

# JEWISH REVIEW

## OF BOOKS

### MEDIA KIT

### 2021

*“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 21<sup>st</sup> century.”*

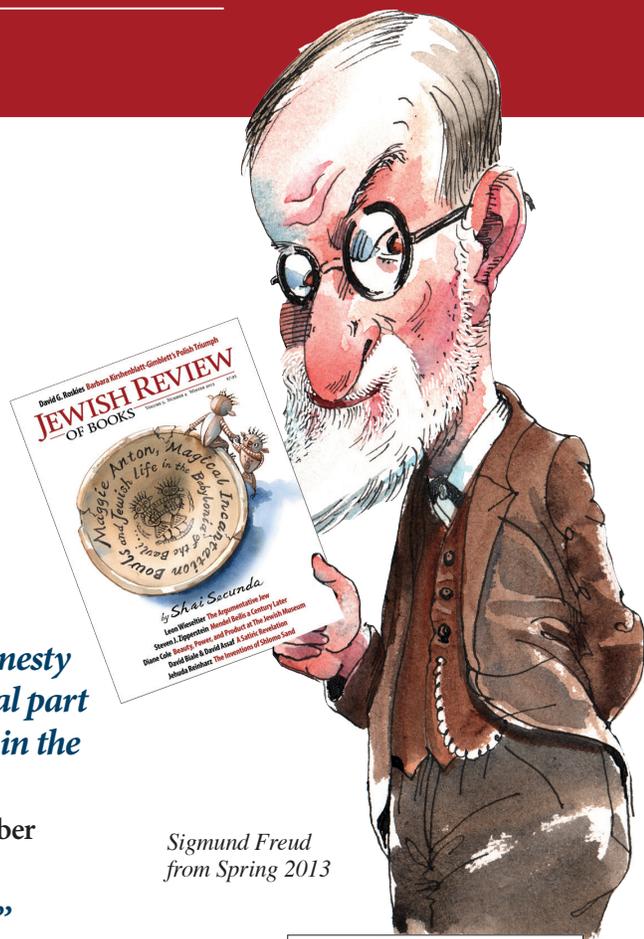
—Edward Krugman, *JRB* subscriber

*“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*

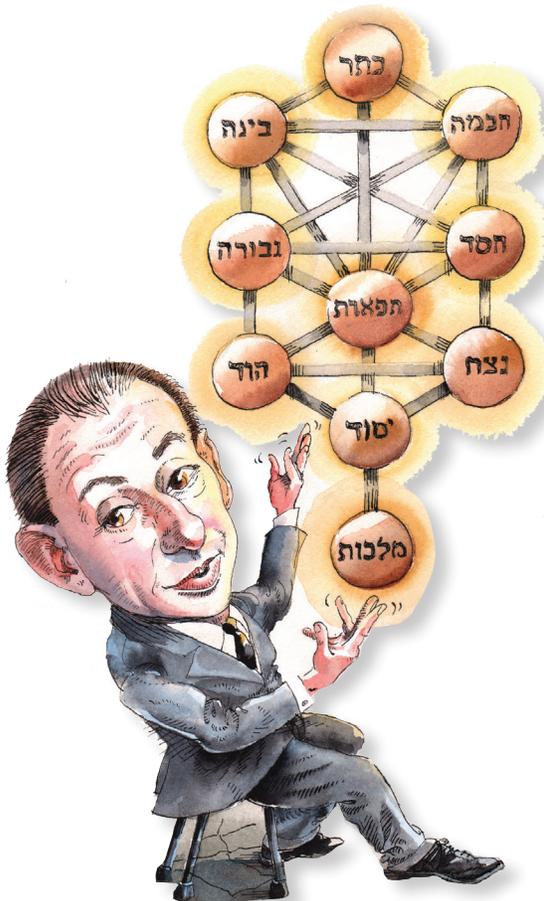
*...Just some of the words our readers use to describe us.*

