

# JEWISHNews

## 2024/25 MEDIA KIT

### WHY ADVERTISE WITH US?

#### WE DELIVER DIRECTLY

Jewish News is mailed to almost 5,000 Jewish households in the five city area and has a readership of more than 15,000.

- 54.9% live in Virginia Beach
- 31.5% live in Norfolk
- 13.3% live in Chesapeake, Portsmouth, and Suffolk

#### WE DELIVER A TARGETED AUDIENCE

Jewish News has an affluent readership that actively supports our advertisers.

- The average household income is \$158,000 per year (\$95,652 mkt)\*
- The median home value is \$690,000 (\$329,053 mkt)\*

#### WE DELIVER AN EDUCATED READERSHIP

Education is important to Jewish News readers.

- 55% hold bachelor degrees (20.6% mkt)\*\*
- 25% hold graduate level degrees (11.8% mkt)\*\*
- High percentage of children attend private schools
- Attend lectures, theater, and performing arts events
- Visit museums and galleries

#### WE DELIVER AN ACTIVE AND COMMITTED READERSHIP

Jewish News readers support local businesses and professional and personal services.

\* Pew Research 2019, \*\* Greater Hampton Roads, 2021



# JEWISH*News*

## 2025 ISSUE DATES AND ADVERTISING DEADLINES

Issue Date	Advertising & Editorial Deadline	Special Section
January 20	January 3	Invest/Retire
February 10	January 17	Foodie/Romance
March 3	February 7	Mazel Tov
March 24	March 7	Passover
April 14	March 28	Camp/Estate Planning
April 28	April 11	Moms/Women
May 12	April 25	Camp/Summer
June 2	May 9	Dads/Grads
June 16	May 23	Health Care
July 14	June 20	Seniors
August 11	July 18	Guide
September 8	August 15	Rosh Hashanah
September 22	September 5	Yom Kippur
October 13	September 19	Legal
October 27	October 10	Business/Investments
November 10	October 24	Mazel Tov
November 24	November 11	Hanukkah
December 15	November 28	Year-end Decisions

schedule subject to change

### To ensure the quality of your ad, please follow these guidelines:

- We only accept hi-res PDFs (press quality)
- All fonts must be embedded.
- Images must be cmyk, 200 dpi or higher at 100%
- All files must be cmyk only (no spot color, no rgb)
- Ads must meet size specifications
- Crop marks are not needed

### We cannot accept:

- Publisher, Word or Powerpoint files
- Images/files from the web
- RGB images or files
- Ads with 4C black type
- Ads with spot color

Contact: Jewish News | 5000 Corporate Woods Drive, #200 | Virginia Beach, VA 23462  
(757) 965-6100 | fax 757-965-6102 | news@ujft.org | Send finished art to news@ujft.org (cmyk pdf only!)

# JEWISH *News*

## DISPLAY ADVERTISING RATES

(PER INSERTION)

Size	1x	6x	12x	20x
Double truck*	\$2,455	\$2,350	\$2,230	\$2,125
Back cover	1,305	1,240	1,260	1,110
Inside covers	1,270	1,200	1,140	1,075
Full page	1,200	1,140	1,075	1,015
¾ page	945	915	890	840
½ page	605	585	555	510
⅜ page	505	485	465	440
¼ page	320	300	285	270
⅛ page	165	160	150	140
1/16 page*	115	105	100	90

All ads are full color, all prices net.

### Ad specifications

To ensure the quality of your ad, please follow these guidelines

- We only accept hi-res PDFs (*press quality*)
- All fonts must be embedded
- Images must be cmyk or grayscale, 200 dpi or higher
- All files must be cmyk only (*no spot color, no rgb*)
- Ads must meet size specifications
- Crop marks are not needed

We cannot accept

- Publisher, Word or Powerpoint files
- Images/files from the web
- RGB images or files
- Ads with 4C black type
- Ads with spot color

\*Additional sizes

- Double truck: 21.5”w x 11.5”h
- 1/16 page: 2.375”w x 2.625”h

### Preprinted insert specifications

Call for rates

Insert Size

- Width: min. 5” — max. 10.25”
- Height: min. 5.5” — max. 11.75”
- Thickness: max. 1.9375”

Paper Weight

- Multi-sheet — min. 30# stock
- Single sheet — min. 40# stock

Requirements

- Inserts should be delivered to printer one week in advance of the issue being mailed. Call for exact date.
- Call for exact quantity. (*After mailing, extra inserts will be returned.*)
- Inserts cannot include an indicia, per U.S. Postal regulations.

