

# PHILADELPHIA Jewish Exponent MEDIA KIT 2024



*Reach over **50,500** Jewish Adults in Philadelphia and surrounding suburbs with a mix of print and digital.*

[jewishexponent.com](http://jewishexponent.com)

Print | Digital |   

215-832-0700 ext. 2 | [advertising@jewishexponent.com](mailto:advertising@jewishexponent.com) | [jewishexponent.com](http://jewishexponent.com)  
7605 Old York Road, Melrose Park, PA 19027



CONTACT your JE sales consultant  
to schedule your advertising

OR

p 215-832-0700 ext. 2  
[jewishexponent.com](http://jewishexponent.com)  
[advertising@jewishexponent.com](mailto:advertising@jewishexponent.com)



9200 Rumsey Road, Suite 215 | Columbia, MD 21045  
215-832-0700, ext. 2 | [midatlanticmedia.com](http://midatlanticmedia.com)

## Readers

Celebrating 137+ years of informing, educating, influencing, and entertaining the Greater Philadelphia Jewish community. With the latest in local news, opinions, analysis, local personality profiles, entertainment features, Philadelphia Jewish Exponent's integrated media properties are a unifying force for building and strengthening an upscale Jewish community. Philadelphia Jewish Exponent's (JE), is the essential vehicle to advertise your services to our niche market!

- Target Jewish Adults in the Greater Philadelphia area with a mix of print and digital.
- Target JE readers with \$150,000 HHI and \$1.25m net worth
- JE readers have average home values over \$500,000
- 83% Own primary residence
- 13% Own a second home

## Audience Reach

When you buy an advertising program in JE, your message is delivered by print, digital and email distribution. JE is delivered by mail to its paid subscribers and distributed for FREE to over 50 newsstand locations in Greater Philadelphia. Additionally, JE's magazine is delivered to over 5,500 email subscribers as well as 30,000 targeted emails.

Newsstand Pick Rate Average: **100%**

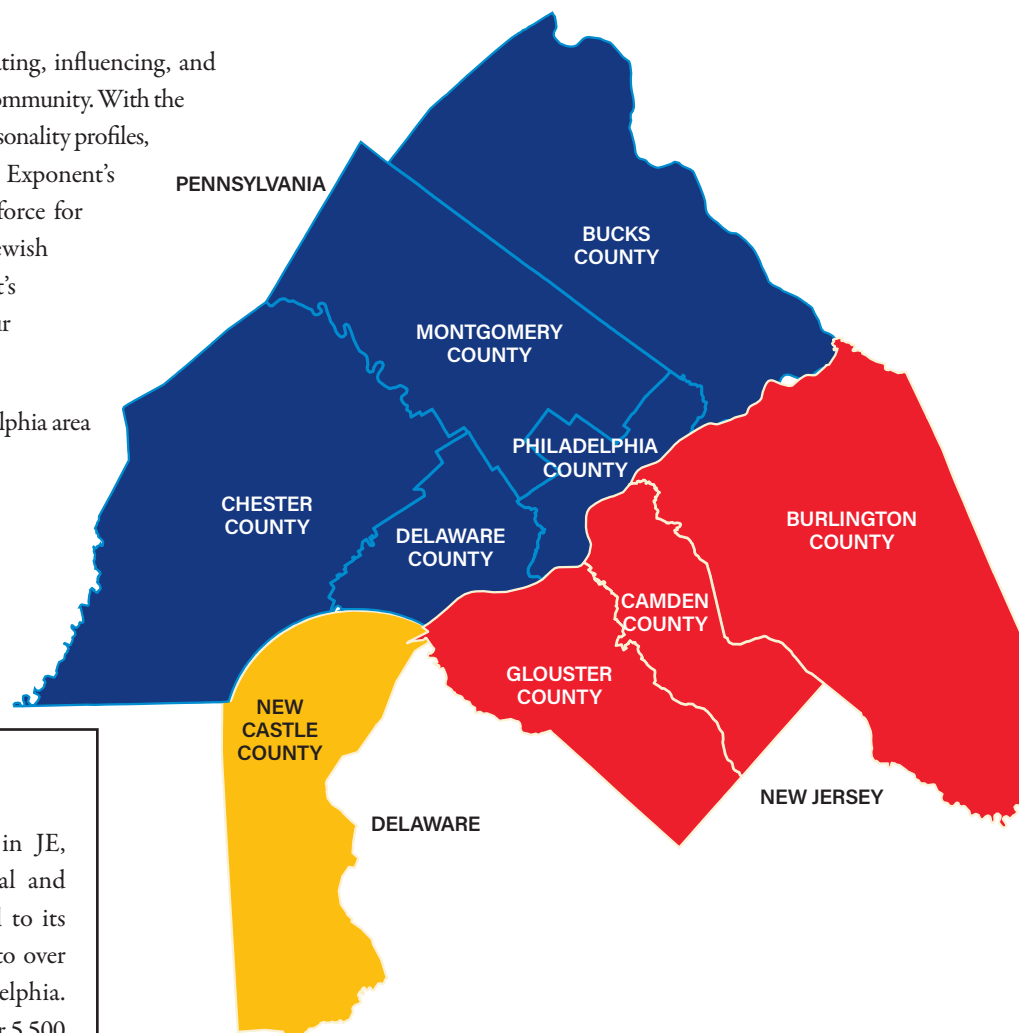
Digital Magazine Average Monthly:

