

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.”

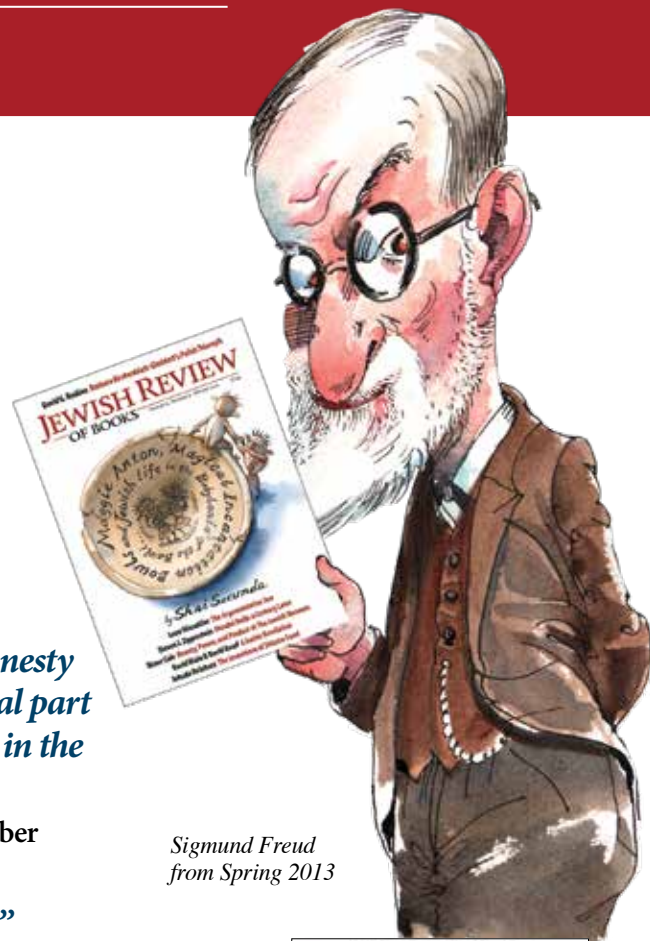
—Edward Krugman, *JRB* subscriber

“Elegantly written ...”

— *The New York Times*



Isaac Bashevis Singer
from Spring 2019



Sigmund Freud
from Spring 2013



Jewish Culture.

Cover to Cover.

JEWISH REVIEW

OF BOOKS

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

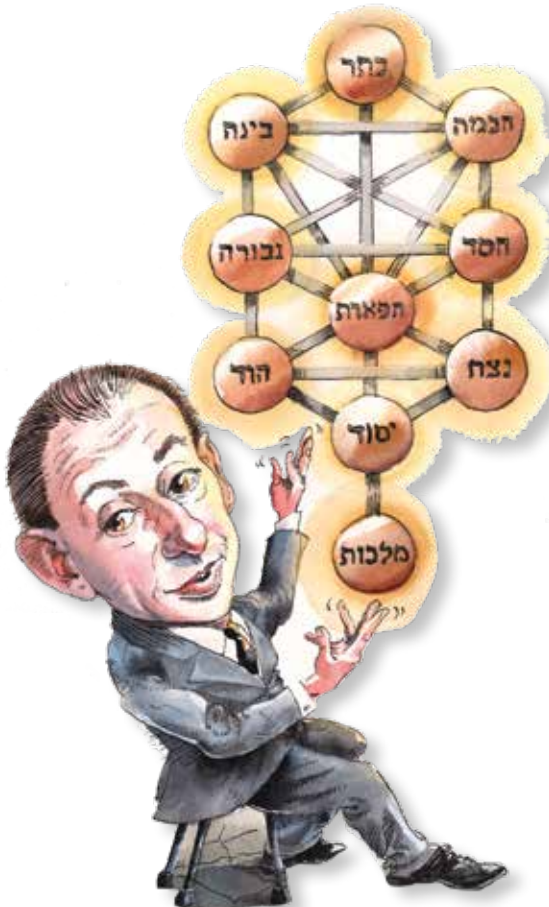
...Just some of the words our readers use to describe us.

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
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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: 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

	Order due	Material due	On sale
Summer 2019	4/6/19	4/29/19	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
Spring 2020	2/5/20	2/19/20	4/05/20

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

Nadia Ai Kahn, Associate Publisher
 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.**

