



**THE JEWISH JOURNAL** MEDIA GROUP

2010

THE JEWISH JOURNAL ■ JEWISHJOURNAL.COM ■ TRIBE ■ EVENTS ■ CUSTOM PUBLISHING

# AGENDA

## OBJECTIVE

To introduce **The Jewish Journal** and showcase the **Power of Niche Advertising**

## METHODOLOGY

Showcase our editorial content, readers' demographics, psychographics and purchasing power

# THE JEWISH JOURNAL

## **CIRCULATION**

**50,000 weekly**  
**150,000 readers**

## **DISTRIBUTION**

**Controlled distribution to over**  
**750 locations — endemic & non-endemic**  
**7% subscription**

## **RANGE**

**Throughout Greater Los Angeles**

## **PRINT**

**Tabloid 10 x 12, gloss cover**

## **COST**

**Free pickup locations or annual subscription \$60**

# WHO ARE OUR READERS?



- **52%** are between the ages of 35 and 54\*
- **\$286,000** median household income\*
- **84%** have attended college\*
- **91%** are homeowners\*
- **63%** are planning a vacation in the next 12 months\*
- **64%** travel six or more times a year for pleasure\*

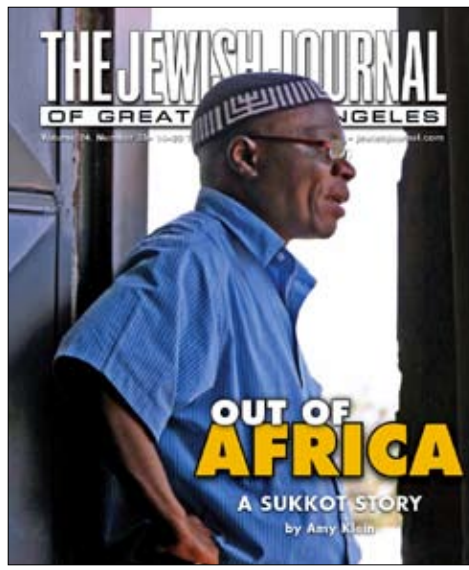
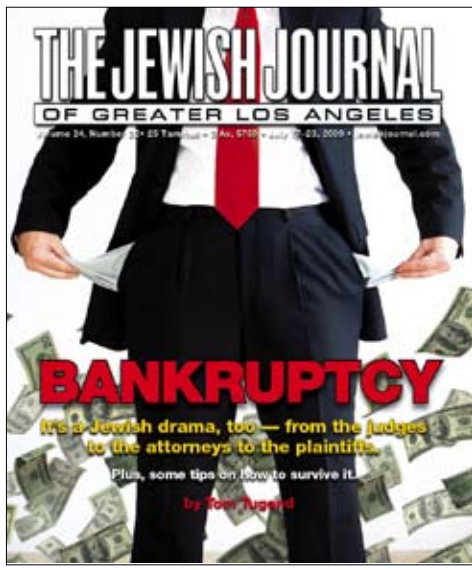
\* SOURCE: CVC AUDIT 2008



# JEWISH JOURNAL'S POWER

- **ICONIC BRAND** for over 20 years
- **LARGEST FREE JEWISH WEEKLY** west of New York
- **96%** state that The Jewish Journal affects their purchasing decisions\*
- **52%** spend more than 30 minutes with each issue\*
- Industry **LOW WASTE RATE** for controlled distribution

\* SOURCE: CVC AUDIT 2008



# JEWISH JOURNAL COVERS



# SECTIONS

- B'NAI MITZVAH
- 50 PLUS
- BUSINESS TECHNOLOGY
- HEALTH
- TRAVEL
- WEDDINGS
- EDUCATION
- FINANCE
- ARTS/ CALENDAR
- COMMUNITY
- NATION/ WORLD