Unique Opens: **38%**

Click to Opens: **15%**

Click Through Rate: **6%**

Digital Magazine Unique Users: **4,000**



Print | Digital |   



# 2024 Calendar

## JANUARY

	PUBLICATION DATE	SPACE RESERVATION DATE & MATERIALS DUE
Senior Lifestyle	January 4	Thurs., Dec. 28, 2023
<b>Dining/Food*</b>	January 11	Fri., Jan. 5
Camp & School Guide, <b>Home Services*</b>	January 18	Fri., Jan. 12
<b>Ask The Expert*</b> , Healthy Living	January 25	Fri., Jan. 19

## FEBRUARY

Senior Lifestyle, <b>Special Focus: Arts*</b>	February 1	Fri., Jan. 26
<b>Dining/Food*</b>	February 8	Fri., Feb. 2
Camp & School Guide, <b>Home Services*</b>	February 15	Fri., Feb. 9
<b>Bar &amp; Bat Mitzvah Planner*</b> , Healthy Living	February 22	Fri., Feb. 16
<b>Ask The Expert*</b>	February 29	Fri., Feb. 23

## MARCH

Senior Lifestyle, Purim	March 7	Fri., Mar. 1
<b>Dining/Food*</b>	March 14	Fri., Mar. 8
<b>Camp/School*</b> , <b>Home Services</b> , The Look	March 21	Fri., Mar. 15
Passover, <b>Ask The Expert*</b> , Healthy Living	March 28	Fri., Mar. 22

## APRIL

Passover, Senior Lifestyle	April 4	Fri., March 29
Passover, <b>Dining/Food*</b>	April 11	Wed., April 3
Passover, <b>Home Services*</b> , Autism Awareness	April 18	Fri., April 12
Healthy Living, <b>Ask The Expert*</b>	April 25	Fri., April 19

## MAY

<b>The Good Life**</b> , Senior Lifestyle	May 2	Fri., April 26
Yom Ha'Atzma'ut, <b>Dining/Food*</b>	May 9	Fri., May 3
<b>Home Services*</b>	May 16	Fri., May 10
Wonderful Weddings, Healthy Living	May 23	Fri., May 17
<b>Ask The Expert*</b>	May 30	Fri., May 24

## JUNE

Senior Lifestyle, <b>Confirmations*</b>	June 6	Thurs., May 30
<b>Dining/Food*</b>	June 13	Fri., June 7
<b>Home Services*</b> , <b>This Summer**</b>	June 20	Fri., June 14
<b>Ask The Expert*</b> , Healthy Living	June 27	Fri., June 21

**\*Premier Advertising \*\*Pull Out**

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# 2024 Calendar

PUBLICATION DATE SPACE RESERVATION DATE & MATERIALS DUE

## JULY

Senior Lifestyle	July 4	Thurs. June 27
<b>Dining/Food*</b>	July 11	Fri., July 5
<b>Home Services*</b>	July 18	Fri., July 12
<b>Ask The Expert*</b> , Healthy Living	July 25	Fri., July 19
<b>The Guide to Jewish Philadelphia***</b>	July 25	Fri., May 24

## AUGUST

Senior Lifestyle	August 1	Fri., July 26
<b>Dining/Food*</b>	August 8	Fri., Aug. 2
Education, <b>Home Services*</b>	August 15	Fri., Aug. 9
Healthy Living	August 22	Fri., Aug. 16
<b>Ask The Expert*</b>	August 29	Fri., Aug. 23

