

JEWISH REVIEW

OF BOOKS

MEDIA KIT

2019-2020

"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."

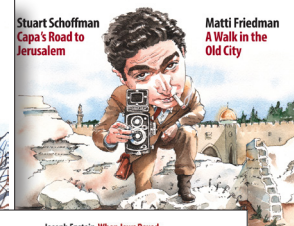
— Edward Krugman, *JRB* subscriber

"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*

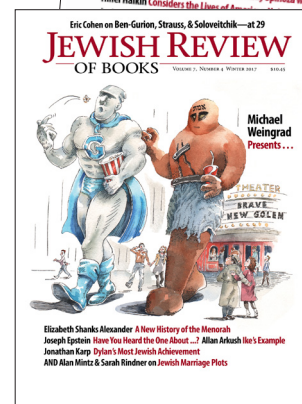


Gershom Scholem from Fall 2018

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
- ♦ **Hillel Halkin** Essayist, translator, and author
- ♦ **Jon D. Levenson** Harvard Divinity School
- ♦ **Anita Shapira** Tel Aviv University
- ♦ **Michael Walzer** Institute for Advanced Study
- ♦ **J. H. H. Weiler** NYU School of Law
- ♦ **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)
Rachel Scheinerman (Web 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: 10,000 ♦ Paid subscribers: 6,000 ♦ 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
 1/6 page: \$695

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

Nadia Ai Kahn, Publishing Associate
 Email: nkahn@jewishreviewofbooks.com
 Phone: 216-397-1073

	Order due	Material due	On sale
Spring 2019	1/21/19	2/11/19	3/30/19
Summer 2019	4/6/19	4/19/19	6/23/19
Fall 2019	7/25/19	8/3/19	9/16/19
Winter 2020	11/12/19	11/22/19	1/04/20

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.**

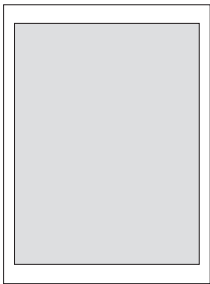
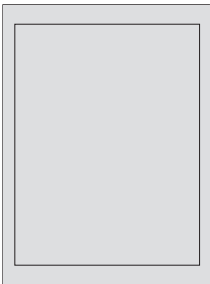
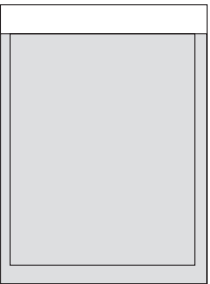
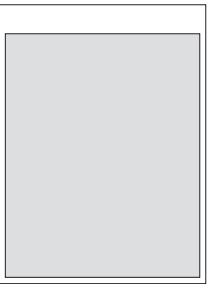
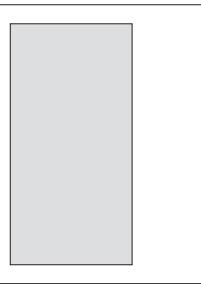
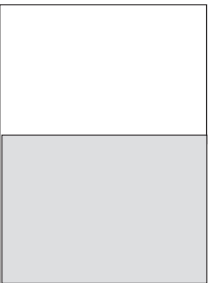
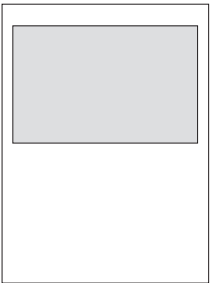
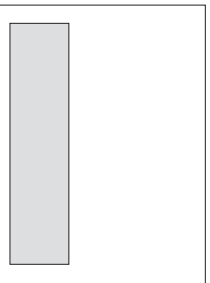
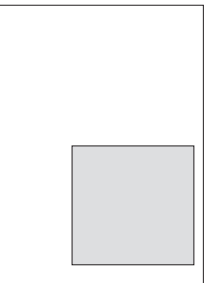
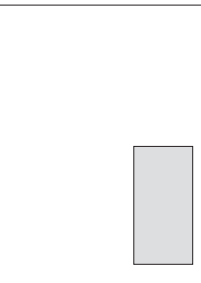
All colors within an ad must be CMYK (no RGB or spot colors). This includes logos.

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

Full page	Full page bleed (interior)	Back cover bleed	Back cover no bleed	2/3 page vertical
				
9 9/16 x 12 1/2"	10 3/4 x 14 1/2" (+ 1/8" bleed around)	10 3/4 x 12 9/16" (+ 1/8" bleed sides and bottom)	10 1/8 x 12"	6 5/16 x 12 1/2"
1/2 page horizontal bleed	1/2 page horizontal	1/3 page vertical	1/3 page square	1/6 page vertical
				
10 3/4 x 7 7/16" (+ 1/8" bleed sides and bottom)	9 9/16 x 6 1/8"	3 1/16 x 12 1/2"	6 5/16 x 6 1/8"	3 1/16 x 6 1/8"

Print

An opportunity for an advertiser to supply us with a full-page spread (approximately 1,000 words) in the magazine (see sample below).

Web

A home page spot on our website and a sponsored content article page (see samples below).

