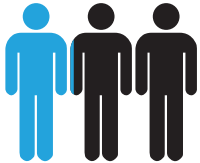


JUF NEWS

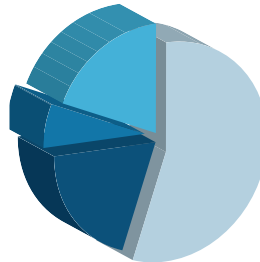
READERSHIP DEMOGRAPHICS & STATISTICS

MARKET PENETRATION



More than 1 in 3 Jews in Chicago get JUF News every month

JUF NEWS DISTRIBUTION, 2011



- 55.33%** North Suburbs
- 19.75%** Lakefront and Northside Chicago
- 6.48%** Outside of Illinois
- 18.44%** Rest of Illinois

JEWISH GEOGRAPHY IN CHICAGO



24.04% City North
7% increase since 2000



7.98% Western Suburbs
43% increase since 2000



22.14% Near North
28% increase since 2000



6.55% Rest of Chicago
4% increase since 2000



19.29% North/Far North
1% increase since 2000

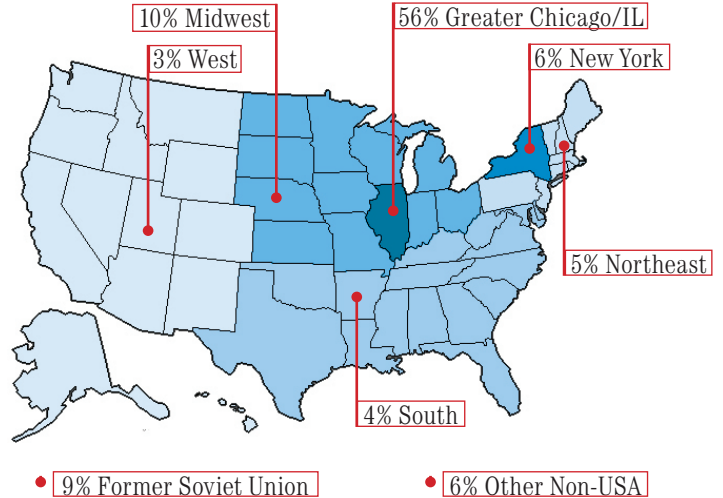


2.19% Southern Suburbs
47% decrease since 2000



17.80% Northwest Suburbs
<1% increase since 2000

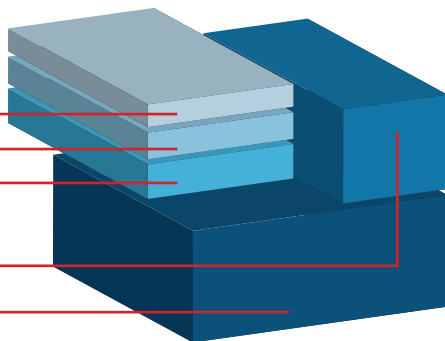
WHERE ARE CHICAGO'S JEWS FROM?



*City North: from the Loop through West Rogers Park. Includes north lakefront.
Near North: from Evanston and Skokie through Park Ridge, including Glenview.
North/Far North: from Wilmette to Wisconsin, west to include Northbrook, Deerfield, etc.
Northwest Suburbs: parts of Lake County, all of McHenry County, northwest of Cook County
Western Suburbs: Oak Park and River Forest, plus all of DuPage and Kane counties
Southern Suburbs: south and southwest Cook County, beyond Chicago to Indiana and Will County*

HOW MANY YEARS HAVE YOU LIVED IN THE CHICAGO AREA?

