SIX WAYS TO REACH THE JEWISH AUDIENCE
### Why advertise in the Jewish Exponent?

**WE REACH THE AFFLUENT, SOPHISTICATED, JEWISH AUDIENCE**

**Affluent Readership**
- *Exponent* readers have a $1.03 million average household net worth
- *Exponent* readers enjoy a $135,000 average household income
- 81% of *Exponent* readers own a home
- 63% of *Exponent* readers are married

**Sophisticated Readership**
- 90% of *Exponent* readers are college educated
- 86% of *Exponent* readers are planning on attending an arts or cultural event in the next year
- 81% of *Exponent* readers are planning on attending a Jewish event or program in the next year
- 82% of our readers will take a trip or vacation in the next year

**Expansive Readership**
- 24,000 *Exponent* newspapers are welcomed into homes every week
- Over 500,000 unique individuals visit [jewishexponent.com](http://jewishexponent.com) annually
- Almost 150,000 people are reached every month via the *Exponent’s* social media platforms
- Nearly 10,000 qualified weekly email subscribers

*2014 Jewish Exponent Readership Survey*

IN PRINT OR ONLINE, YOUR AD IN THE JEWISH EXPONENT WILL DELIVER YOUR MESSAGE TO THIS HIGHLY DESIRABLE MARKET.
Newspaper and Magazines

About the Newspaper
Since 1887, generations of Jewish Philadelphians have relied on the Jewish Exponent for community, national and international news. Even as technology increases the options for getting the news, over 50,000 readers welcome the Exponent into their homes. These loyal, educated and discerning readers appreciate that the Exponent is still recognized and honored for its outstanding work by both Jewish and general journalism associations. This is the medium and audience your brand deserves!

About the Magazines
In addition to weekly content, the Exponent offers in-paper featured content and sleek, glossy supplements to ensure your message is reaching the right audience.

Simchas, The Good Life, This Summer and the Winter Holiday Magazine — supplements in a magazine format — give your message the quality, high-end appeal you want, plus the added value of extended shelf life and bonus distribution, both in print and online.

These are the perfect opportunities to tailor your message to a target audience when they are planning to buy.

The Guide to Jewish Greater Philadelphia

About The Guide
Our annual Guide is an indispensable part of readers’ homes and your marketing plans. With descriptions and contact information for Jewish organizations, schools, camps and synagogues, as well as a holiday calendar, candle-lighting times and features pertinent to Jewish family life, this valuable resource is saved and referenced all year long.

The Guide is distributed and published by the Jewish Exponent and the Jewish Federation of Greater Philadelphia. If you need to reach Philadelphia’s Jewish market, you need the Jewish Exponent’s Guide to Jewish Greater Philadelphia in your marketing plan.
Jewish Exponent ROP Ad Sizes

Full Page 30 units
9 1/4" x 11"

24 units (v)
7 3/8" x 11"

18 units (v)
5 1/2" x 11"

16 units (sq)
7 3/8" x 7 3/8"

15 units (v)
5 1/2" x 9 1/8"

15 units (h)
9 1/4" x 5 1/2"

12 units (r)
5 1/2" x 7 3/8"

12 units (v)
3 5/8" x 11"

12 units (h)
7 3/8" x 5 1/2"

10 units (h)
9 1/4" x 3 5/8"

10 units (v)
3 5/8" x 9 1/8"

9 units (sq)
5 1/2" x 5 1/2"

8 units (v)
3 5/8" x 7 3/8"

8 units (h)
7 3/8" x 3 5/8"

6 units (v)
3 5/8" x 5 1/2"

6 units (h)
5 1/2" x 3 5/8"

4 units (sq)
3 5/8" x 3 5/8"

3 units (v)
1 3/4" x 5 1/2"

3 units (h)
5 1/2" x 1 3/4"

2 units (h)
3 5/8" x 1 3/4"

2 units (v)
1 3/4" x 3 5/8"

1 unit
1 3/4" x 1 3/4"

Additional premium advertising positions:
J unit 4 1/2" x 7 3/8"
Cover strip 5 1/2" x 1 1/4"
Cover sticky note 3" x 3"
Full Page
7 1/2” x 10”

Half Page — Horizontal
7 1/2” x 4 3/4”

Half Page — Vertical
3 5/8” x 9 3/4”

Third Page
4 7/8” x 4 3/4”

Quarter Page
3 5/8” x 4 3/4”

Sixth Page
3 5/8” x 3”

Eighth Page
3 5/8” x 2 1/4”

Two-Third Page
Premium Position
(2 available, opposite TOC and Masthead)
4 7/8” x 9 3/4”

Business Card
Vertical
1 11/16” x 3 3/4”

