

2021

THEMONTCLAIRGIRL.COM



THE LOCAL GIRL • HOBOKEN • JERSEY CITY • MONTCLAIR



About

As the #1 lifestyle website in Hudson County, *The Hoboken Girl* is dedicated to local happenings in and out of Hudson County -- sharing news, events, interviews, lifestyle topics and more. *The Hoboken Girl* loyal readers are 22-55 year old professionals living in Hoboken, Jersey City, and the Greater NYC/NJ area.

With an overall brand reach of 160K+ unique visitors monthly, 114K+ social media followers and 25K+ email subscribers, *The Hoboken Girl* launched its social media account @thejerseycitygirl in 2018. Since then, @thejerseycitygirl has reached 20K+ followers and partnered with diverse local and national brands on both platforms + website.



At launch The Montclair Girl
has 4K+ Social Followers

In 2021, our team launched its latest online destination, The Montclair Girl, creating a hyperlocal space for residents in the Essex County area who can come together to learn about local businesses, catch up on the latest hyperlocal news + events, and enjoy local lifestyle topics — geared toward locals by locals.

The Montclair Girl will deliver the same well-rounded content as its sister site TheHobokenGirl.com — but with an Essex County focus.

ON LAUNCH DAY, THE MONTCLAIR GIRL
ALREADY HAS 4K+ SOCIAL MEDIA FOLLOWERS.

HERE'S WHAT OUR READERS ARE SAYING ABOUT THE MONTCLAIR GIRL

“

So happy to see you in town!!!! It just warms my heart. Can't wait to see Montclair Girl blossom, just like Hoboken Girl!!!

@ILISABRUNO

”

“

Very excited for this!!
Good luck!!

@LAURALANGAN

”

“

So exciting for the launching
of The Montclair Girl!

@MARYSCULLYDAVIDSON

”

“

Great news! Love hoboken girl and I'm
sure Montclair girl will be just as
great/informative! Congrats!

@ILISABRUNO

”

“

Moving from Hoboken to Bloomfield, I am SO
pumped that I'll have my local news and gems
coming from the sister site of The Hoboken Girl!!

@ALEXANDRA_HELENE

”

“

Oooh looking forward! Loves
me some HOBOKEN GIRL!

@KARENSCHLOSSDIAZ

”

“

Growing up in GR, it would have been awesome
to have something like Montclair Girl in the area.
And know that guys are just as excited as girls
for this expansion.

@DELOREANNIGHTS

”

“

We are super excited to have our partners in
Hoboken + Jersey City join us in the Montclair
area! Hoboken Girl has been such a valuable
resource for the Hudson County community,
and The Montclair Girl will be the same for
Essex County, no questions asked.

@EVOLVE_MEDSPA

”

We've partnered with...

We love working with partners — both big and small — to create unique, fun, and engaging content for our readers. Our content is 100% custom and each campaign is tailored to our brand partners' specific goals and needs. We develop unique concepts ranging from sponsored features with full social media coverage, giveaways, business takeovers, video content on Instagram + TikTok, articles, dedicated emails, cross-promotion on our sister sites, and more.

Some of our partners have included:

Triplemint Real Estate, Evolve Med Spa, Whole Foods, Hand & Stone, Lukin Center, The Green Room, Jane DO, Noellery, Cyclebar, NY Red Bulls, 902 Brewing Co., Carlo's Bakery, Athleta, Soulcycle, Alfalfa, DraftKings, SOJO Spa, Busy Bee Organics, HDSID (Historic Downtown Special Improvement District), Prudential Center, W. Kodak Jewelers, Muller Insurance, Modern Family Dentistry, Excel Physical Therapy, Tenaflly Pediatrics, Two 01 Hair, Bang Cookies, The Happy Box Store, Love Lane Salon + many more

We offer sponsorship programs to a limited number of premium brands each month. Email us for more details — we can't wait to work with you!

Advertise@TheMontclairGirl.com

Some of our *Hoboken Girl* partners include...



triplemint.



alfalfa