## SEPTEMBER

Senior Lifestyle	September 5	Fri., Aug. 30
Rosh Hashanah, <b>Dining/Food*</b>	September 12	Fri., Sept. 6
Rosh Hashanah, <b>Home Services*</b> , <b>Private Schools and Open Houses*</b>	September 19	Fri., Sept. 13
Rosh Hashanah, Healthy Living, The Look	September 26	Thurs., Sept. 19

## OCTOBER

Yom Kippur, Senior Lifestyle, Breast Cancer Awareness, <b>Private Schools and Open Houses*</b>	October 3	Fri., Sept. 27
<b>Dining/Food*</b>	October 10	Fri., Oct. 4
<b>Fall Mazel Tov!*, Home Services*</b>	October 17	Fri., Oct. 11
Best of Jewish Philadelphia, Healthy Living	October 24	Fri., Oct. 18
<b>Camp/School*, Ask The Expert*</b>	October 31	Fri., Oct. 25

## NOVEMBER

Senior Lifestyle	November 7	Fri., Nov. 1
<b>Dining/Food*</b>	November 14	Fri., Nov. 8
Wonderful Weddings, <b>Home Services*</b>	November 21	Fri., Nov. 15
<b>Winter Holiday Magazine**</b> , Healthy Living, <b>Ask The Expert*</b>	November 28	Thurs., Nov. 21

## DECEMBER

Chanukah, Senior Lifestyle	December 5	Fri., Nov. 29
<b>The Good Life**</b> , Charitable Giving, Chanukah	December 12	Fri., Dec. 6
<b>Dining/Food*</b> , Camp & School Guide, Chanukah Gift	December 19	Fri., Dec. 13
<b>New Year's Eve Celebrations*</b> , <b>Home Services*</b> , Healthy Living, <b>Ask The Expert*</b>	December 26	Fri., Dec. 20

\*Premier Advertising \*\*Pull Out \*\*\*Glossy Community Directory

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## Print & Digital Magazine

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# JE'S PRINT & DIGITAL MAGAZINE

*Rates effective  
January 1, 2024*

## DISPLAY ADVERTISING RATES

*Reach an affluent audience of 50,000 engaged readers*

Exponent ROP Ad Sizes	Dimintions	Open	6x	13x	26x	52x	Add Video	Add Slideshow
Full Page	10" × 11.325"	\$3,300	\$3,180	\$3,030	\$2,850	\$2,670	\$500	\$250
1/2 Horizontal	10" × 5.55"	\$1,750	\$1,695	\$1,625	\$1,525	\$1,440	\$500	\$250
1/2 Vertical	4.9" × 11.325"	\$1,750	\$1,695	\$1,625	\$1,525	\$1,440	\$500	\$250
3/4 Vertical	7.45" × 11.325"	\$2,060	\$1,990	\$1,900	\$1,790	\$1,685	\$500	\$250
1/3 Horizontal	7.45" × 5.55"	\$1,420	\$1,375	\$1,310	\$1,250	\$1,175		
1/3 Vertical	4.9" × 7.45"	\$1,420	\$1,375	\$1,310	\$1,250	\$1,175		
1/4 Vertical	4.9" × 5.55"	\$875	\$850	\$815	\$760	\$720		
1/8 Horizontal	4.9" × 2.7"	\$440	\$425	\$410	\$380	\$360		
1/8 Vertical	2.375" × 5.55"	\$440	\$425	\$410	\$380	\$360		
Double Truck	21" × 11.325"	\$6,000					\$500	\$250

*\*All prices are per ad insertion.*

### FRONT PAGE STICKER

2.375" x 3" trim (live area 2.25" x 2.875")

6X

\$2500

3X

\$2600

OPEN

\$2750

### INSERTS

8" x 10" single sheet (live area 7.5" x 9.5")

\$2750 (Full Run Only)

### GUARANTEED POSITION

20% additional cost for specific pages and adjacencies.  
Deadline: 5 p.m. Friday prior to publication.

### PUBLICATION DATE

Every Thursday.



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### ADVERTISING DEADLINES

ROP space orders - 12:00 Noon Friday.  
ROP proof ads - material due - 12:00 Noon Friday.  
ROP premium position materials due - 1:00 PM Monday.  
ROP ads - no proof - materials due - 1:00 PM Monday.  
ROP camera ready ads - materials due - 1:00 PM Monday.  
For other deadlines, contact your Jewish Exponent account executive.