Horizontal
3 5/8” x 1 3/4”
Publications by date

<table>
<thead>
<tr>
<th>AD SPACE</th>
<th>PUB. DATE</th>
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<tbody>
<tr>
<td>Camps</td>
<td>Jan 5</td>
</tr>
<tr>
<td>Financial Health</td>
<td>Jan 19</td>
</tr>
<tr>
<td>Camps</td>
<td>Feb 2</td>
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<tr>
<td>The Look</td>
<td>Feb 16</td>
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<tr>
<td>Passover Palate</td>
<td>March 2</td>
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<tr>
<td>Spring Simchas</td>
<td>March 5</td>
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<tr>
<td>In Good Taste</td>
<td>March 23</td>
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<tr>
<td>Israel 70th</td>
<td>April 14</td>
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<tr>
<td>The Good Life</td>
<td>April 20</td>
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<tr>
<td>Confirmations</td>
<td>May 3</td>
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<tr>
<td>This Summer</td>
<td>May 18</td>
</tr>
<tr>
<td>The Guide to Jewish Philadelphia</td>
<td>July 19</td>
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<tr>
<td>Rosh Hashanah Food</td>
<td>Aug 17</td>
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<tr>
<td>Rosh Hashanah Food</td>
<td>Aug 24</td>
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<tr>
<td>Rosh Hashanah Greetings</td>
<td>Aug 29</td>
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<tr>
<td>Fighting Cancer</td>
<td>Oct 5</td>
</tr>
<tr>
<td>Fall Simchas</td>
<td>Oct 5</td>
</tr>
<tr>
<td>Winter Holiday Magazine</td>
<td>Nov 2</td>
</tr>
<tr>
<td>The Good Life</td>
<td>Dec 5</td>
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Magazines

Jewish Exponent magazines are high-gloss, full-color, special interest supplements mailed with select issues of the Exponent focusing on a variety of subjects unique to Jewish life in the Delaware Valley. Their convenient size, modern design and sharp editorial make them favorites with our readers, and a smart choice for your advertising plan.

Simchas Celebrates the joy of bar/bat mitzvahs, weddings and other Jewish lifecycle events (published twice a year)

In Good Taste A compilation of the best recipes from 2016.

The Good Life Delivers the latest news and trends for those over 55 (published twice a year)

This Summer Ushers in the season with the best of fun-in-the-sun for everyone


Winter Holiday Magazine Features holiday feasting, gifting, traveling, giving and more.

Featured Content

In-paper Featured Content sections explore various topics of special interest to our readers.

Camps Featuring day, sleep-away & specialty camps

Financial Health In-paper special section examining family finances, investing and saving.

The Look Just when everyone is ready to shake off winter, we present the latest, freshest in personal and home fashions.

Passover Palate Our annual and much anticipated collection of Passover traditions, recipes and entertaining ideas

Israel 70th A celebration of the 70th Anniversary of the Jewish State

Fighting Cancer Published in October, this section takes a look at the latest techniques in treating and coping with cancer.
Inserts

The advantages of direct mail and so much more.

Your pre-printed insert in the Jewish Exponent offers you everything you love about direct mail — your high-impact designs and special creative touch for a fraction of the cost of a post office-delivered piece.

And unlike bundled front door delivery options, your insert in the Jewish Exponent is sure be noticed by our loyal, engaged readers. This truly is a can’t-miss opportunity!

Guidelines

Full Run — 24,000 copies and up to 4 pages

For higher page counts, please contact sales@jewishexponent.com or 215.832.0753 for a quote.

Your insert should not appear to be a separate publication. Inserts the Post Office deem a separate publication will be subject to additional postage charges paid by the advertiser.

Inserts will be deemed separate publications if they feature any of the following:

- A date, implying a frequency of publication
- A mailing indicia
- A “Volume No.,” indicating an ongoing publication
- ISBN, ISSN or USPS numbers different from the Jewish Exponent

Inserts due ten days prior to publication date and delivered to: Evergreen Printing Company, Attention: Stephen Danifo — 101 Haag Avenue, Bellmawr, NJ 08031

Imagine your ad on the front page of the Jewish Exponent!

These high visibility adhesive ads are perfect for promoting a grand opening, special event or sale. (Actual size: 3” x 3”)

Just send us your ad and we’ll take care of everything else.
Digital Opportunities

Linked website advertising

- Engage the 60,000 plus unique users who visit the award-winning jewishexponent.com every month.
- Catch the attention of our online readership through static or animated ads, and we will provide you with precise impression and click-through data.
- Our website utilizes all the industry standard ad sizes and we offer a range of fixed position and run of site placements.

Sponsored content

- Place your linked ad inside one of our articles. That article will then be promoted via social media.
- Sponsor a section of our website, or our Headlines section, through linked ads.
- Create your own blog or series of articles, published on jewishexponent.com.
- Submit one or more articles dealing with a topic important to your customers.
- Place a hyperlinked sentence at the end of a regular article.
Social media

- Employ the powerful influence of social media to reach the Jewish community via promoted social media posts.
- Your organization, company or event can be promoted via the Jewish Exponent’s and Jewish Federation of Greater Philadelphia’s Facebook and Twitter pages.
- Social media has the power to reach enormous audiences and we have the platforms to make that happen.

Email advertising

- Deliver your message directly into readers’ inboxes by utilizing the qualified email lists of the Jewish Exponent and Jewish Federation of Greater Philadelphia.
- Place your linked banner ad inside our weekly newsletter, which is sent out to the subscriber lists of both the Exponent and Jewish Federation.
- Purchase a dedicated E-blast, where the email is comprised solely of your advertisement.
Event sponsorship

• Sponsor a Jewish event. Promote your business and show your support of the Jewish community.
• The *Jewish Exponent* and Jewish Federation of Greater Philadelphia will link your brand with major Jewish events happening in our community.
• Your participation at these events guarantees unparalleled exposure to influential members of the Jewish community.
• Tailor a package to your business. Branding opportunities include custom promotional materials, event signage and product samplings.