# ARTS & ENTERTAINMENT SUPPLEMENTS



## QUARTERLY INSERTS:

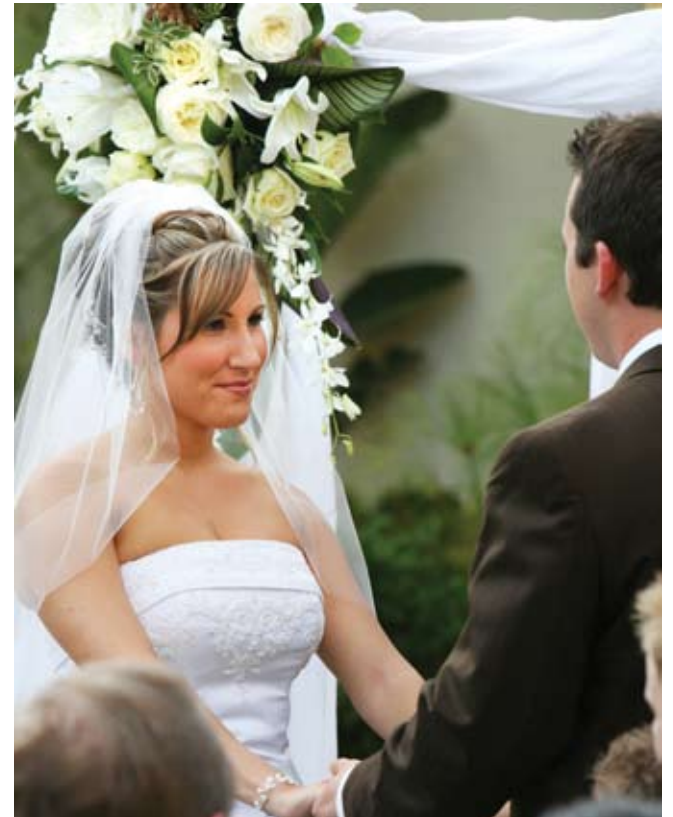
Full color, featured editorial content, special rates, 3-month calendar

- **FEBRUARY**  
**OSCAR ISSUE**
- **MAY**  
**SUMMER SNEAKS ISSUE**
- **SEPTEMBER**  
**FALL PREVIEW ISSUE**
- **DECEMBER**  
**HOLIDAY ISSUE**

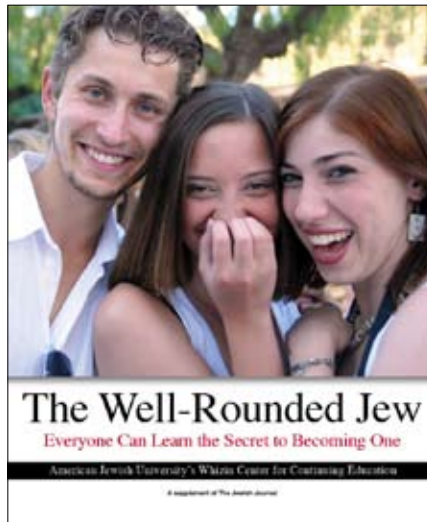
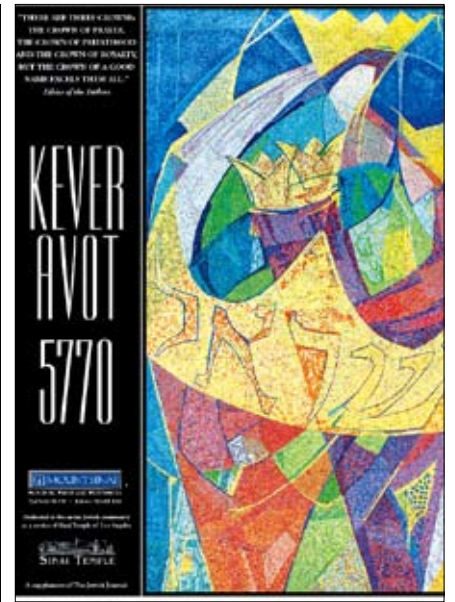
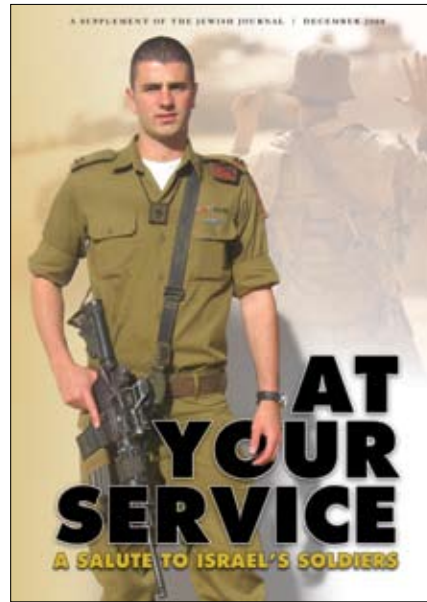
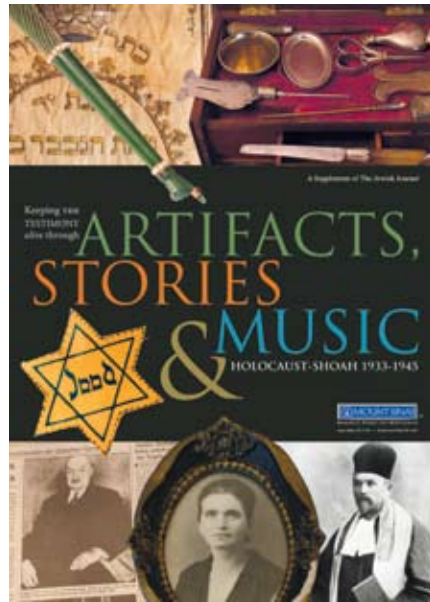