### TERMS

Net 30 days. In the event of non-payment, collection or legal action by Mid-Atlantic Media to collect the balance due, the advertiser will pay any fees incurred, including but not limited to, attorney fees and court costs. Mid-Atlantic Media reserves the right to revise or reject any advertisement deemed objectionable by the Publisher in subject matter, composition, or to classify any advertisement. Furthermore, the Publisher shall not be responsible or liable for delay or failure in performance in the event that publication and/or distribution of any publication is suspended for any reason. Cancellation Policy: In the event that the advertiser breaches the contract, the charge for the space used shall be the rate in effect on the date stated on the customer agreement form.

### CONDITIONS

The Jewish Exponent shall not be liable for its failure for any cause to insert an advertisement. The Jewish Exponent reserves the right to revise, reject or edit any advertisement. All positions will be at the publisher's option and in no event will refunds, adjustments or reinstatements be made because of the position and/or section in which the advertisement has been published. Advertisements that are set and not used will be charged to the advertiser. In the event the advertiser fails to pay any amount due for advertising, the Jewish Exponent shall have the right to recover from the advertiser, in addition to the amount due, reasonable costs of collection, including attorney's fees and costs of litigation, and interest on the unpaid balance. Rates may change without notice.

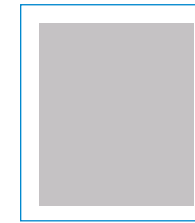
### PRINTING SPECIFICATIONS

Mid-Atlantic Media uses InDesign CC 2020 for Macintosh computers to produce ads. Please supply ads on CDs/DVDs, via email or FTP. Use "Package" under the InDesign "File" Menu or other pre-flight software to gather all items used in the ad. Include all fonts used in the ad — both printer and screen fonts. Images used in ads must have effective resolutions of at least 300 dpi. All files should be CMYK color format. We cannot accept veloxes or film.

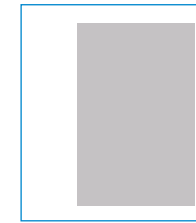
Ads can be accepted as high resolution, press-optimized PDFs. Ads supplied to Mid-Atlantic Media in PC formats, other than InDesign, may not be able to be pre-flighted in-house. Mid-Atlantic Media cannot guarantee final quality of these ads.

All four color ads should be supplied with a color proof.

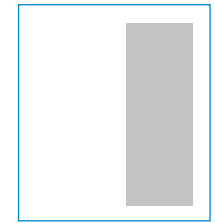
Ad materials may be sent to advertising@jewishexponent.com



Full Page  
10" x 11.325"



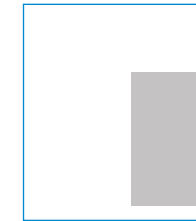
3/4 Vertical  
7.45" x 11.325"



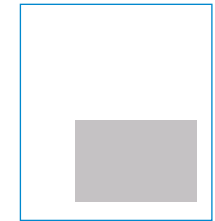
1/2 Vertical  
4.9" x 11.325"



1/2 Horizontal  
10" x 5.55"



1/3 Vertical  
4.9" x 7.45"



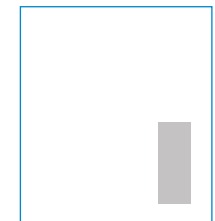
1/3 Horizontal  
7.45" x 5.55"



1/4 Vertical  
4.9" x 5.55"



1/8 Horizontal  
4.9" x 2.7"



1/8 Vertical  
2.375" x 5.55"



Print & Digital Magazine

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# CLASSIFIED ADVERTISING rates

Rates effective January 1, 2024

Reach an affluent audience of 50,500 engaged readers with JE's print & digital magazine.

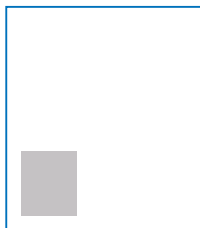
## ADVERTISING RATES & SPECIFICATIONS

AVAILABLE AD SIZES	SPECIFICATIONS	ADD COLOR	52 WEEKS	26 WEEKS	13 WEEKS	6 WEEKS
Small	3.22" x 1.65"	\$20	\$55	\$60	\$65	\$70
Medium	3.22" x 3.22"	20	95	108	115	130
Large	3.22" x 5.25"	20	150	165	175	199
1/2 Page Horizontal	10" x 5.25"	20	750	850	950	1,050
Obit Banner	10" x 1.75"	20	275	300	325	350

