

JEWISH REVIEW

OF BOOKS

MEDIA KIT

2017-2018

“An essential source not only for Jewish readers but for serious readers in general.”

— Jason Epstein, *The New York Review of Books*

“A very special publication, written with intellectual honesty and curiosity . . . an essential part of intellectual life for a Jew in the 21st century.”

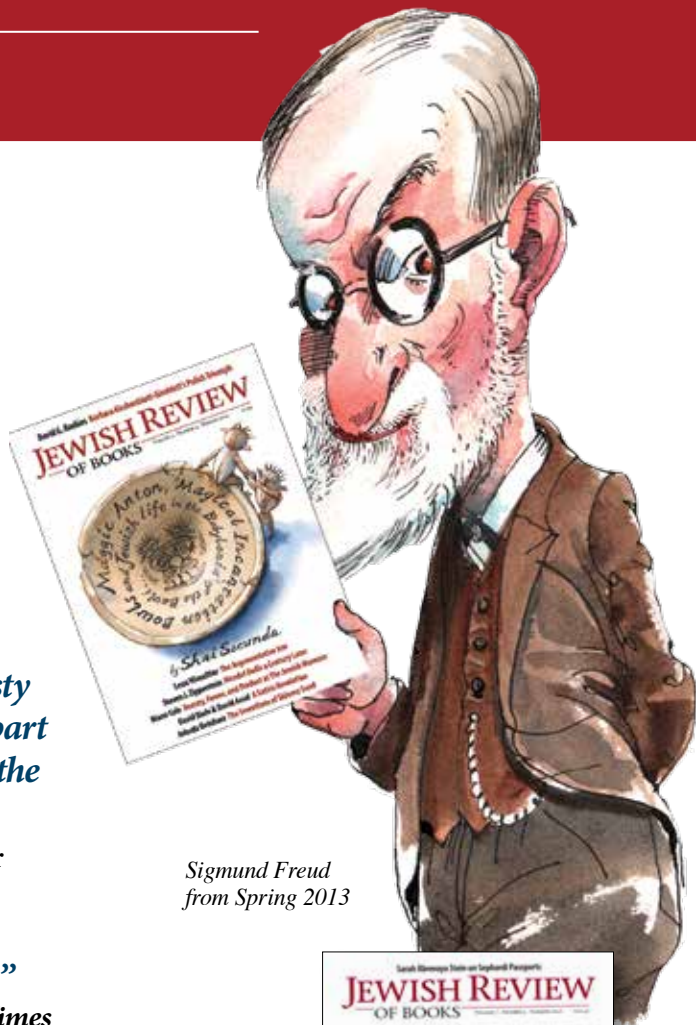
—Edward Krugman, *JRB* subscriber

“Elegantly written ... ”

— *The New York Times*



Eliezer Ben-Yehuda
from Spring 2017



Sigmund Freud
from Spring 2013



Jewish Culture.

Cover to Cover.

JEWISH REVIEW

OF BOOKS

*Intelligent, Thought-provoking, Engaging, Insightful,
Sophisticated, Unique*

...Just some of the words our readers use to describe us.

About the Jewish Review of Books

The *Jewish Review of Books* was created in the spring of 2010 with a single goal in mind: to publish insightful and innovative articles about the most important and thought-provoking books and ideas.

In our pages, leading writers and critics discuss Jewish thought, literature, culture, and politics, as well as history, poetry, and the arts, with wit and erudition.

- ♦ Written about and discussed in *The New York Times*, *The Chronicle of Higher Education*, *The Jewish Chronicle* (UK), *Ha'aretz* (Israel), *The Forward*, *The Jerusalem Post*, and the *NY Jewish Week*
- ♦ Links on over 1,700 websites and blogs including *The New York Times*, *The Atlantic*, *The Wall Street Journal's* "Best of the Web," *ArtsandLettersDaily.com*, *Commentary's* *Contentions* blog, *First Things*, *Foreign Affairs*, *The New Republic*, and *Instapundit*



