

2026 MEDIA KIT

JEWISH LIVING DELAWARE

THE JEWISH VOICE OF DELAWARE & THE BRANDYWINE VALLEY

2026 MEDIA KIT

Jewish LIVING Delaware (formerly ***j-VOICE Monthly)*** is a colorful, news magazine, jam-packed with features, news from the local and world-wide Jewish community, and useful information and resources including a monthly calendar of events. It's the one publication that reaches out to the entire Jewish community in Delaware and in the Brandywine Valley.



WHY ADVERTISE WITH US?

Jewish LIVING Delaware is a full color publication. We distribute 2,000 copies every month with additional reach through our digital edition at ShalomDelaware.org, expanding our readership in Delaware and the Brandywine Valley. ***Jewish LIVING Delaware*** also enjoys distribution through a network of retail and professional locations. These multiple distribution streams yield a readership of nearly 12,000 per issue.

WE DELIVER COMMITTED READERSHIP

Jewish LIVING Delaware was first published as ***The Jewish Voice*** in 1929. Jewish Federation of Delaware assumed publishing responsibilities in 1968. Over the next 50-plus years the publication has changed from a bi-weekly on newsprint to a full-color monthly magazine, now under the new banner of ***Jewish LIVING Delaware.*** Yes, our name has changed, but what remains consistent is our commitment to excellence, publishing the ONLY state-wide Jewish magazine that invites and ignites our community.

WE DELIVER A TARGETED AUDIENCE

Jewish LIVING Delaware has an affluent readership that actively supports our advertisers. The ***Jewish LIVING Delaware*** readers enjoy participating in our community and culture.

- Casual dining and fine food and wine
- Shopping for fashion, jewelry and home décor
- Entertaining friends and family
- Frequent travel
- Home buyers
- Theater and performing arts events
- Visiting museums and galleries

Jewish LIVING Delaware readers support local businesses, professional, and personal services.

- Automobile sales and services
- Catering and entertaining
- Financial
- Health and well-being
- Legal
- Medical and dental
- Spas and salons

EDITORIAL:
EMMA DRIBAN
Emma@ShalomDel.org

CREATIVE:
ALEXANDRA TORNEK
JewishLivingDelaware@gmail.com

ADVERTISING:
RACHEL GAROFOLO
Rachel@ShalomDel.org

CONTACT US:
MAIN 302-427-2100
FAX 302-427-2438
ShalomDelaware.org

JEWISH LIVING DELAWARE

PUBLICATION CALENDAR

JANUARY 2026
Art & Culture
- **Ad & Copy Deadline: THURSDAY, NOVEMBER 20 (2025)**
- In homes first week in JANUARY

FEBRUARY 2026
Health & Wellness
- **Ad & Copy Deadline: MONDAY, DECEMBER 22 (2025)**
- In homes first week in FEBRUARY

MARCH 2026
L'Dor Vador (from baby to bubbe)
- **Ad & Copy Deadline: THURSDAY, JANUARY 22, 2026**
- In homes first week in MARCH

APRIL 2026
Passover & Israel
First Seder: April 1; Passover ends April 9
- **Ad & Copy Deadline: MONDAY, FEBRUARY 23, 2026**
- In homes first week in APRIL

MAY 2026
Home & Garden
Shavuot: May 21–23
Memorial Day: May 25
- **Ad & Copy Deadline: MONDAY, MARCH 23, 2026**
- In homes first week in MAY

JUNE 2026
Travel & Recreation
- **Ad & Copy Deadline: TUESDAY, APRIL 23, 2026**
- In homes first week in JUNE

JULY 2026 – Expanded Issue
SHALOM Delaware Guide 2026
Annual Jewish Community Guide to life in Delaware & the Brandywine Valley
- **Ad & Copy Deadline: WEDNESDAY, MAY 20, 2026**
- In homes first week in JULY

AUGUST 2026
Education & Technology
- **Ad & Copy Deadline: MONDAY, JUNE 22, 2026**
- In homes first week in AUGUST

SEPTEMBER 2026
High Holy Days
Erev RH; 9/11; RH: 9/12-13
YK: 9/20-21
Sukkot: 9/25-10/2
Shemini Atzeret/ Simchat Torah: 10/2-4
Ad & Copy Deadline: TUESDAY, JULY 21, 2026
- In homes first week in SEPTEMBER