# EXCLUSIVE SUPPLEMENTS

- **GUIDE TO GIVING**
- **WEDDING GUIDE**
- **B'NAI MITZVAH GUIDE**
- **SPECIAL EVENT PROGRAM GUIDES**



# CUSTOM



# PUBLISHING

# JEWISH JOURNAL

.com



Jewish Journal: Jewish News, Events, Los Angeles

http://www.jewishjournal.com/ RSS Google

Jewish Journal: Jewish News, Eve...

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**Sit'n Sleep** YOUR MATTRESS SUPERSTORE "We'll Beat Anyone's Advertised Price or Your Mattress is FREEEEEE!" Get Free Delivery

JOIN OUR NETWORK EVERY Jew The Chosen Network

Tuesday, October 06, 2009 1:38 PM | L.A. Candlelighting: Friday, October 09, 8:11pm **ADVERTISE!** Join L.A.'s Jewish Social Network. Already a Member? [CLICK TO LOGIN](#)

**JewishJournal.com** constantly fresh **The New York Times** The Weekender Friday, Saturday, Sunday \$3.80 a week

LOS ANGELES NEW YORK ISRAEL CHICAGO NEW JERSEY PHILLY LONDON SAN FRAN

NEWS BLOGS HOLLYWOOD JEW EVERYJEW.COM OPINION SPECIAL SEC

## RAISING THE STAKES

Iran to use new type of centrifuge for second enrichment site

Iran plans to use a new generation of centrifuges for enriching uranium at its newly-disclosed nuclear fuel facility, its atomic energy chief said in . . .

**Top Stories:**

- Jerusalem march ends without incident
- ANNE FRANK: Rare Video Online
- Ahmadinejad "Jewish" identity accusations cannot be proven
- Podcast: Protestors speak out against Ahmadinejad
- Curb Your Enthusiasm Review: October 4th 2009
- Sukkat Shalom: From Uganda to U.S. and Back
- Nahal resigns from LA DWP
- Israel: Home of the Next Gen Internet
- Gilad Shalit appears healthy in video

Anti-aircraft guns guard the Natanz nuclear facility in Iran. Photo by Hamed Sabe (2007)

[More Stories >](#)

**SEARCH**

**HOLLYWOOD JEW**  
Coen Bros 'A Serious Man': seriously skeptical of faith

**legalzoom.com**

**INCs LLCs DBAs Last Wills Trusts Trademarks Patents Copyrights**

**SAVE THOUSANDS**  
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**JJ Social Network**

**DONATE TO US**

**Community Events**

**Kosher Eats**

**Congregations**

A Singles Blog

**This Week's Featured Event**  
WEST HOLLYWOOD AIDS WALK

**Get JJ News Alerts**

**Send Us Your Scoop**

**Embed Our Widgets**

**Most Popular Stories**

Anne Frank RARE VIDEO . . .