Franz Rosenzweig from Winter 2014

Our Distinguished Editorial Board

- ♦ **Robert Alter** University of California, Berkeley
- ♦ **Shlomo Avineri** Hebrew University of Jerusalem
- ♦ **Leora Batnitzky** Princeton University
- ♦ **Ruth Gavison** Hebrew University of Jerusalem
- ♦ **Moshe Halbertal** Hebrew University of Jerusalem
- ♦ **Jon D. Levenson** Harvard Divinity School
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- ♦ **Leon Wieseltier** The Brookings Institution
- ♦ **Ruth R. Wisse** Harvard University
- ♦ **Steven J. Zipperstein** Stanford University

Edited by **Abraham Socher** (Editor) and
Allan Arkush (Senior Contributing Editor)
Amy Newman Smith (Managing Editor)



JEWISH REVIEW

OF BOOKS

Who reads the *Jewish Review of Books*?

Since 2010, we have built a strong subscriber base of the most influential scholars, rabbis, community leaders, writers, politicians, and Jewish professionals.

Average distribution: 20,000 ♦ Paid subscribers: 8,500 ♦ Newsstand distribution: 1,000

Subscriber Profile

Demographics

62 average age
75% male
25% female

Education

99% graduated college
81% postgraduate degrees

Income

24% \$100K or less
33% \$101K–\$250K
14% over \$250K
29% prefer not to answer

Book Buying

in the past 12 months

100% purchased books for themselves
91% purchased books as gifts
69% purchased eight or more books for themselves
27% purchased more than 21 books for themselves
78% learn about the books they buy from

Jewish Review of Books

Subjects our readers report buying most

78% history
78% Jewish studies
68% fiction
59% biography/memoir
51% philosophy/religion
49% politics/current events

Influence

in the past 12 months

95% donated to a charitable cause
80% voted in state or local elections
45% made a political contribution
43% actively worked as a volunteer (non-political)

43% wrote something that has been published

37% wrote or called a politician at the local, state, or national level

26% have been an active member in a group that tried to influence public policy or government

Culture

in the past 12 months

83% have attended a museum or gallery exhibit

79% have attended a lecture

76% have attended a musical performance

63% have attended a live theater performance

60% have attended a foreign film

51% have attended a documentary

28% have attended the opera

Travel

86% have traveled to Israel

52% visit once every five years

19% visit annually

19% visited once

10% have visited more than once

Religious Affiliation

28% Orthodox

28% Conservative

19% Do not belong to a synagogue

16% Reform

9% Other

Political Affiliation

55% Democrat

20% Republican

17% Independent

8% prefer not to answer

Source: *Jewish Review of Books*
Subscriber Survey, 2014



Print Rates and Deadlines

Full page: \$2,400 (Back cover: \$3,000)
 2/3 page: \$1,800 (Inside front cover: \$2,400)
 1/2 page: \$1,450
 1/3 page: \$1,100

For insertion orders, additional pricing, and special packages, please contact:

Dalya Mayer, Advertising Manager
 Email: dmayer@jewishreviewofbooks.com
 Phone: 917-947-0947

	Order due	Material due	On sale
Summer 2017	4/20/17	5/5/17	6/30/17
Fall 2017	7/25/17	8/8/17	9/22/17
Winter 2018	11/18/17	11/28/17	1/12/18
Spring 2018	1/22/18	2/12/18	3/24/18

Digital File Preparation

- Page trim size: 10.75 x 14.5"
- Layouts should be designed when possible so that ad can be positioned on either right- or left-hand pages.
- Send PDF files optimized for press. All fonts and images must be embedded. **Images must be 300 dpi.**
- Black & white ads must be in grayscale.
- Color ads must be in CMYK file format.
- **Please add 1/8" around for bleeds.**

