersey’s most widely read digital news-and-information brand for your influencer campaigns and other brand messages through sponsor content and display positions.

omj.com



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Contact Kim Alvarez at 973-943-5340, or email us at marketing@njadvancemedia.com.



an NJ Advance Media brand