



2025 MEDIA KIT

LIVING DELAWARE

THE JEWISH VOICE OF DELAWARE
& THE BRANDYWINE VALLEY

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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

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ADVERTISING:

RACHEL GAROFOLO

Rachel@ShalomDel.org

CONTACT US:

MAIN 302-427-2100

FAX 302-427-2438

ShalomDelaware.org

**JEWISH
LIVING
DELAWARE**

PUBLICATION CALENDAR

JANUARY 2025

Food & Culture

- **Ad & Copy Deadline:**
FRIDAY, NOVEMBER 22 (2024)
- In homes first week in JANUARY

FEBRUARY 2025

Women's Issue

- **Ad & Copy Deadline:**
FRIDAY, DECEMBER 20 (2024)
- In homes first week in FEBRUARY

MARCH 2025

Travel & Recreation
Summer Camp Guide

- **Ad & Copy Deadline: FRIDAY, JANUARY 24**
- In homes first week in MARCH

APRIL 2025

Passover & Israel

- First Seder: April 12; Passover ends April 20
- **Ad & Copy Deadline: FRIDAY, FEBRUARY 21**
 - In homes first week in APRIL

MAY 2025

Health & Wellness

- Memorial Day: May 26
- **Ad & Copy Deadline: MONDAY, MARCH 24**
 - In homes first week in MAY

JUNE 2025

Outdoors

- Shavuot: June 1-3
- **Ad & Copy Deadline: TUESDAY, APRIL 22**
 - In homes first week in JUNE

JULY 2025 – Expanded Issue SHALOM Delaware Guide 2025

Annual Jewish Community Guide to life
in Delaware & the Brandywine Valley

- **Ad & Copy Deadline: FRIDAY, MAY 23**
- In homes first week in JULY

AUGUST 2025

Education & Fin Tech

- **Ad & Copy Deadline: MONDAY, JUNE 23**
- In homes first week in AUGUST

SEPTEMBER 2025

High Holy Days

Erev RH; 9/22; RH: 9/23-24

YK: 10/1-2

Sukkot: 10/6-8

Shemini Atzeret/ Simchat Torah: 10/14-15

Ad & Copy Deadline: MONDAY, JULY 21

- In homes first week in SEPTEMBER

OCTOBER 2025

Next Gen

- **Ad & Copy Deadline: FRIDAY, AUGUST 22**
- In homes first week in OCTOBER

NOVEMBER 2025

Giving Back

Thanksgiving: Nov 27

- **Ad & Copy Deadline: MONDAY, SEPTEMBER 22**
- In homes first week in NOVEMBER

DECEMBER 2025

Chanukah

Chanukah: Dec 14- 22

- **Ad & Copy Deadline: FRIDAY, OCTOBER 24**
- In homes first week in DECEMBER

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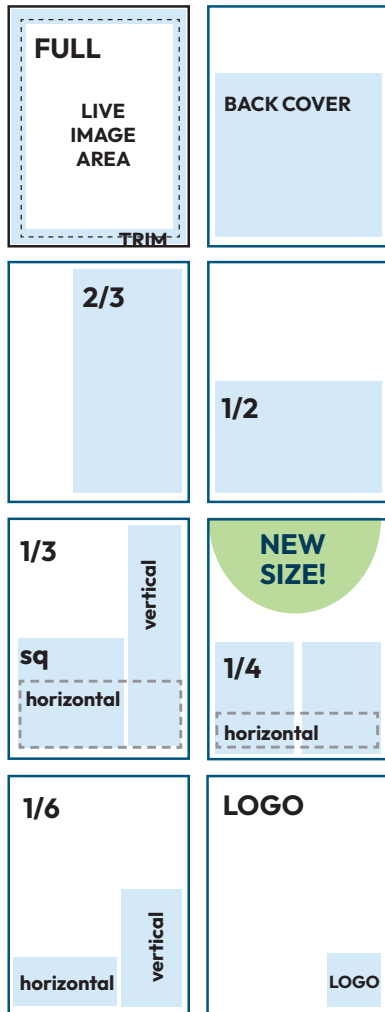
AD SPECIFICATIONS & PRICING

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

FULL PAGE (FULL Bleed) **\$975**

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)

FULL PAGE (NO Bleed)
7.625" w x 10" h (allows for page # footer)

BACK COVER **\$1100**

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

PREMIUM LOCATIONS AVAILABLE
INSIDE FRONT/BACK COVER **\$1100**

RATES

AD SIZES

2/3 PAGE **\$700**

Vertical 5" w x 10" 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 x 2.45" h / NO bleed

1/6 PAGE **\$200**

Horizontal 5" w x 2.45" 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

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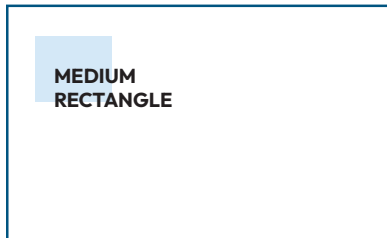
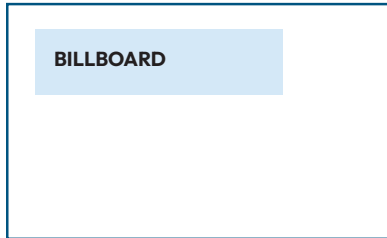
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AD SPECIFICATIONS & PRICING



WEB AD SIZES

BILLBOARD:
970 x 250 pixels

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

RATES

\$250

\$150

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