



The Nation's Largest
JEWISH CLASSIFIEDS

MEDIA KIT

the Jewish Voice
 ותשמע הארץ אמרי-פי
 Deuteronomy 32:1
 MAY THE EARTH HEAR THE WORDS OF MY MOUTH

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 e-mail: info@jewishvoicenyc.com

A close-up photograph of a pair of round, silver-rimmed glasses and a black pen with a gold tip resting on a newspaper page. The newspaper text is slightly blurred, showing words like "Weekly" and "The".

ABOUT US

The Jewish Voice is a community paper serving the New York City metropolitan area, as well as select markets in New Jersey and Florida. We are one of the fastest growing Jewish publications on the East Coast, and our online presence via our web page, JewishVoiceNY.com, and various forms of social media (e.g. Facebook and Twitter) have allowed us to reach an ever-expanding international audience.

WHAT MAKES US DIFFERENT?

The JV stands out for its unapologetically pro-Zionist, pro-American editorial outlook, and its dual coverage of both Israeli and local news (the latter focused on New York, and to a lesser extent, New Jersey and Florida). As our managing editor explains: "The thing that makes the Jewish Voice different from other Jewish newspapers is that it is actually a newspaper. Other Jewish publications, particularly in the Orthodox community, are often little more than fora for opinion pieces and sermons, with news coverage sometimes coming across basically as an afterthought. Our emphasis is on current events, although we also make room for human interest stories and divrei Torah, as well as special features for the Jewish holidays."

Indeed, the Jewish Voice truly runs the gamut of journalistic reporting. What makes us unique is that we cover it all from a Jewish perspective. Other publications are either diverse in their content, or Jewish in their outlook. The Jewish Voice is both.

CONTENT

The content of the Jewish Voice is unusually diverse for a Jewish publication. The following is but a partial sampling of what we offer our readers every week:

Israel News: Front and center, the first thing a Jewish Voice reader sees after the “Breaking News” (which itself often has an Israel focus). Being up to date on the events affecting Israeli society is a priority for Jewish Voice subscribers. Therefore, Israel coverage includes but is by no means limited to its own prominently-featured section.

International: Our international coverage has a specialized focus on the Middle East, both because that is the region in which Israel is situated, and because a great many of our readers are Israeli expats and/or Jews of (Middle Eastern) Sephardic heritage. That said, we follow events effecting the Jewish community throughout the world, from Caracas to Cairo, and from Boston to Budapest.

Politics/National: In addition to stories from all over the world, the Jewish Voice strives to keep our readers informed of the issues that matter to them here at home. That includes domestic politics and other stories in which American Jews have a vested interest.

Local: As a New York newspaper, our finger is on the pulse of New York Jewish life. As such, the JV features New York, and a more locally-oriented “Community” section, as well as recurring sections covering New Jersey and Florida, varying by season.

Opinion: Our hard-hitting editorials are perhaps where the Jewish Voice is truly heard. Patriotism, Zionism, and Jewish values are all emphasized. Our poignant op-eds cover matters of import throughout the Jewish world, and regularly feature top Middle East experts and political commentators, such as the Wall Street Journal’s Bret Stephens, Middle East Forum founder Daniel Pipes, and a wide array of leading Israel activists and bloggers.

Torah: Every week the Jewish Voice includes at least one article on the weekly parsha (Torah reading), as well as summary/commentary of the haftarah—a selection from the Hebrew bible that accompanies the parsha. We often feature articles covering a wide range of topics in Jewish Law, as well as special features for the Jewish holidays.

Business: The JV is on top of the latest business trends in Israel and around the world, and the Jewish innovators behind many of them. We also feature a recurring Real Estate section, with an emphasis on the U.S. and Israeli markets.

Travel: Our affluent readership includes a high percentage of frequent flyers. We therefore feature a weekly travel section, highlighting Jewish destinations in Israel and around the world.

(Again, the above is only a partial listing of what the Jewish Voice offers each and every week.)

Only the Jewish Voice...

Certain sections of the Jewish Voice you simply won’t find in any other newspaper. Have a look at some of our section banners, which we think speak for themselves:





OUR AUDIENCE

The Jewish Voice serves the New York City metropolitan area, as well as select locations in New Jersey and southern Florida. We have a growing base of subscribers from across the country, and an ever-increasing online readership in the U.S., Israel, and all over the world.