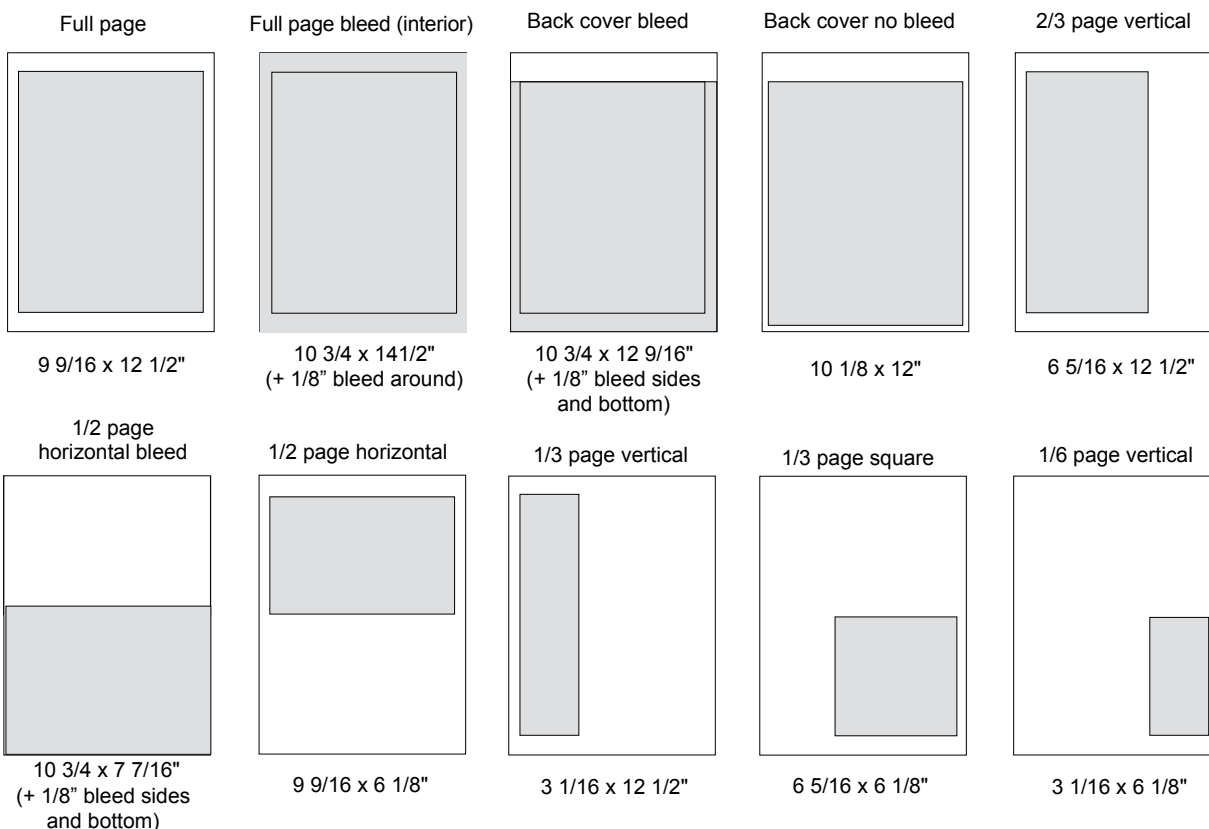
All colors within an ad must be CMYK (no RGB or spot colors). This includes logos.

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



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 Interviewed by Prayers for the Living by Alan Chazan* (Fig Tree Books 2015)

Tova Mirvis is the author of three novels: *Ugly City*, *The Outside World*, and *The Ladies Auxiliary*, which was a national bestseller.

When a recent event inspired me to pick up a stack of my books, I seized the opportunity to reacquaint myself with the books I've not read since I finished the book I've in print and other. In the Jewish part of a collection of 100 articles, you get a great American Jewish author's take on the American Jewish experience. In the Jewish part of a collection of 100 articles, you get a great American Jewish author's take on the American Jewish experience. In the Jewish part of a collection of 100 articles, you get a great American Jewish author's take on the American Jewish experience.

Fig Tree Books
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Rates and Deadlines

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

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Summer 2019	4/6/19	4/29/19	6/23/19
Fall 2019	7/25/19	8/3/19	9/16/19
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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.

OUR FALL ISSUE

Read interesting profiles on 100 of our top 100 living legends of Jewish history and culture.

A Normal Israel?
Zionism has long been the cornerstone of Jewish identity, the national right to national self-determination, and the vision "This is our nation" has been a central tenet of Jewish life. Independence, yet the goal of "normalization" has proven to be much more of a challenge than we thought.

The Rebbe and the Professor
From the author of *The Rebbe and the Professor*, a new book that explores the relationship between the Rebbe and the professor.

Mending Walls
By Christopher Belluck Fall 2018

What does the election of Donald Trump have to do with Brexit and the formation of EU-dissident governments in Italy, Poland, Hungary, and the Czech Republic? Popular nationalism. The popular nationalists all combined grievances ranging across the traditional left-right political spectrum to form fervent anti-establishment movements. They all shocked the political experts by gaining the support of large minorities, sometimes majorities, of national electorates. Finally, each movement was organized around the proposition that the local ruling class was really part of a transnational elite that ignored the interests and values of its own countrymen.

And those elites—politicians of left and right, government careerists, mainstream media and entertainers, multinational corporate executives, and academics and intellectuals—have struck back in something close to unison. The political arrivistes, they say, are ill-informed populists, xenophobic at best and racist at worst, with pronounced authoritarian tendencies. And yet these are dissenting intellectuals who sympathize with the essential motivations and many of the goals of the new national movements, though they may have reservations about particular leaders and tactics. Yoram Hazony is the first such thinker to provide a sustained theoretical argument for the revived spirit of nationalism. *The Virtue of Nationalism* is a brilliant achievement, at once learned and sharp, philosophical and politically engaged. It is also sure to be controversial. Not only is Hazony's style of argument bold and emphatic, but his ultimate subject—political virtue—is itself a challenge to the dominant forms of contemporary political discourse.

The Virtue of Nationalism
By Yoram Hazony
New York, NY, 2018

Web Home Page

Web Article Page

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)



*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

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Phone: 212-796-1670

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