

NorthJerseySports.com has been the leading source for high school sports news and information for nearly 20 years covering Bergen, Hudson and Passaic counties because of one thing — our content.

That content — in the form of feature-length sports stories, photographs, podcasts and videos — focuses on the one thing about local news that people still truly care about and keep up with in high school sports.

The numbers

Our site traffic has grown steadily and consistently over the years as we have adapted our content to meet the ever-changing appetite of Internet users. Over the course of the past three full seasons that growth has continued at a brisk rate.

Year	Unique Visitors	Number of Visits	Pages
2016-2017	108,460	213,901	387,739
2017-2018	120,354	241,532	431,383
2018-2019	135,649	277,498	503,112

The above numbers is Internet-speak for not only how many people come to NorthJerseySports.com but how often they come and how many different pages they view. For 2018-19, that growth is continuing with numbers expected to be the highest in site history.

Our social networks



Using NorthJerseySports.com's social media properties our content can be delivered directly into our users hands even when they are not on the website. We even produce content exclusive to those social media platforms. Our YouTube channel has nearly 140,000 videos viewed and Twitter gives us direct interactive access to our users. And those users represent a very lucrative market (see below charts).

Household income categories

Income category	% of audience
\$250,000+	24%
\$150,000 - \$174,999	24%
\$200,000 - \$249,999	24%
\$175,000 - \$199,999	24%
\$150,000 - \$199,999	18%

Net worth

Net worth category	% of audience
\$2,000,000 +	51%
\$1,000,000 - \$1,999,999	26%
\$100,000 - \$1,000,000	12%

** All demographic information provided by Twitter's own analytics from NorthJerseySports.com (@NJScam) followers.*

Our partners

NorthJerseySports.com sponsors have found success because of our unique local-Internet advertising model featuring all the benefits and interactivity of being online but having a hyperlocal focus on the people you want to do business with. We work with small local businesses, schools, non-profit organizations in addition to national brands like Chick-fil-A and Moe's Southwest Grill.



Pricing

- Local plans starting at \$1,350 - Regional plans starting at \$1,800 - Multimedia plans starting at \$2,500