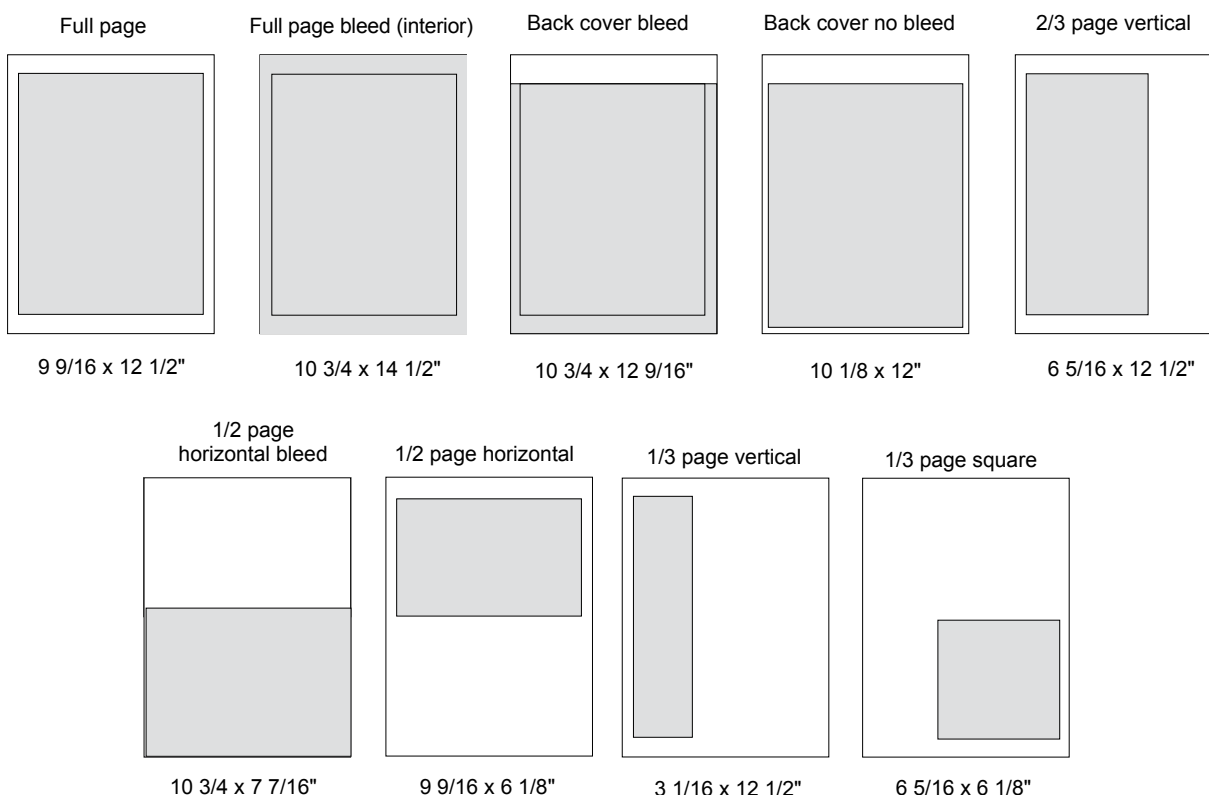
All colors within an ad must be CMYK (no RGB or spot colors). This includes logos.

Check to ensure grayscale images or logos do not separate as RGB or spot colors.

No crop marks or printers marks.

Send PDFs to **Betsy Klarfeld**, Art Director
 Email: bklarfeld@jewishreviewofbooks.com
 Phone: 212-796-1670

Ad Dimensions for Print



JEWISH REVIEW OF BOOKS

ONLINE AND APP ADVERTISING

Website Advertising

Skyscraper Ad:	220 x 450 px	\$15/M
Banner Ad:	728 x 90 px	\$15/M

e-Newsletter Advertising

List size:	21,000 names	
Skyscraper Ad:	160 x 600 px	\$500
Rectangle Ad:	300 x 250 px	\$500

Dedicated e-Blast

\$72/M (to list of 21,000 names)

JRB App Advertising

Available for print advertisers only: \$500 for the ad to automatically pop-up within the app. The ad can feature any content of your choice (e.g., audio, video, slideshow).



Cynthia Ozick
from Fall 2016

File Preparation

Website

JPEG/GIF/PNG, 50k; Flash, 75k

e-Newsletter

Skyscraper: 160 px wide by up to 600 tall

Rectangle: 300 px wide by up to 250 tall

Images in GIF/JPG/PNG. Must be less than 75k each.

Dedicated e-Blast

A design of 400 to 600 px wide in either single-image JPG/GIF/PNG format or as a complete pre-coded HTML design.

Subject line and destination link.

To send files and for questions regarding file preparation please contact:

Betsy Klarfeld, Art Director

Email: bklarfeld@jewishreviewofbooks.com

Phone: 212-796-1670

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