



2023  
MEDIA  
KIT

JEWISH  
**LIVING**  
DELAWARE  
THE JEWISH VOICE OF DELAWARE  
& THE BRANDYWINE VALLEY

# 2023 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](http://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](mailto:Emma@ShalomDel.org)

### CREATIVE:

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### CONTACT US:

MAIN 302-427-2100

FAX 302-427-2438

[ShalomDelaware.org](http://ShalomDelaware.org)

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# PUBLICATION CALENDAR

# 2023 MEDIA KIT

## JANUARY 2023

Health & Wellness

- **Ad & Copy Deadline:** **WEDNESDAY, NOVEMBER 30 (2022)**
- In homes first week in JANUARY

## FEBRUARY 2023

Music & Film

- **Ad & Copy Deadline:** **TUESDAY, JANUARY 3**
- In homes first week in FEBRUARY

## MARCH 2023

Family  
Summer Camp Guide

- **Ad & Copy Deadline:** **WEDNESDAY, FEBRUARY 1**
- In homes first week in MARCH

## APRIL 2023 - Expanded Issue

Passover / Israel@75

First Seder: April 5; Passover ends April 13

- **Ad & Copy Deadline:** **WEDNESDAY, MARCH 1**
- In homes first week in APRIL

## MAY 2023

Home & Garden

Shavuot: May 26-27

Memorial Day: May 29

- **Ad & Copy Deadline:** **TUESDAY, APRIL 4**
- In homes first week in MAY

## JUNE 2023

Senior Life

- **Ad & Copy Deadline:** **WEDNESDAY, MAY 3**
- In homes first week in JUNE

## JULY 2023 - Expanded Issue

**SHALOM Delaware Guide 2023**

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

- **Ad & Copy Deadline:** **WEDNESDAY, MAY 31**
- In homes first week in JULY

## AUGUST 2023

Education & Technology

- **Ad & Copy Deadline:** **WEDNESDAY, JUNE 28**
- In homes first week in AUGUST

## SEPTEMBER 2023 - Expanded Issue

High Holy Days / Celebrations

Erev Rosh Hashanah: Sep 15; Rosh Hashanah: Sep 16-17  
Yom Kippur Sep 24-25

- **Ad & Copy Deadline:** **WEDNESDAY, AUGUST 2**
- In homes first week in SEPTEMBER

## OCTOBER 2023

Women

Sukkot: Sep 29-Oct 6; Shemini Atzeret/Simchat Torah: Oct 7-8

- **Ad & Copy Deadline:** **WEDNESDAY, AUGUST 30**
- In homes first week in OCTOBER

## NOVEMBER 2023

Giving Back

Thanksgiving: Nov 23

- **Ad & Copy Deadline:** **WEDNESDAY, SEPTEMBER 27**
- In homes first week in NOVEMBER

## DECEMBER 2023 - Expanded Issue

Chanukah

Chanukah: Dec 7-15

- **Ad & Copy Deadline:** **WEDNESDAY, NOVEMBER 1**
- In homes first week in DECEMBER



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# AD SPECIFICATIONS & PRICING

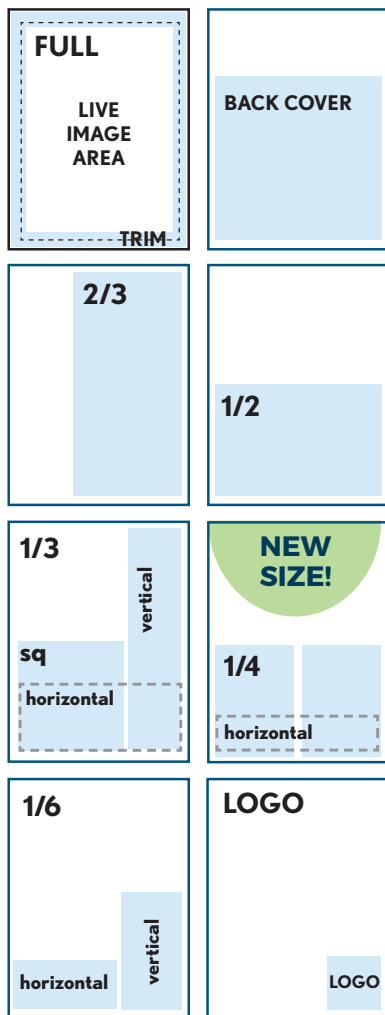
# 2023 MEDIA KIT

## 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

**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

## AD SIZES

**2/3 PAGE**

Vertical

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

## RATES

**\$700**

**1/2 PAGE**

Horizontal

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

**\$550**

**1/3 PAGE**

Square

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

**\$350**

Vertical

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

Horizontal

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

**1/4 PAGE**

Vertical

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

**\$275**

Horizontal

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

**1/6 PAGE**

Horizontal

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

**\$200**

Vertical

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

**LOGO AD**

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

**\$100**

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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