



2024 MEDIA KIT

JEWISH LIVING DELAWARE

THE JEWISH VOICE OF DELAWARE
& THE BRANDYWINE VALLEY

2024 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



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EMMA DRIBAN

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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

2024 MEDIA KIT

JANUARY 2024

Food & Heritage

- **Ad & Copy Deadline:**
WEDNESDAY, NOVEMBER 22 (2023)
- In homes first week in JANUARY

FEBRUARY 2024

Art & Culture

- **Ad & Copy Deadline:**
WEDNESDAY, DECEMBER 27 (2023)
- In homes first week in FEBRUARY

MARCH 2024

Travel & Recreation
Summer Camp Guide

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

APRIL 2024 – Expanded Issue

Passover

First Seder: April 22; Passover ends April 30

- **Ad & Copy Deadline: MONDAY, FEBRUARY 26**
- In homes first week in APRIL

MAY 2024

Health & Wellness/Israel

Memorial Day: May 27

- **Ad & Copy Deadline: MONDAY, MARCH 25**
- In homes first week in MAY

JUNE 2024

Senior Life

Shavuot: June 12-13

- **Ad & Copy Deadline: FRIDAY, APRIL 26**
- In homes first week in JUNE

JULY 2024 – Expanded Issue SHALOM Delaware Guide 2024

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

- **Ad & Copy Deadline: FRIDAY, MAY 24**
- In homes first week in JULY

AUGUST 2024

Education & Technology

- **Ad & Copy Deadline: MONDAY, JUNE 24**
- In homes first week in AUGUST

SEPTEMBER 2024

The Women's Issue

- **Ad & Copy Deadline: WEDNESDAY, JULY 24**
- In homes first week in SEPTEMBER

OCTOBER 2024 – Expanded Issue

High Holy Days

Erev Rosh Hashanah: Oct 2; Rosh Hashanah: Oct 3-4

Yom Kippur Oct 11-12

Sukkot: Oct 16-Oct 23; Shemini Atzeret/Simchat Torah: Oct 24-25

- **Ad & Copy Deadline: TUESDAY, AUGUST 27**
- In homes first week in OCTOBER

NOVEMBER 2024

Family Life

Thanksgiving: Nov 28

- **Ad & Copy Deadline: MONDAY, SEPTEMBER 23**
- In homes first week in NOVEMBER

DECEMBER 2024 – Expanded Issue

Chanukah

Chanukah: Dec 25- Jan 2

- **Ad & Copy Deadline: WEDNESDAY, OCTOBER 23**
- In homes first week in DECEMBER



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AD SPECIFICATIONS & PRICING

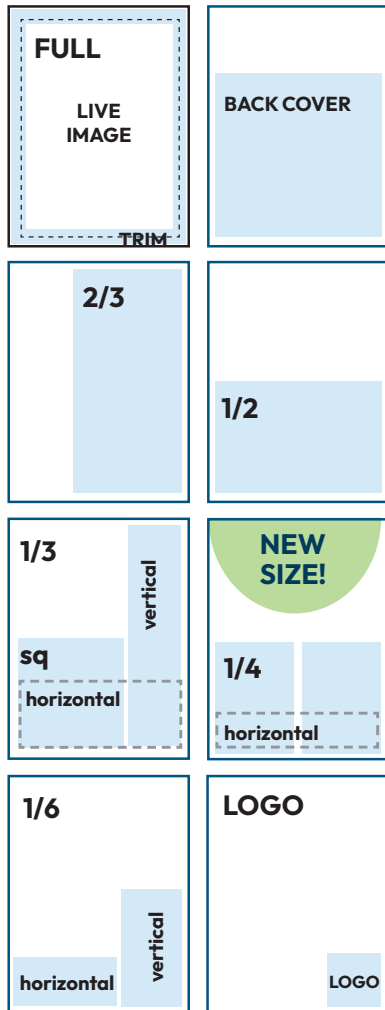
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PUBLICATION PAGE SIZE

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

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

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).

RATES

AD SIZES

RATES

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**

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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