

JEWISHNews

2026/27 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*

2026 ISSUE DATES AND ADVERTISING DEADLINES

<i>Issue Date</i>	<i>Advertising & Editorial Deadline</i>	<i>Issue Topic</i>
January 19	January 2	Invest/Retire
February 9	January 23	Foodie/Romance
March 2	February 13	Mazel Tov
March 23	March 6	Passover
April 20	April 3	Camp/Estate Planning
May 4	April 17	Moms/Women
May 18	May 1	Camp/Summer
June 1	May 15	Dads/Grads
June 15	May 29	Health Care
July 13	June 19	Seniors
August 10	July 17	Guide
August 31	August 14	Rosh Hashanah
September 14	August 28	Yom Kippur
October 5	September 11	Legal
October 26	October 9	Business/Investments
November 9	October 23	Mazel Tov
November 23	November 6	Hanukkah
December 14	November 27	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*

2027 ISSUE DATES AND ADVERTISING DEADLINES

<i>Issue Date</i>	<i>Advertising & Editorial Deadline</i>	<i>Issue Topic</i>
January 18	December 30	Invest/Retire
February 8	January 22	Foodie/Romance
March 1	February 12	Mazel Tov
March 22	March 5	Passover
April 19	April 2	Camp/Estate Planning
May 3	April 16	Moms/Women
May 17	April 30	Camp/Summer
June 7	May 21	Dads/Grads
June 21	May 21	Health Care
July 19	June 25	Seniors
August 9	July 23	Annual Guide
September 20	September 3	Rosh Hashanah
October 4	September 17	Yom Kippur
October 18	October 1	Legal
November 1	October 15	Business/Investments
November 15	October 29	Mazel Tov
December 6	November 12	Hanukkah
December 20	December 3	Year-end Decisions

**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

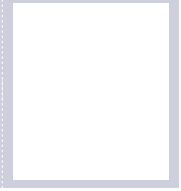
- Multi-sheet — min. 30# stock
- Single sheet — min. 40# stock

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.

FULL PAGE

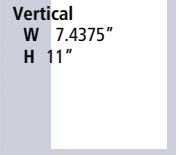
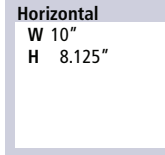
W 10"
H 11.5"



¾ PAGE

Horizontal
W 10"
H 8.125"

Vertical
W 7.4375"
H 11"



½ PAGE

Horizontal
W 10"
H 5.375"

Vertical
W 4.875"
H 11"



⅜ PAGE

Horizontal
W 7.4375"
H 5.375"

Vertical
W 4.875"
H 8.125"



¼ PAGE

Horizontal
W 4.875"
H 5.375"

Vertical
W 2.3125"
H 11"



⅛ PAGE

Horizontal
W 4.875"
H 2.575"

Vertical
W 2.3125"
H 5.375"