The JV also boasts one of the largest classified advertising sections of any Jewish newspaper in the United States.

The Jewish Voice caters to an affluent, influential audience. Our primary readership includes some of the most prestigious names in the Jewish community today. These are the movers and shakers who form the backbone of so many iconic communal institutions, businesses, and NGOs.

In addition, our online following has come to include many Christian Zionists, who turn to the Jewish Voice for our expertise in defense and national security issues, and who appreciate our extensive coverage of Israeli affairs.

In general, Jewish Voice readers feel a strong connection to our publication, and more importantly, to one another.

BREAKDOWN

We are proud to say that the Jewish Voice audience includes many of the following:

- American and Israeli Jews
- Zionists (both Jewish and non-Jewish) who proudly support Israeli causes
- Well-rounded, well-informed, educated individuals, with global perspectives
- High-profile business owners, politicians, and community leaders
- Top Jewish Philanthropists
- People who love to shop; Jewish Voice readers appreciate the finer things in life and, more often than not, can afford them

BY THE NUMBERS

Male vs. Female Readers:	66% / 34%
Median Age:	40 years
College Graduate:	78%
Professional/Managerial:	82%
Median Household Income:	\$262,000

CONTACT US

ONLINE

Our Homepage
On Facebook
Twitter

www.JewishVoiceNY.com
[@JewishVoiceNY](http://www.Facebook.com/JewishVoiceNY)

TELEPHONE NUMBERS

Classified Advertising
Circulation/Newspaper Delivery
News Department
Sales Manager
Toll Free
Fax Number

718-998-7600 ext. 10
718-998-7600
718-627-8600
718-998-7600 ext. 19
800-998-0885
347-922-7366

E-MAIL CONTACTS

General Inquiries
Editorial
Volunteer/Internship Opportunities

info@jewishvoiceny.com
editor@jewishvoiceny.com
info@jewishvoiceny.com

STANDARD MAIL

The Jewish Voice
2154 East 4th Street
Brooklyn, NY 11223

ADVERTISING

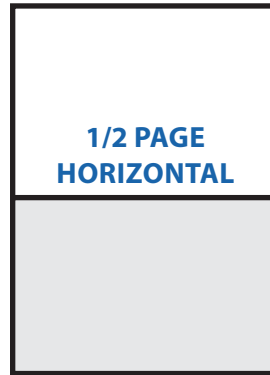
AD SIZE	Dimensions	Single Issue	3 Issues 15% off	6 Issues 25% Off	12 Issues 35% Off
1/16 page	2.2" x 3.2"	\$200	\$170 PER ISSUE	\$150 PER ISSUE	\$130 PER ISSUE
1/8 page	4.8" x 3.2"	\$440	\$374 PER ISSUE	\$330 PER ISSUE	\$286 PER ISSUE
1/8 page COLOR	4.8" x 3.2"	\$550	\$467 PER ISSUE	\$412 PER ISSUE	\$357 PER ISSUE
1/4 page	4.8" x 6.7"	\$800	\$680 PER ISSUE	\$600 PER ISSUE	\$520 PER ISSUE
1/4 page COLOR	4.8" x 6.7"	\$1,000	\$850 PER ISSUE	\$750 PER ISSUE	\$650 PER ISSUE
1/2 page black & white	6.7" x 10"	\$1,600	\$1,360 PER ISSUE	\$1,200 PER ISSUE	\$1,040 PER ISSUE
1/2 page COLOR	6.7" x 10"	\$1,900	\$1,615 PER ISSUE	\$1,425 PER ISSUE	\$1,235 PER ISSUE
Junior page	8.2" x 8.2"	\$1,840	\$1,564 PER ISSUE	\$1,380 PER ISSUE	\$1,196 PER ISSUE
Jr. page COLOR	8.2" x 8.2"	\$2,300 (SINGLE ISSUE)	\$1,955 (4 ISSUES)	\$1,725 (6 ISSUES)	\$1,495 (12 ISSUES)
Full page	14" x 10"	\$2,800	\$2,380 PER ISSUE	\$2,100 PER ISSUE	\$1,820 PER ISSUE
Full Page COLOR	14" x 10"	\$3,500	\$2,975 PER ISSUE	\$2,625 PER ISSUE	\$2,275 PER ISSUE
Inside Back Cover COLOR	14" x 10"	\$2,800	\$ 2,380 PER ISSUE	\$2,100 PER ISSUE	\$1,820 PER ISSUE
Inside Front Cover COLOR	14" x 10"	\$3,900	\$ 3,315 PER ISSUE	\$2,925 PER ISSUE	\$2,535 PER ISSUE
Back Cover COLOR	14" x 10"	\$4,400	\$ 3,740 PER ISSUE	\$3,300 PER ISSUE	\$2,860 PER ISSUE
Cover Flag Ad (Top)	2.4" X 2.5"	\$700	\$ 595 PER ISSUE	\$525 PER ISSUE	\$455 PER ISSUE
Front Page Banner (Bottom)	2" X 10"	\$1,000	\$850 PER ISSUE	\$750 PER ISSUE	\$650 PER ISSUE