- 7%** 6-10 YEARS
- 8%** 5 OR LESS
- 10%** 11-20 YEARS
- 21%** 20+ YEARS
- 54%** BORN HERE



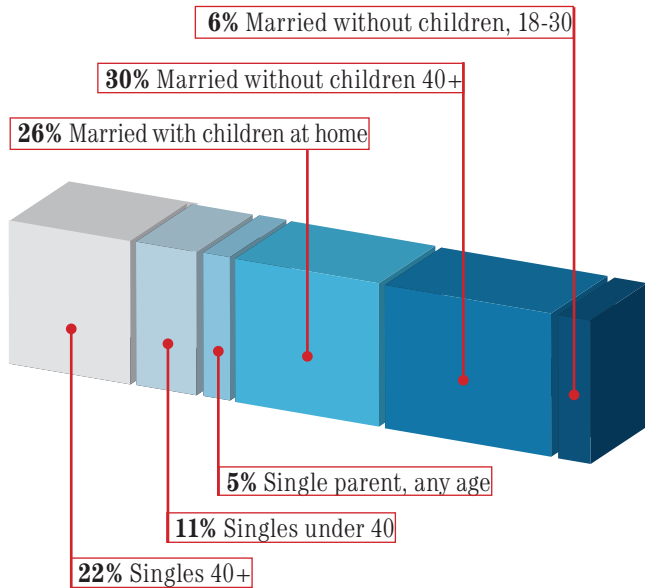
A GROWING POPULATION



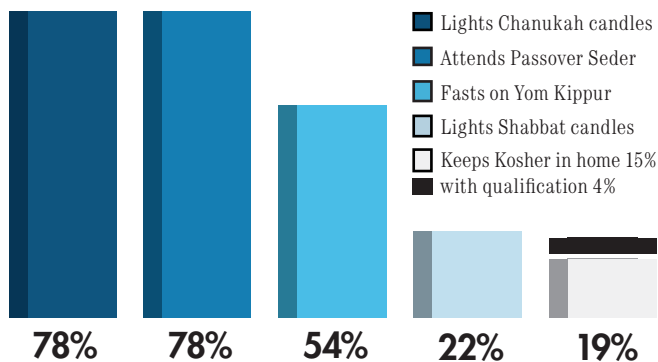
Source: 2010 Metropolitan Chicago Jewish Community Study

FAMILY COMPOSITION

- ♥ 65% Married
63% of married Jews are married to another Jew
- ♥ 29% Never married/widowed/separated/divorced



HOUSEHOLDS WHERE MEMBER ALWAYS OR USUALLY...



**95% OF CHICAGO JEWS
THINK THAT BEING
JEWISH IS IMPORTANT**

ARE INTERMARRIED COUPLES RAISING THEIR CHILDREN WITH RELIGION?

Intermarried couples represent 37% of married Jews

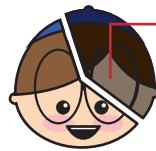
JEWISH ONLY 49%

JEWISH AND SOMETHING ELSE 26%

NO RELIGION 15%

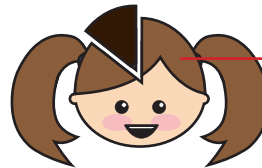
OTHER RELIGION 9%

JEWISH EDUCATION



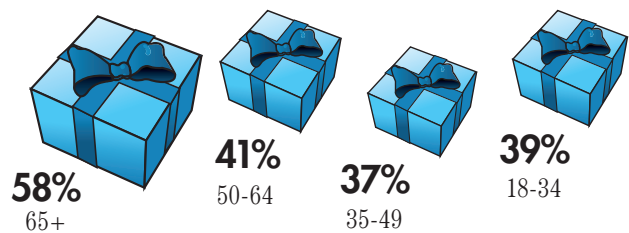
40% of Jewish children ages 0-5 are enrolled in Jewish pre-school

42% Jewish adults participating in some adult Jewish education. (was 35% in 2001)



86% Jewish youths who have had some formal Jewish education. (was 79% in 2001)

REPORTED JUF GIFTS BY AGE



44% OF CHICAGO JEWISH HOUSEHOLDS DONATE TO JUF

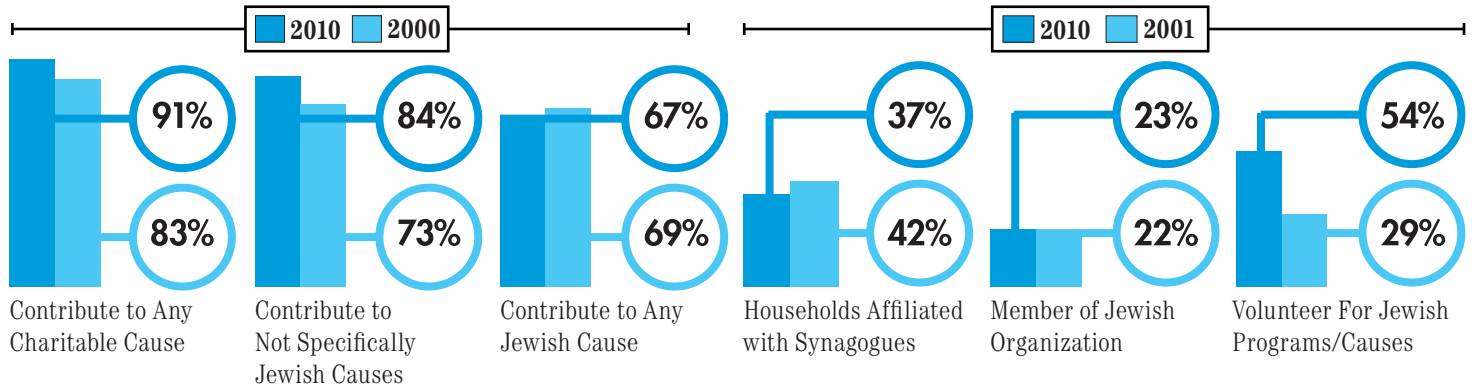
OTHER FACTS AND FIGURES

- ▶ 50% of Chicago Jews have been to Israel, vs. only 35% of American Jews in general.
- ▶ According to a MPA study from 2009, 92% of readers read their magazines within the week. 44% read them the same day.