## 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*

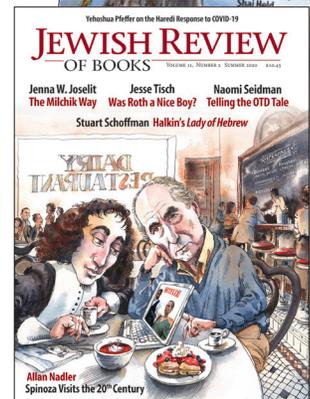
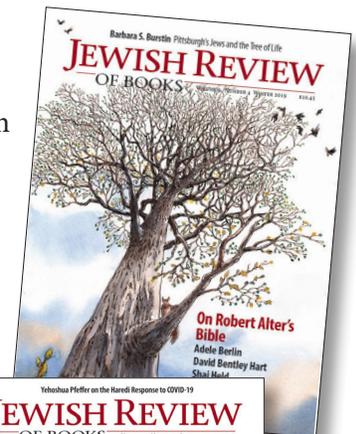


Gershom Scholem from Fall 2018

## Our Distinguished Editorial Board

- ♦ **Robert Alter** University of California, Berkeley
- ♦ **Shlomo Avineri** Hebrew University of Jerusalem
- ♦ **Leora Batnitzky** Princeton University
- ♦ **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)  
**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

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



# JEWISH REVIEW

## OF BOOKS

### 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:

**Kate Elinsky**, Editorial Assistant  
 Email: [kelinsky@jewishreviewofbooks.com](mailto:kelinsky@jewishreviewofbooks.com)  
 Phone: 216-397-1073

	Order due	Material due	On sale
<b>Summer 2021</b>	4/05/21	4/20/21	6/10/21
<b>Fall 2021</b>	7/05/21	7/20/21	9/02/21
<b>Winter 2022</b>	9/25/21	10/09/21	12/05/21
<b>Spring 2022</b>	1/24/22	2/07/22	3/30/22

### 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.**

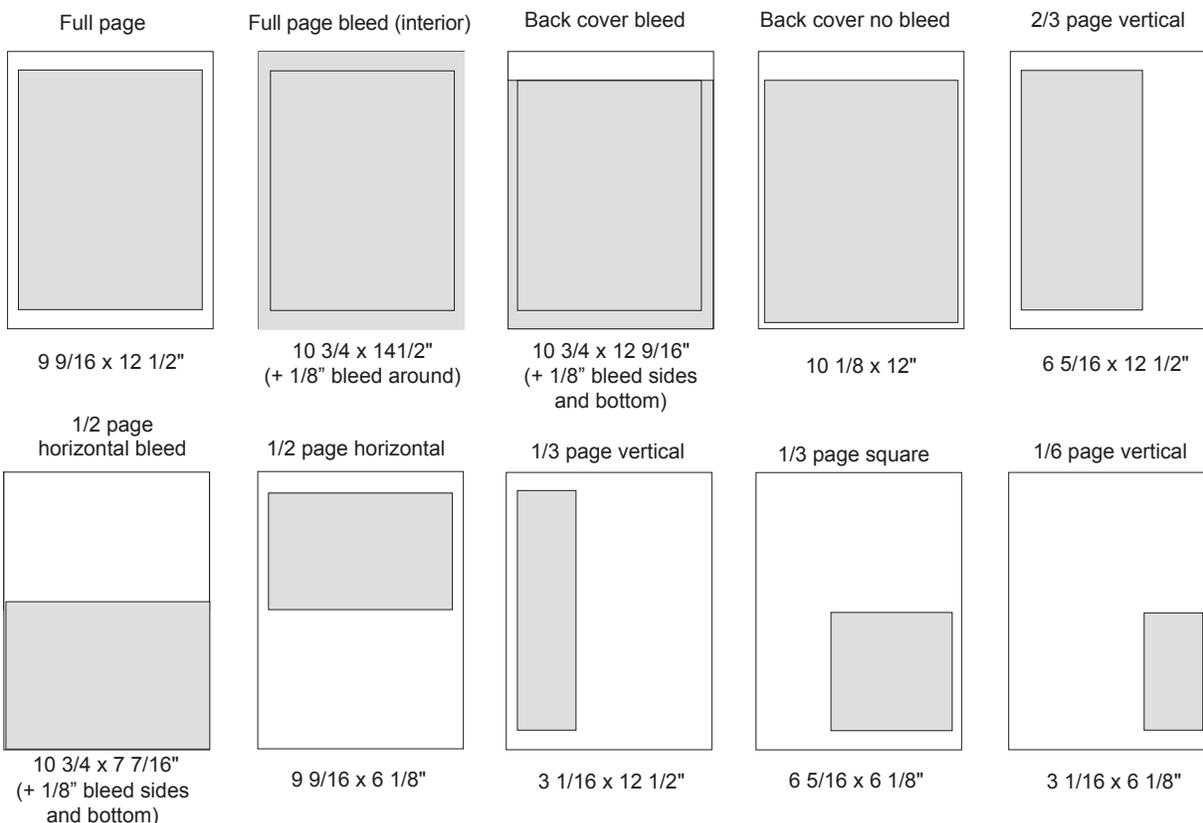
**All colors within an ad must be CMYK (no RGB or spot colors). This includes logos.**