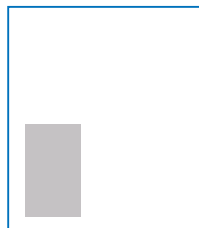
\*All prices are per ad insertion. Rates Include Digital Magazine



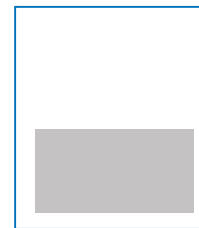
Small



Medium



Large



1/2 Horizontal  
10" x 5.25"



Obit Banner  
10" x 1.75"

## LINE ADVERTISING RATES

Classified: \$40 for 3 lines, \$7 each additional line, extra charges for border, bold words, underlined words

Estate Notices: \$83 per notice (must run 3x)

Legal Notices: \$27 for 4 lines, \$6.00 per line thereafter

Trust Notices: \$113

Death Notices: \$110.00 for the first 2", \$100 per every additional 2", additional \$75 for a photo

All ads are on a pre-paid basis.

## PUBLICATION DATE

Every Thursday.

## DEADLINES

Classified line ads space orders and materials – 12:00 PM Monday.

Death Notices ads space and materials – 12:00 PM Friday.

For more information, contact a Jewish Exponent classified account executive at 215-832-0749 or email [advertising@jewishexponent.com](mailto:advertising@jewishexponent.com).

## CONDITIONS

The Jewish Exponent shall not be liable for its failure from any cause to insert an advertisement. The Jewish Exponent reserves the right to revise, reject or edit any advertisement. In the event the advertiser fails to pay any amount due for advertising, the Jewish Exponent shall have the right to recover from the advertiser, in addition to the amount due, reasonable costs of collection, including attorney's fees and cost of litigation, and interest on the unpaid balance. Rates may change without notice.

## TERMS

Unless credit is established, all advertising is on a pre-paid basis.





# DIGITAL ADVERTISING rates

Rates effective January 1, 2024

## ONLINE ADVERTISING

### JE WEBSITE ADS

#### LEADERBOARD

(994 × 100 pixels)

1 MONTH	\$479
3 MONTHS	1,149

#### HOME PAGE - BOTTOM BANNER

(728 × 90 pixels)

1 MONTH	\$379
3 MONTHS	979

#### RECTANGLE

(300 × 250 pixels)

1 MONTH	\$349
3 MONTHS	949

#### SPONSORED CONTENT

1 MONTH	\$450
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#### IN-ARTICLE ADVERTISING

(468 × 60)

1 WEEK	\$750
4 WEEKS	600
12 WEEKS	450
26 WEEKS	300
52 WEEKS	150

Not available in the Opinion section.

### PROGRAMMATIC AUDIENCE EXTENSION

#### ★ GOOD — 50,000 IMPRESSIONS PER MONTH

Geography — Ads served to zip codes within 5 miles of your location  
Keyword retargeting • Geo-fencing of up to 2 locations  
Publisher site retargeting — **\$600 per month**

#### ★★ BETTER — 75,000 IMPRESSIONS PER MONTH

Geography — Ads served to zip codes within 5 miles of your location  
Keyword retargeting • Geo-fencing of up to 4 locations  
Publisher site retargeting — **\$900 per month**

#### ★★★ BEST — 100,000 IMPRESSIONS PER MONTH

Geography — Ads served to zip codes within 10 miles of your location  
Keyword retargeting • Geo-fencing of up to 5 locations  
Publisher site retargeting • Advertiser site retargeting (requires pixel placement) —  
**\$1,200 per month**

#### AD SIZES

320×50	300×50	300×250	728×90	160×600
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\*For a single business location only.

\*\*Client supplies five keywords for us to build from.

\*\*\*Geo-fencing can be competitor locations and/or ideal audience locations (parks, shopping centers, etc.)

\*\*\*\*Three-month campaign minimum

## EMAIL ADVERTISING

### ELETTER

(600 × 90 pixels)

TOP BANNER	\$299
BOTTOM BANNER	249

**EVERY WEEK:  
TUESDAY POLL,  
FRIDAY OBITS**

### EBLAST\*

\$599

### PREMIUM EBLAST\*

\$750

Description: 30,000 targeted Philadelphia JE audience emails.

## SOCIAL MEDIA ADVERTISING

### SOCIAL MEDIA

FACEBOOK	\$250/POST
INSTAGRAM	\$250/POST

\* (Width should not exceed 600 pixels wide or 1700 pixels in length)

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