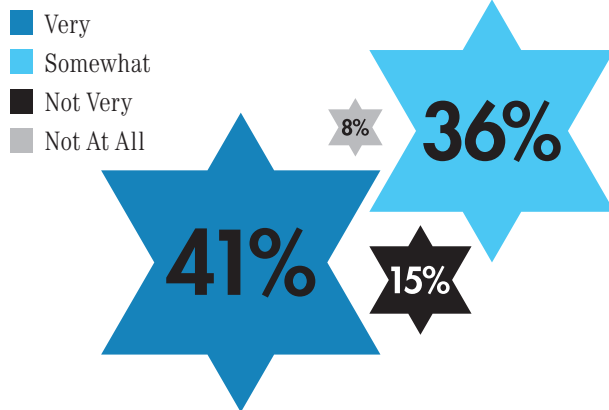
JUF NEWS

READERSHIP DEMOGRAPHICS & STATISTICS

COMMUNITY INVOLVEMENT INCREASING



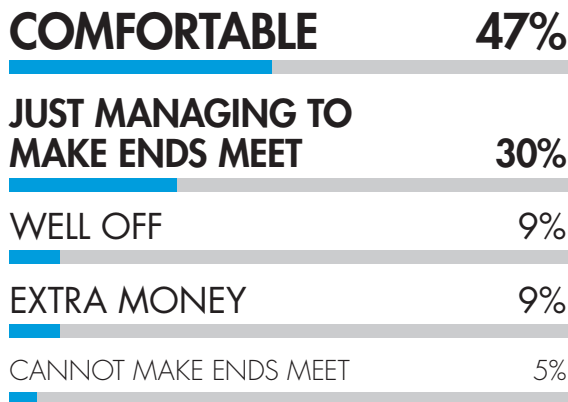
EMOTIONAL CONNECTION TO ISRAEL



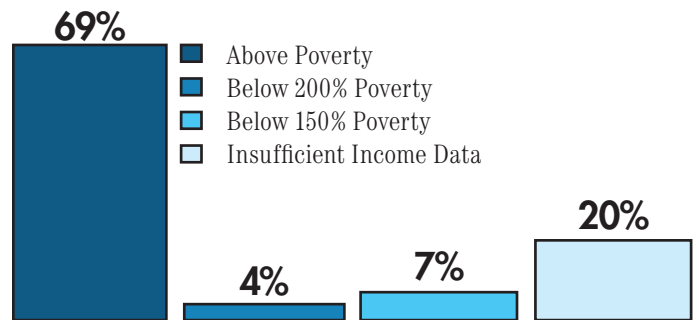
WHAT IS IMPORTANT TO YOUR JEWISH IDENTITY?



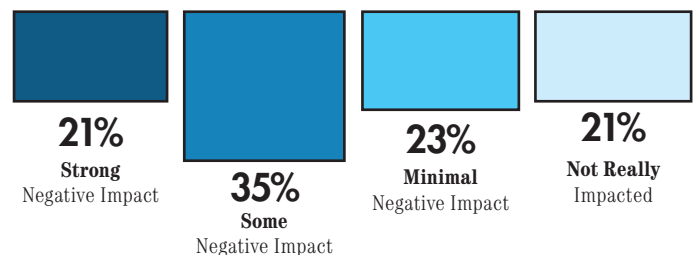
REPORTED HOUSEHOLD FINANCIAL STATUS



FEDERAL POVERTY LEVELS COMPARISON



FEELING THE EFFECTS OF THE ECONOMIC DOWNTURN



Source: 2010 Metropolitan Chicago Jewish Community Study

JUF NEWS

READERSHIP DEMOGRAPHICS & STATISTICS

SEX

Male	42.2%
Female	57.8%

EDUCATION

College Graduates	73%
Post-Graduates	26%

ECONOMIC

Average Household Income	\$145,980
Average Value of Investment Portfolio	\$472,680
Owns Home	87%

TYPE OF JUDAISM

Reform	37.9%
Conservative	37.4%
Orthodox	15.7%
Secular	5.2%
Reconstructionist	0.9%
Other	2.9%
Member of a Synagogue	37%

LEISURE ACTIVITIES

During the last 12 months

Reads Books	84.9%
Entertains at Home	68.3%
Goes to Live Theater	65.0%
Goes to Museums	56.6%
Attends Music or Dance	55.2%
Attends Adult Education Courses	39.6%
Cooks for Fun	35.1%
Attends Health Club/Gym Workouts	31.4%
Does Aerobic Exercise	27.4%
Interested in Photography	15.9%

CIRCULATION

Monthly Print Circulation	41,000
Ad/Editorial Ratio	55:45

All data based on 2010 research.