Popular Ad Sizes & Proportions



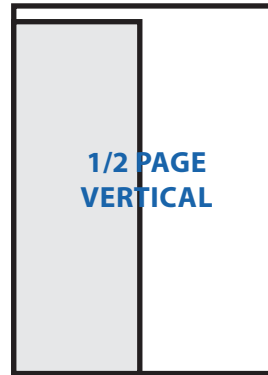
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COLOR**

**FULL PAGE
COLOR
10" X 14"**



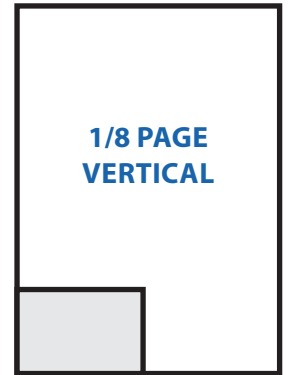
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**1/2 PAGE
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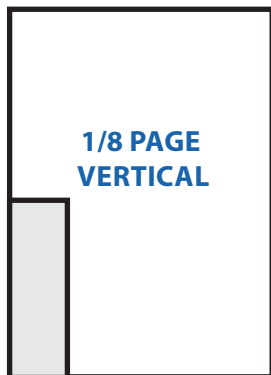
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**1/2 PAGE
Vertical
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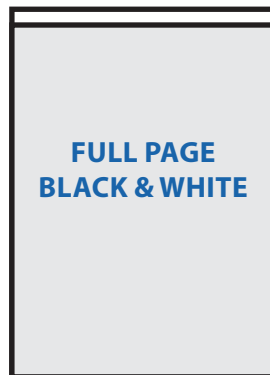
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**1/8 PAGE
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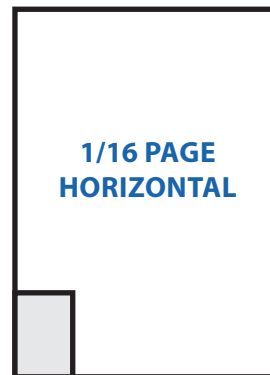
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**1/8 PAGE
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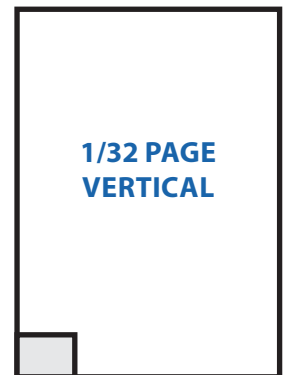
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BLACK & WHITE**

**FULL PAGE
Black & White
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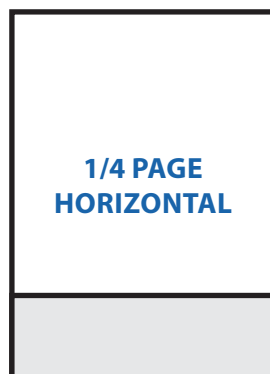
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**1/16 PAGE
Horizontal
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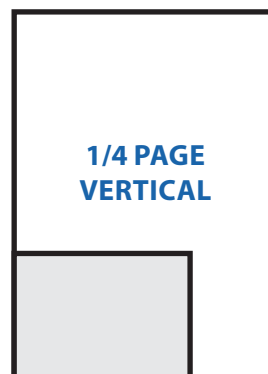
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**1/32 PAGE
Vertical
2.2" X 1.6"**



**1/4 PAGE
HORIZONTAL**

**1/4 PAGE
Horizontal
10" X 3.2"**



**1/4 PAGE
VERTICAL**

**1/4 PAGE
Vertical**