

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 21st century."

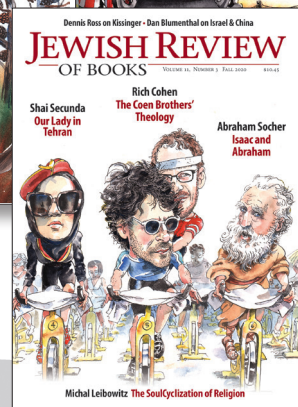
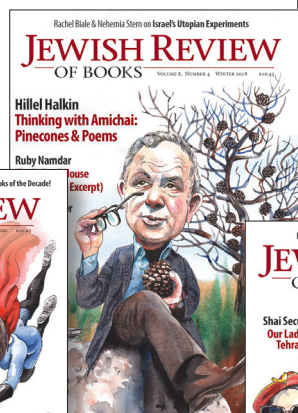
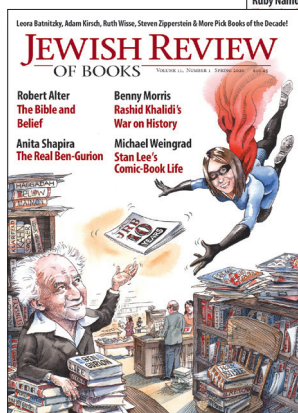
—Edward Krugman, *JRB* subscriber

"Elegantly written ..."

— *The New York Times*

Sigmund Freud
from Spring 2013

Isaac Bashevis Singer
from Spring 2019



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

Phone: 216-397-1073

	Order due	Material due	On sale
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

- 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.**

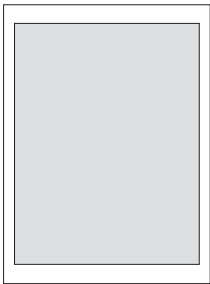
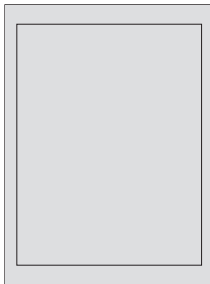
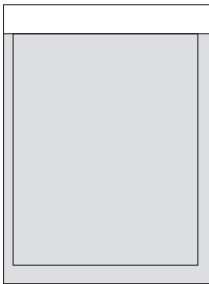
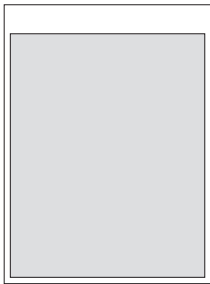
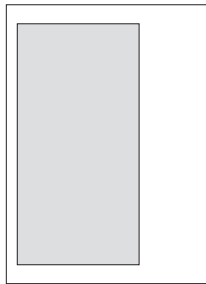
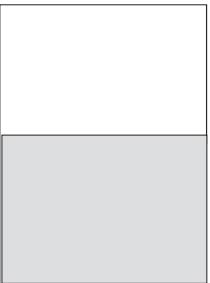
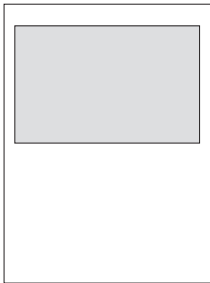
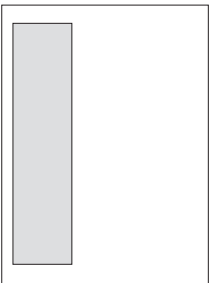
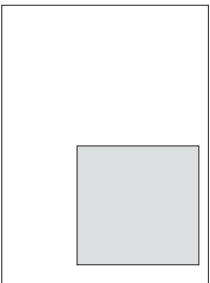
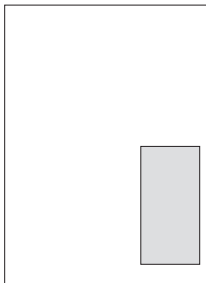
All colors within an ad must be CMYK (no RGB or spot colors). This includes logos.

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

Ad Dimensions for Print

Full page	Full page bleed (interior)	Back cover bleed	Back cover no bleed	2/3 page vertical
				
9 9/16 x 12 1/2"	10 3/4 x 14 1/2" (+ 1/8" bleed around)	10 3/4 x 12 9/16" (+ 1/8" bleed sides and bottom)	10 1/8 x 12"	6 5/16 x 12 1/2"
1/2 page horizontal bleed	1/2 page horizontal	1/3 page vertical	1/3 page square	1/6 page vertical
				
10 3/4 x 7 7/16" (+ 1/8" bleed sides and bottom)	9 9/16 x 6 1/8"	3 1/16 x 12 1/2"	6 5/16 x 6 1/8"	3 1/16 x 6 1/8"

NATIVE ADVERTISING

An opportunity for an advertiser to supply us with a full-page spread (approximately 1,000 words) in the magazine (see sample below).

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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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.

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

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

Web Home Page

Web Article Page

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—OF BOOKS—

ONLINE ADVERTISING

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

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

ads@jewishreviewofbooks.com