MEDIA KIT
2021

“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

Jewish Culture. Cover to Cover.
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), Haaretz (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

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)
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

www.jewishreviewofbooks.com
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
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.

Ad Dimensions for Print

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

1/2 page horizontal bleed  10 3/4 x 7 7/16” (+ 1/8” bleed sides and bottom)
1/2 page horizontal  9 9/16 x 6 1/8”
1/3 page vertical  3 1/16 x 12 1/2”
1/3 page square  6 5/16 x 6 1/8”
1/6 page vertical  3 1/16 x 6 1/8”

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

Print Rates and Deadlines

<table>
<thead>
<tr>
<th></th>
<th>Order due</th>
<th>Material due</th>
<th>On sale</th>
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<tbody>
<tr>
<td>Summer 2021</td>
<td>4/05/21</td>
<td>4/20/21</td>
<td>6/10/21</td>
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<tr>
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</tr>
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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).

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

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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.

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Kate Elinsky, Editorial Assistant
Email: kelinsky@jewishreviewofbooks.com
Phone: 216-397-1073
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.

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

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ads@jewishreviewofbooks.com