MEDIA KIT
2019-2020

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

“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
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.


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)
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

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

<table>
<thead>
<tr>
<th>Ad Dimensions for Print</th>
<th>Order due</th>
<th>Material due</th>
<th>On sale</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full page</td>
<td>1/21/19</td>
<td>2/11/19</td>
<td>3/30/19</td>
</tr>
<tr>
<td>Full page bleed (interior)</td>
<td>4/6/19</td>
<td>4/19/19</td>
<td>6/23/19</td>
</tr>
<tr>
<td>Back cover bleed</td>
<td>7/25/19</td>
<td>8/3/19</td>
<td>9/16/19</td>
</tr>
<tr>
<td>Back cover no bleed</td>
<td>11/12/19</td>
<td>11/22/19</td>
<td>1/04/20</td>
</tr>
<tr>
<td>2/3 page vertical</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>1/2 page horizontal bleed</th>
<th>10 3/4 x 141/2“ (+ 1/8“ bleed around)</th>
<th>10 3/4 x 12 9/16“ (+ 1/8“ bleed sides and bottom)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/2 page horizontal</td>
<td>9 9/16 x 6 1/8“</td>
<td>3 1/16 x 12 1/2“</td>
</tr>
<tr>
<td>1/3 page vertical</td>
<td>6 5/16 x 6 1/8“</td>
<td>3 1/16 x 6 1/8“</td>
</tr>
<tr>
<td>1/6 page vertical</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
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).

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

<table>
<thead>
<tr>
<th>Season</th>
<th>Order due</th>
<th>Material due</th>
<th>On sale</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spring 2019</td>
<td>1/21/19</td>
<td>2/11/19</td>
<td>3/30/19</td>
</tr>
<tr>
<td>Summer 2019</td>
<td>4/6/19</td>
<td>4/19/19</td>
<td>6/23/19</td>
</tr>
<tr>
<td>Fall 2019</td>
<td>7/25/19</td>
<td>8/3/19</td>
<td>9/16/19</td>
</tr>
<tr>
<td>Winter 2020</td>
<td>11/12/19</td>
<td>11/22/19</td>
<td>1/04/20</td>
</tr>
</tbody>
</table>

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

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).

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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