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](mailto:bklarfeld@jewishreviewofbooks.com)

### 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 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 *Two Mirrors: Introduction to Prayers for the Living* by Alan Chazan (Fig Tree Books 2015)

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

When a recent arrival in a new city is asked to write a letter to his family, he is given the opportunity to retrace his steps and see the city through the eyes of a stranger. In the Jewish part of a collection of 100 letters, the author goes way to the great American Jewish literary tradition and writes about the lives of immigrants and their children, and to the lives of those who have come to America only to find themselves in a new place, wondering where they belong.

*Prayers for the Living* could be the first novel to be written and accepted by the American Jewish community. It is a novel of immigrants, not of those who have come to America only to find themselves in a new place, wondering where they belong. It is a novel of immigrants, not of those who have come to America only to find themselves in a new place, wondering where they belong.



**FIG TREE BOOKS**  
On Sale: MARCH 17  
See the first chapter for free at [figtreebooks.net](http://figtreebooks.net)

### Rates and Deadlines

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

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Summer 2021	4/05/21	4/20/21	6/10/21
Fall 2021	7/05/21	7/20/21	9/02/21
Winter 2022	9/25/21	10/09/21	12/05/21
Spring 2022	1/24/22	2/07/22	3/30/22

### 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.

**SIGN UP FOR OUR NEWSLETTER**

Sign up for our newsletter and never miss a new article.

Enter email address

**SIGN UP**

### A Normal Israel?

Shimon Ben-David

Zionism has long based its claim to sovereignty on the universal right to national self-determination, and the phrase "like all other nations" has been incorporated into Israel's Declaration of Independence, yet the goal of "normalization" has proven to be much more complicated than most early Zionists had thought.

**OUR FALL ISSUE**

Mark Anderson's playful cover riffs on a 16th-century image of a kabbalist while referring to our lead articles: Steven Aschheim's comprehensive review of four (1) new biographies of the great modern scholar of Jewish mysticism Gershom Scholem, and Elan Finkelman's dive into the depths of the Zohar.

with Robert Alter, Rich Cohen, Stuart Schiffman, Michael Weingrad

**SPONSORED CONTENT**

### The Rebbe and the Professor

Yael Yitzchak Scherem, Sara Wittman Baron, Ariel

After the war, it was written to Rabbi's sixth Lubliner, the Commissioner Reconstruction, side note to Bar "teacher" enough exchange illum

**SPONSORED CONTENT**

### Mending Walls

Christopher DeMuth

Yoram Hazony's *The Virtue of Nationalism* is a brilliant achievement, at once learned and sharp, philosophical and politically engaged. It is also sure to be controversial.

**SPONSORED CONTENT**

### Mending Walls

By Christopher DeMuth 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 antiestablishment movements. They all shocked the political experts by gaining the support of large pluralities, 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 there 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  
Basic Books, 304 pp., \$30

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

### Dedicated Email Blast

\$1,800 (to list of 25,000 names)

*Note: Dedicated email blast dates are limited; please book well in advance.*



Cynthia Ozick  
from Fall 2016



### File Preparation

#### Website

JPG/PNG, 200k

#### 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 100k 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.  
Must be less than 250k each.  
Subject line and destination link.

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

**Betsy Klarfeld, Art Director**  
Email: [bklarfeld@jewishreviewofbooks.com](mailto:bklarfeld@jewishreviewofbooks.com)

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

[ads@jewishreviewofbooks.com](mailto:ads@jewishreviewofbooks.com)