

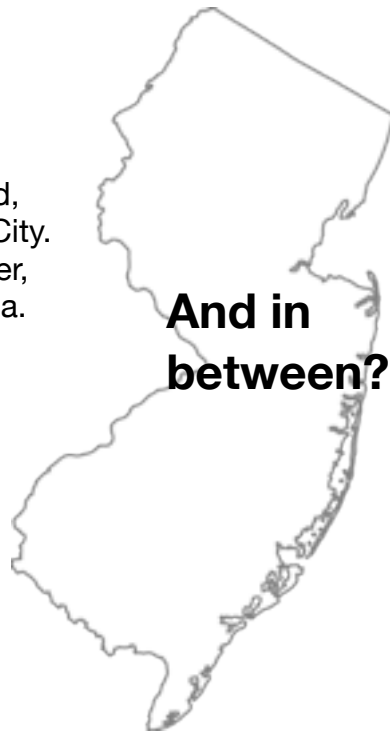


WHO WE ARE. WHY WE MATTER.

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NJ Spotlight publishes daily, original stories on statewide news and public policy.

On one end,
New York City.
On the other,
Philadelphia.



8.9 million people.

Wealth and poverty.

High property taxes.

Farm and Industrial.

Urban Centers.

**Deteriorating
Infrastructure.**

130 miles of coastline.

**The nation's most
powerful governor's
office.**

Our new media innovation?
Old-school, in-depth reporting.

As traditional newspapers downsize, we fill a void:
We cover the state policy and issues that have *lasting impact*
on our individual communities and people.

EDUCATION ENVIRONMENT

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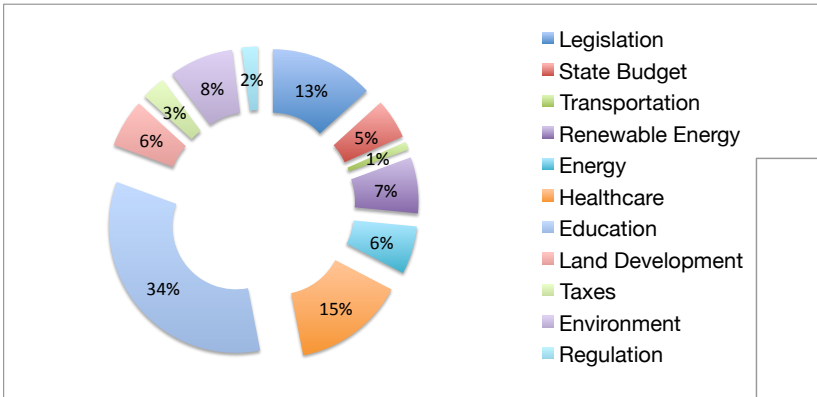
At NJ Spotlight, ISSUES MATTER.

The well-informed come to us to become well-informed.

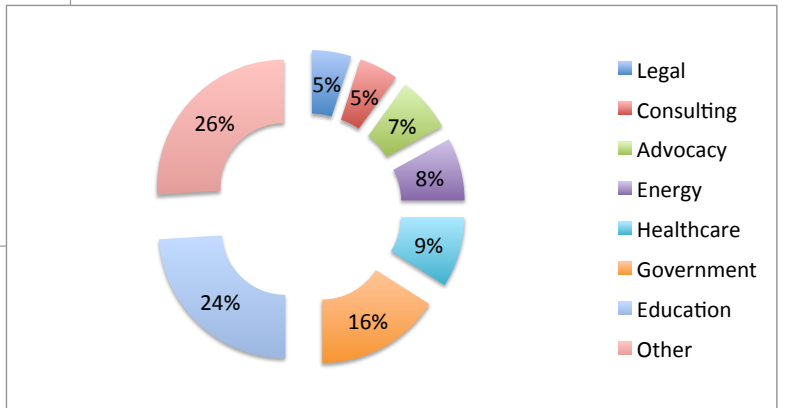
**Policy makers. Industry giants.
Business Owners. Journalists.
Academics. Activists. Advocates.**

**94 percent of our readers
are college graduates.
MORE THAN HALF
have advanced degrees.**

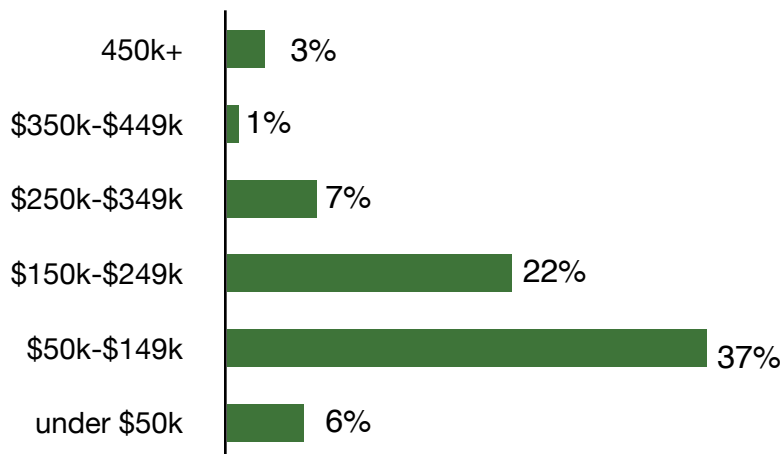
Readership Interests



Readership Industry



Readership Income



NJ SPOTLIGHT

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Public forums that bring together expert panelists to discuss important policy issues of the day.

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WHAT PEOPLE ARE SAYING

“GOES DEEP INTO ISSUES, NOT HIT AND RUN JOURNALISM. LOOKS AT POLICY RATHER THAN POLITICS.”

I forward at least one story a day to colleagues and senior managers and it's frequently the first time they've heard about the issue covered or they write back and say, "Now I understand what's going on."

It's the first thing I read when I get into my office.

*Source: 2012 Reader Survey

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