OCTOBER 2026
Women's Issue
- **Ad & Copy Deadline: MONAY, AUGUST 24, 2026**
- In homes first week in OCTOBER

NOVEMBER 2026
Giving Back
Thanksgiving: Nov 26
- **Ad & Copy Deadline: WEDNESDAY, SEPTEMBER 23, 2026**
- In homes first week in NOVEMBER

DECEMBER 2026
Chanukah
Chanukah: Dec 4- 12
- **Ad & Copy Deadline: THURSDAY, OCTOBER 22, 2026**
- In homes first week in DECEMBER

2026 MEDIA KIT



EDITORIAL:
EMMA DRIBAN
Emma@ShalomDel.org

CREATIVE:
ALEXANDRA TORNEK
JewishLivingDelaware@gmail.com

ADVERTISING:
RACHEL GAROFOLO
Rachel@ShalomDel.org

CONTACT US:
MAIN 302-427-2100
FAX 302-427-2438
ShalomDelaware.org

JEWISH LIVING DELAWARE

AD SPECIFICATIONS & PRICING

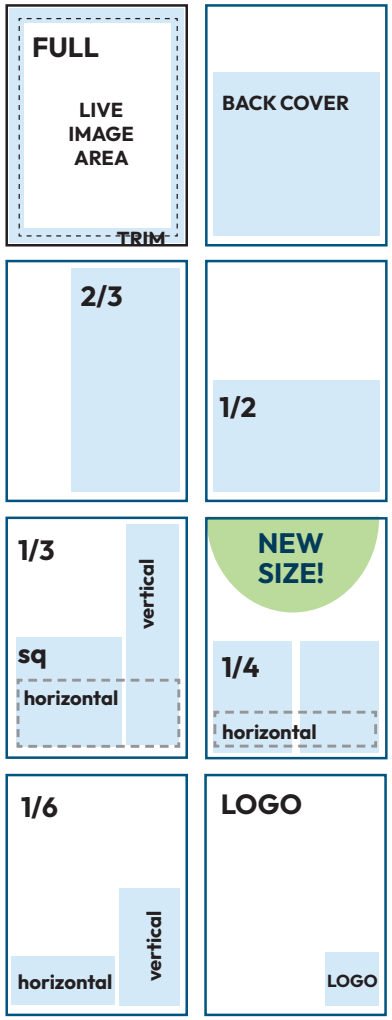
2026 MEDIA KIT

PUBLICATION PAGE SIZE

Trim Size 8.375"w x 10.875"h

Live Image Area 7.625"w x 10.125"h

Binding Perfect bound



AD SIZES	RATES
FULL PAGE (**FULL** Bleed) **8.375"w x 10.875"h** (Ad/Page trim size) • **PLUS** allow for an additional 1/4" for bleed on all sides • KEEP ALL COPY/LOGOS WITHIN LIVE IMAGE AREA (7.625"w x 10"h)	**$975**
FULL PAGE (**NO** Bleed) **7.625"w x 10"h** (allows for page # footer)	
BACK COVER **8.4"w x 8.5"h** with bleed (provide +1/4" for bleed) • KEEP ALL COPY/LOGOS WITHIN LIVE IMAGE AREA (.25" IN FROM AD SIZE) • Allow for .25" trim; keep all copy within live area to avoid getting cut off with trim **7.625"w x 8.125"h** with bleed • without bleed	**$1100**
PREMIUM LOCATIONS AVAILABLE INSIDE FRONT/BACK COVER	**$1100**

AD SIZES		RATES
2/3 PAGE		**$700**
Vertical	**5"w x10"h** / NO bleed	
1/2 PAGE		**$550**
Horizontal	**7.625"w x 5"h** / NO bleed	
1/3 PAGE		**$350**
Square	**5"w x 5"h** / NO bleed	
Vertical	**2.45"w x 10"h** / NO bleed	
Horizontal	**7.625"w x 3.25"h** / NO bleed	
1/4 PAGE		**$275**
Vertical	**3.75"w x 4.95"h** / NO bleed	
Horizontal	**7.625"w x2.45"h** / NO bleed	
1/6 PAGE		**$200**
Horizontal	**5"w x2.45"h** / NO bleed	
Vertical	**2.45"w x 5"h** / NO bleed	
LOGO AD		**$100**
2.45"w x 2.45"h / NO bleed		

Please Inquire about FREQUENCY DISCOUNTS

REQUIREMENTS & SPECIFICATIONS

For optimum reproduction quality, your materials should be sent according to these specifications.

