



# 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: MONDAY, 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

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# AD SPECIFICATIONS & PRICING

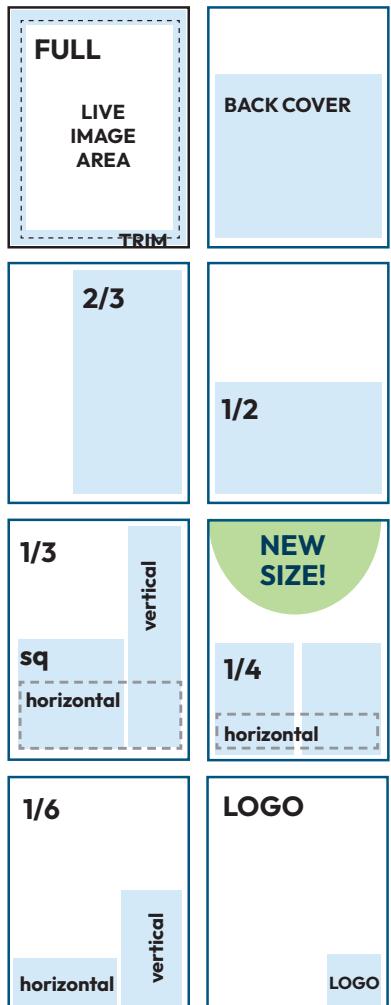
## PUBLICATION

### 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

### 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

**2/3 PAGE** \$700

### AD SIZES

**5" w x 10" h / NO bleed**

### 1/2 PAGE

**7.625" w x 5" h / NO bleed**

### 1/3 PAGE

**5" w x 5" h / NO bleed**

**2.45" w x 10" h / NO bleed**

**7.625" w x 3.25" h / NO bleed**

### 1/4 PAGE

**3.75" w x 4.95" h / NO bleed**

**7.625" w x 2.45" h / NO bleed**

### 1/6 PAGE

**5" w x 2.45" h / NO bleed**

**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](mailto:Rachel@ShalomDel.org)

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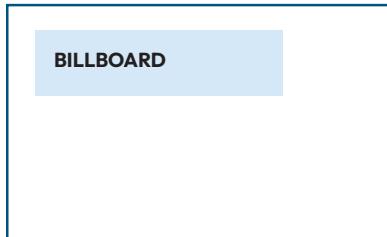
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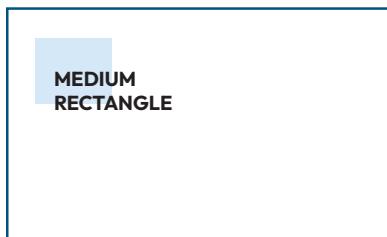
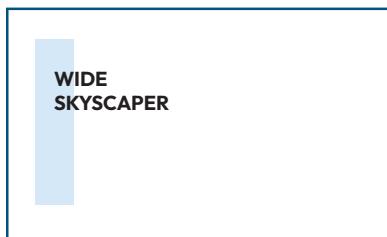


## WEB AD SIZES

**BILLBOARD:**  
970 x 250 pixels \$250

**WIDE SKYSCRAPER:**  
160 x 600 pixels \$200

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



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