



***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.

# 2022 MEDIA KIT

REV. 3-28-2022

## 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

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**JEWISH  
LIVING  
DELAWARE**

# PUBLICATION CALENDAR

REV. 3-28-2022

# 2022 MEDIA KIT

## JANUARY 2022

Health & Wellness

- **Ad & Copy Deadline:**  
**WEDNESDAY, DECEMBER 1 (2021)**
- Publication Date: MONDAY, DECEMBER 20

## FEBRUARY 2022

Music & Film

- **Ad & Copy Deadline: MONDAY, JANUARY 3**
- Publication Date: THURSDAY, JANUARY 20

## MARCH 2022

Travel & Recreation (including Camp)

- **Ad & Copy Deadline: FRIDAY, JANUARY 28**
- Publication Date: Tuesday, February 15

## APRIL 2022 - Expanded Issue

Passover

First Seder: April 15; Passover ends April 23

- **Ad & Copy Deadline: THURSDAY, MARCH 3**
- Publication Date: MONDAY, MARCH 21

## MAY 2022

Home & Garden

Memorial Day: May 30

- **Ad & Copy Deadline: FRIDAY, APRIL 1**
- Publication Date: WEDNESDAY, APRIL 20

## JUNE 2022

Jewish Living

Shavuot: June 4-6

- **Ad & Copy Deadline: MONDAY, MAY 2**
- Publication Date: THURSDAY, MAY 19

## JULY 2022 - Expanded Issue

**SHALOM Delaware Guide 2022**

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

- **Ad & Copy Deadline: WEDNESDAY, JUNE 1**
- Publication Date: TUESDAY, JUNE 21

## AUGUST 2022

Education & Technology

- **Ad & Copy Deadline: FRIDAY, JULY 1**
- Publication Date: TUESDAY, JULY 19

## SEPTEMBER 2022 - Expanded Issue

High Holy Days / Celebrations

Erev Rosh Hashanah: Sep 25; Rosh Hashanah: Sep 26-27  
Yom Kippur Oct 4-5

**Ad & Copy Deadline: MONDAY, AUGUST 1**

- Publication Date: THURSDAY, AUGUST 18

## OCTOBER 2022

Senior Life

Sukkot: Oct 9-16; Shemini Atzeret/Simchat Torah: Oct 16-18

- **Ad & Copy Deadline: THURSDAY, SEPTEMBER 1**
- Publication Date: TUESDAY, SEPTEMBER 20

## NOVEMBER 2022

Giving Back

Thanksgiving: Nov 24

- **Ad & Copy Deadline: MONDAY, OCTOBER 3**
- Publication Date: THURSDAY, OCTOBER 20

## DECEMBER 2022 - Expanded Issue

Chanukah

Chanukah: Dec 18-26

- **Ad & Copy Deadline: MONDAY, NOVEMBER 1**
- Publication Date: FRIDAY, NOVEMBER 18

### EDITORIAL:

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Emma@ShalomDel.org

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# AD SPECIFICATIONS & PRICING

REV. 3-28-2022

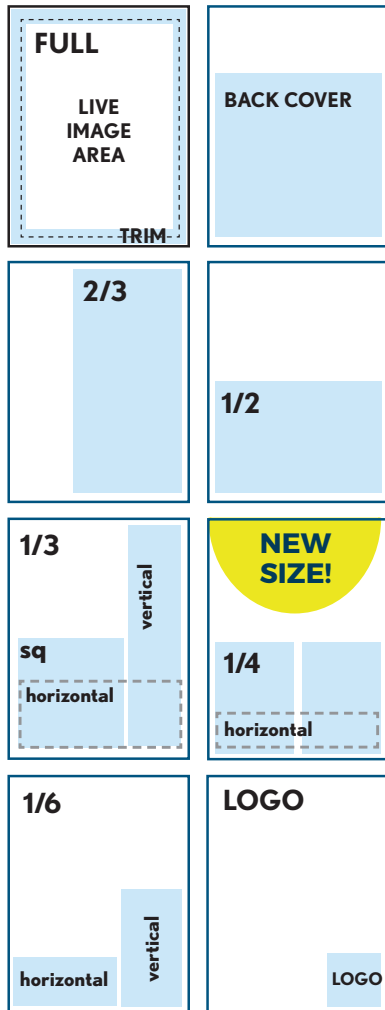
# 2022 MEDIA KIT

## 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)** \$875

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** \$1000

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 \$1000

## RATES

## AD SIZES

**2/3 PAGE** \$600

Vertical 5" w x 10" h / NO bleed

**1/2 PAGE** \$450

Horizontal 7.625" w x 5" h / NO bleed

**1/3 PAGE** \$295

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** \$225

Vertical 3.75" w x 4.95" h / NO bleed

Horizontal 7.625" w x 2.45" h / NO bleed

**1/6 PAGE** \$150

Horizontal 5" w x 2.45" h / NO bleed

Vertical 2.45" w x 5" h / NO bleed

**LOGO AD** \$75

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 **Editor@ShalomDel.org**

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