- All files should be high resolution; files and embedded images must be 300 dpi at 100% size. Logos should be in vector format or line art at no less than 300 dpi.
- Ads must be properly sized according to our ad size specifications.

Materials

We will accept the following file formats: .jpg, .png, .pdf, .eps, .ai, .psd

- Create PDFs using high or press-quality settings.
- Adobe InDesign files must be packaged with fonts and links.
- Adobe Photoshop (file saved as a psd or exported as a jpg, image size of 300 dpi)
- Adobe Illustrator files (type converted to outlines; file saved as EPS).

Color

Convert colors/photos to CMYK. Convert all spot colors to CMYK process colors. Please note: color variances may occur.

Artwork

All artwork should be 300 dpi at 100% size as it will be placed in layouts. All color art must be CMYK.

We do NOT accept ad artwork created/saved as QuarkXpress, CorelDraw, Microsoft Word, Powerpoint and Publisher files.

Submissions

Advertiser's name, file name, intended publication date and ad size must appear on all advertising items submitted (especially files sent via e-mail). Ads should be emailed to: **Rachel@ShalomDel.org**

EDITORIAL:

EMMA DRIBAN
Emma@ShalomDel.org

CREATIVE:

ALEXANDRA TORNEK
JewishLivingDelaware@gmail.com

ADVERTISING:

RACHEL GAROFOLO
Rachel@ShalomDel.org

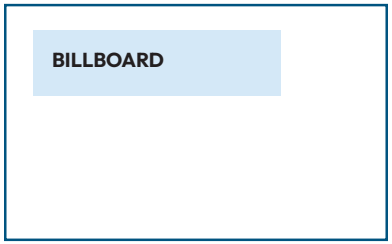
CONTACT US:

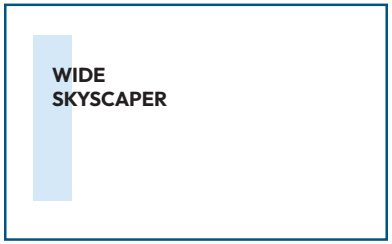
MAIN 302-427-2100
FAX 302-427-2438
ShalomDelaware.org

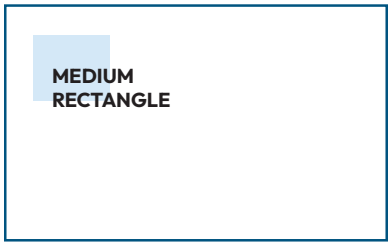
JEWISH LIVING DELAWARE

AD SPECIFICATIONS & PRICING

2026 MEDIA KIT







WEBSITE AND FEDERATION NEWS & NOTES AD SIZES

BILLBOARD: $250
970 x 250 pixels

WIDE SKYSCRAPER: $200
160 x 600 pixels

MEDIUM RECTANGLE: $150
300 x 250 pixels
also known as the MREC, Mid Page Unit, or MPU

- Ads purchased in Federation News & Notes are done so on a weekly basis, with frequency discounts available.
    - 4 weeks – 10% discount
    - 6 weeks – 15% discount
    - 12 weeks – 20% discount
- Ads purchased for use on JewishLivingDelaware.org are done so on a monthly basis, with frequency discounts available.
    - 4 months – 10% discount
    - 6 months – 15% discount
    - 12 months – 20% discount
- Ads purchased for use on JewishLivingDelaware.org will be placed as follows:
    - Billboard ads will be visible on the JLD.org homepage
    - Skyscraper and Rectangle ads will be visible on article pages

**For more information regarding ad placement, please reach out to a member of our team.*

EDITORIAL:
EMMA DRIBAN
Emma@ShalomDel.org

CREATIVE:
ALEXANDRA TORNEK
JewishLivingDelaware@gmail.com

ADVERTISING:
RACHEL GAROFOLO
Rachel@ShalomDel.org

CONTACT US:
MAIN 302-427-2100
FAX 302-427-2438
ShalomDelaware.org

JEWISH LIVING DELAWARE