Magazine

SPONSORED CONTENT

A Great Novel of the American Jewish Experience: Prayers for the Living

Adapted from Tova Mirvis' Foreword to *Prayers for the Living* by Alan Cheuse (Fig Tree Books, 2015)

When a recent move required me to pack and unpack all of my books, I seized the opportunity to reassess my literary real estate. I situated the books I love in prime real estate. In the Jewish part of town, I selected a collection of Yiddish writers gave way to the great American Jews; Israeli reside one shelf away; and to augur my discomfort at shelving Jews only with Jews, these clusters are interrupted by a row of favorite novels. I read *Prayers for the Living* the same weekend this arranging took place, wondering: Where does this book fit in the landscape of American Jewish literature?

Manny sent while away at school, and other material is gathered on the fly, for which Minnie expresses no apologies. Reading the private writings of her daughter-in-law, for example, she says, indignantly, "What do you mean you don't want to snoo? This is not snooping, snooping is something else. This is learning."

This is a novel of immigration. Newly arrived in America, Minnie's husband Jacob, a "dreamer and hard-working peddler all in one," decides, "I did so many immigrants, to work on the Sabbath, setting into motion one of the central questions of the novel."

goes. The pieces. The pattern. What happens next? Minnie agonizes, recasting her husband's demise.

Young Manny begins studies with the rabbi, who tells him, "Your father died like a guy and you're being held to make him a Jew." The father's dilemma is visited on the son: "Did he want to live a life dedicated to study? Or did he want to live a life in which he could use the talents he inherited from his father? ... He heard a voice in his head telling him, both! Does both."

Whether he can choose both is one of the novel's central questions: Is Jewish law to be lived in a vacuum, away from the world? Does the rabbi reside on high, upon a David's chair, the one on whom Manny stands?

—David Shields on Yoni Kipperman

and storied cast of Jewish mothers. But while she shares many of the presumably true qualities attributed to this group—the one who can be called in-trusive, overbearing, self-centered—Chewer opens these words to find the empathic center. If Portnoy's mother was skewered for an intrusive, self-born of consuming anxiety, Minnie's intransigence seems forged primarily of love. If Minnie came off as controlling, it is only out of desire to steady her family's careening lives.

If the redeeming power in the novel is motherly love, the corrupting powers are business and money and greed. Manny rises higher than his father could have imagined. With a distinctly American story, and a Jewish, story-the

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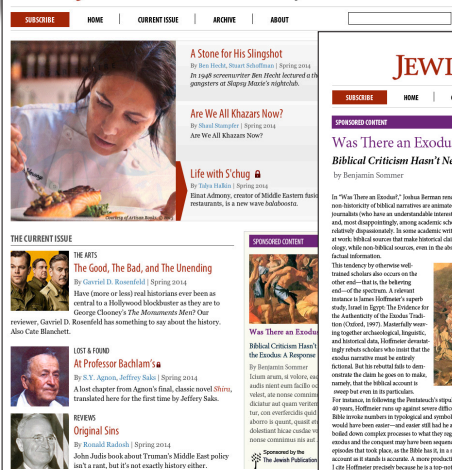
Dates and Deadlines

Cost: \$5,000 for the print and an additional \$2,000 for the web component.

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Spring 2019	1/21/19	2/11/19	3/30/19
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Winter 2020	11/12/19	11/22/19	1/04/20

Digital File Preparation

- Print: Full-page ad for print: 9 9/16 x 12.5" (See file information.)
- Web: JPG or GIF at 72 ppi.

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Email: nkahn@jewishreviewofbooks.com
Phone: 216-397-1073

Web Home Page

Web Article Page

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ONLINE AND APP ADVERTISING

Website Advertising

\$9/M

Desktop: 728 x 90 Leaderboard

300 x 600 "Half-page"

Mobile: 320 x 50 Mobile Leaderboard

300 x 250 Mobile Rectangle

Email Newsletter Advertising

List size: 29,000 names

Skyscraper Ad: 160 x 600 px \$500

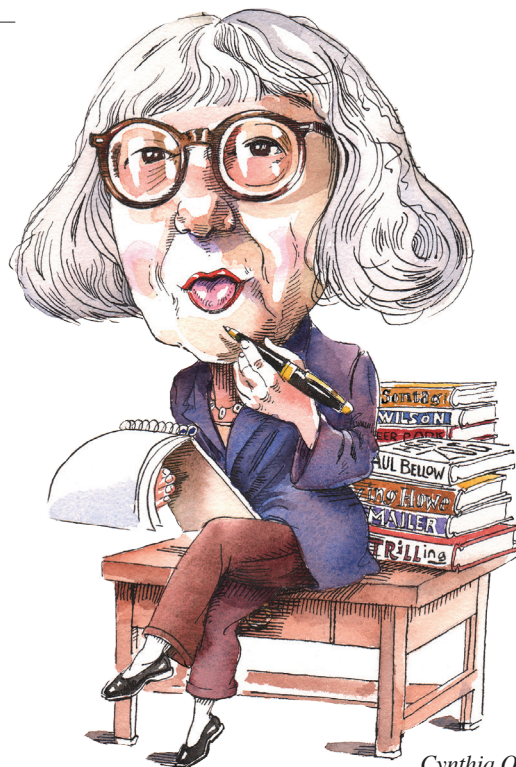
Rectangle Ad: 300 x 250 px \$500

Dedicated Email Blast

\$72/M (to list of 29,000 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

JPG/PNG, 50kb

Email 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 Email 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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