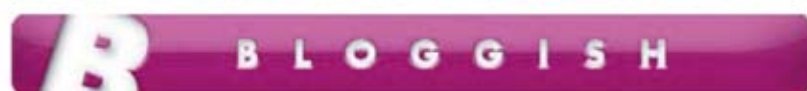
Emily Stern—Howard Stern's . . .

Anne Frank: the only existing . . .

**legalzoom.com**

**INCs LLCs**

# JEWISH JOURNAL.com



## BLOGS

# EVERY JEW.com



THE CHOSEN NETWORK of the Jewish World

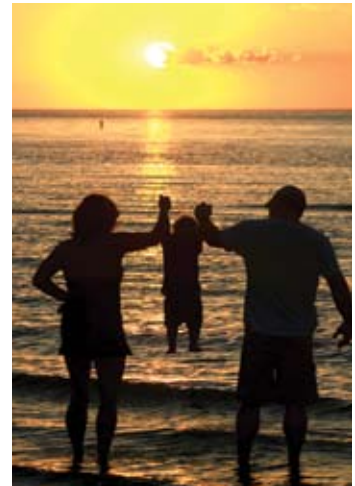
# TRIBE

M A G A Z I N E

THE DEFINITIVE NEWS, LIFESTYLE AND OPINION MONTHLY FOR THE REGION'S MOST SOPHISTICATED, AFFLUENT AND INVOLVED READERS. TRIBE COVERS THE PEOPLE, CULTURE, ENTERTAINMENT AND NEWS THAT DEFINE THE JEWS OF SOUTHERN CALIFORNIA.

- **CIRCULATION: 20,000**
- **DISTRIBUTION: OVER 100 STRATEGIC LOCATIONS**
- **RANGE: CONEJO, SIMI, WEST VALLEY & SANTA BARBARA**
- **PRINT: 4 COLOR MAGAZINE • 8.5 X 11**
- **COST: FREE**

**LAUNCH: DECEMBER 3<sup>RD</sup>**



# JEWISH JOURNAL EVENTS

**THE MITZVAH!**  
TRADE SHOW

BROUGHT TO YOU BY  
THE JEWISH JOURNAL  
AND MITZVAH'S & MORE

**JUNE 28, 2009**  
UNIVERSAL STUDIOS HOLLYWOOD  
GLOBE THEATRE  
10:00 A.M. - 4:00 P.M.

TALK TO INDUSTRY  
PROFESSIONALS  
ABOUT EVERYTHING  
FOR YOUR EVENT —  
THEMES, DJ'S, DANCE  
CREWS, CATERERS,  
SECURITY AND MUCH  
MORE. A ONE-STOP-  
SHOP FOR ALL YOUR  
PLANNING NEEDS.

**L.A.'S  
FIRST EVER  
BAR & BAT  
MITZVAH  
TRADE  
SHOW!**

**SAVE THE DATE!**

**FREE ADMISSION**

THE JEWISH JOURNAL and  
HILLSIDE MEMORIAL PARK and MORTUARY

PROUDLY PRESENT

## WOMEN RABBIS

TRAILBLAZERS & INNOVATORS

Sharon Brous RAB			Denise L. Eger CONGREGATION KOL AM
Laura Geller TEMPLE EMANUEL OF BEVERLY HILLS			Zoë Klein TEMPLE ISRAH
Naomi Levy YADVAVA			Michelle Missaghieh TEMPLE ISRAEL OF HOLLYWOOD
Debra Orenstein MAKOM OHR SHALOM			Susan Freudenheim JEWISH JOURNAL MANAGING EDITOR MODERATOR

WEDNESDAY OCTOBER 21, 2009 | 7:30PM

SABAN THEATRE  
8440 Wilshire Boulevard | Beverly Hills, CA 90211

TICKETS: \$10.00 IN ADVANCE | \$15.00 AT THE DOOR  
cash or check only, please

A portion of the proceeds will be donated to the SOVA community food and resource program.

To reserve your seat in advance, please contact: Rachel Field 213.368.1661 ext. 251

**WINNER!**  
1999 TONY AWARDS® FOR BEST BOOK AND BEST MUSIC

## PARADE

A MUSICAL

The Donner Bookhouse production of  
**PARADE**  
Book by Alfred Uhry Music and Lyrics by Jason Robert Brown  
Co-written by Harold Prince  
Directed and Choreographed by Rob Ashford

September 24 - November 15

Center Theatre Group  
Mark Taper Forum  
213.628.2772 CenterTheatreGroup.org  
L.A.'s Theatre Company at the Music Center, Downtown L.A.

INVITE YOU TO A SPECIAL PRE-SHOW  
EVENT AND PERFORMANCE OF  
**PARADE**  
TUESDAY, OCTOBER 6

The show event begins at 8pm  
at the Center Theatre Group Annex,  
642 West Temple Street.  
Performance begins at 8pm  
at the Mark Taper Forum.

Meet the show's first Jewish leader for a prize  
and choose recognition and a thought-provoking  
conversation about the 1954 case. Frank Oney  
I met about the historical event that galvanized  
the ADL and their search for civil rights on stage.

SPECIAL GUESTS  
**Steve Oney**  
Author of *And the Good Shall Die* and  
first contestant for the now PBS documentary,  
*The People's Choice*.

The Honorable Bruce J. Einhorn  
Past Regional Board Chair and Lifetime National  
Commissioner, Anti-Defamation League

TICKETS ARE \$50!  
Includes entry to meet and show.  
Seating is very limited. To reserve your tickets now  
for this very special evening call the ADL here at:  
213-974-2515  
Tickets available by phone only.

# HOW DO WE COMPARE?

# JEWISH JOURNAL vs. LOS ANGELES MAGAZINE

THE **POWER** OF REACHING A TARGETED NICHE AUDIENCE

- **CIRCULATION:** JJ: 50,000, LAM: 150,000
- **COLLEGE GRADUATES:** JJ: 65%, LAM: 79%
- **AGES 35-54:** JJ: 52%, LAM: 45%
- **AGES 55+:** JJ: 32%, LAM: 40%
- **MEDIAN HOUSEHOLD INCOME:** JJ: \$286,000, LAM: \$127,100
- **OPEN RATE FULL PAGE:** JJ: \$2,950, LAM: \$14,935
- **CPM:** JJ: \$59, LAM: \$99

# JEWISH JOURNAL VS. LOS ANGELES TIMES

THE **POWER** OF REACHING A TARGETED NICHE AUDIENCE

- **CIRCULATION:** JJ: 50,000, LAT: 723,181
- **COLLEGE EDUCATED:** JJ: 84%, LAT: 70%
- **MEDIAN HOUSEHOLD INCOME:** JJ: \$286,000
- **LAT:** 51% have a household income over \$75,000
- **OPEN RATE FULL PAGE:** JJ: \$2,950, LAT: \$125,000
- **CPM:** JJ: \$59, LAT: \$173 (or \$69, at 60% off)

# JEWISH JOURNAL vs. LOS ANGELES BUSINESS JOURNAL

THE **POWER** OF REACHING A TARGETED NICHE AUDIENCE

- **CIRCULATION:** JJ: 50,000, LABJ: 30,000
- **AGES 35-54:** JJ: 52%, LABJ: 59%
- **AGES 55+:** JJ: 32%, LABJ: 41%
- **MEDIAN HOUSEHOLD INCOME:** JJ: \$286,000, LABJ: \$307,000
- **OPEN RATE FULL PAGE:** JJ: \$2,950, LABJ: \$12,500
- **CPM:** JJ: \$59, LABJ: \$416

# OVERVIEW

- **NICHE TARGETED ADVERTISING  
“CROSS PLATFORM”**
- **READERS ARE AFFLUENT,  
EDUCATED & LOYAL**
- **OPINION LEADERS  
“AFFLUENCERS”**
- **HIGHLY VALUED  
EDITORIAL CONTENT**
- **GREAT RATES**

# JEWISH JOURNAL MARKETING PARTNERS

The New York Times

FARMERS MARKET

