JUF NEWS
The go-to news & lifestyle magazine for Chicago’s Jewish community

2020 MEDIA KIT
The largest circulation of any Jewish publication in Chicago—and the Midwest
For 50 years, JUF News has been the first place the community goes for ideas and information on all facets of Jewish life—from Chicago to Israel and around the world.

As the info hub for Chicago’s active and interested Jewish community, JUF News magazine covers it all, both at home and abroad. From the recipes, films and events people are talking about to the critical issues making headlines—JUF News has its finger on the pulse of Jewish Chicago.

Featuring Award-Winning Columnists:

Ofer Bavly, Israel Analyst
Former Israeli Diplomat

Laura Frankel, Food Editor
Executive Chef, Restaurateur & Author

Steve Greenberg, Sports Editor
Veteran Chicago Sports Writer

Hedy Weiss, Theater & Culture Editor
Noted Chicago Arts Critic

JUF News is published by the Jewish United Fund.
## Subscriber Base
### Average HHI
$225,000

## Reader Behavior
**An affluent group with disposable income**

**Over-index on entertainment and culture**

- **53%** eat **three or more meals at a restaurant** weekly
- **75%** regularly attend **live plays & theater productions**
- **66%** regularly attend **live music & concerts**
- **66%** regularly go to **museums & galleries**

**Motivated into action by the ads they see**

- **44%** attend **events** seen in the magazine
- **40%** buy a **product or service** based on advertising
- **20%** volunteer for causes found in the magazine

## Gender
<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
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</thead>
<tbody>
<tr>
<td>Female</td>
<td>49%</td>
</tr>
<tr>
<td>Male</td>
<td>51%</td>
</tr>
</tbody>
</table>

## Marital Status
<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
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<tbody>
<tr>
<td>Single</td>
<td>46%</td>
</tr>
<tr>
<td>Married</td>
<td>54%</td>
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</tbody>
</table>
SUBSCRIBER BASE 40,000
READERSHIP 200,000

3,000 copies of each issue are shipped to area libraries, hotels, religious institutions, Chicago tourism offices and Jewish organizations.

GEOGRAPHY

54% North Suburbs
30% City of Chicago
6% Other Chicago Suburbs
10% Miscellaneous

TOP 15 ZIP CODES

60035 Highland Park
60062 Northbrook
60015 Deerfield
60089 Buffalo Grove
60614 Lincoln Park
60076 Skokie
60645 West Ridge
60657 Lakeview
60606 Loop
60611 Streeterville
60610 Gold Coast
60654 River North
60201 Evanston
60091 Wilmette
60022 Glencoe
## Editorial Calendar

### September

- **Jewish Living Feature:** Rosh Hashanah, Yom Kippur
- **Editorial Themes:** High Holidays, Back to School
- **Ad Space & Editorial Deadline:** 8/7/20
- **Materials Deadline:** 8/14/20
- **In Homes Date:** 9/5/20

### October

- **Jewish Living Feature:** Sukkot
- **Editorial Themes:** Travel, Film & TV
- **Ad Space & Editorial Deadline:** 9/4/20
- **Materials Deadline:** 9/11/20
- **In Homes Date:** 10/6/20

### November

- **Jewish Living Feature:** Jewish Book Month
- **Editorial Themes:** Art & Culture, Thanksgiving
- **Ad Space & Editorial Deadline:** 10/2/20
- **Materials Deadline:** 10/9/20
- **In Homes Date:** 11/3/20

### December

- **Jewish Living Feature:** Chanukah
- **Editorial Themes:** Food, Summer Camp
- **Ad Space & Editorial Deadline:** 10/30/20
- **Materials Deadline:** 11/6/20
- **In Homes Date:** 12/2/20

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**In Every Issue:**

- Sports
- Culture
- Food
- Israel

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The 2020 Guide to Jewish Living in Chicago, a directory of Jewish products, services and organizations in Chicago, will be available online only.

If you would like to submit a listing or update, please visit [juf.org/guide](http://juf.org/guide).

For more information, email guide@juf.org.
# Ad Specs

**JUF News 2020 Media Kit**

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<thead>
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<tr>
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</tr>
<tr>
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<td>2/5 square</td>
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<td>3.6”</td>
</tr>
<tr>
<td>1/8 square</td>
<td>4”</td>
<td>3.6”</td>
</tr>
</tbody>
</table>

### Production Requirements

**Email ads to jufnewsads@juf.org.**

Send ads without crop marks.

**File Format:** PDF/x-1a

Adobe PDF is the preferred format for artwork. PDF files should be sent with fonts embedded and transparent objects flattened.

**Color:** CMYK or grayscale (no spot or PMS colors)

**Resolution:** Color images 300 dpi, grayscale images 200 dpi

**If Your Ad Requires Formatting:** Email text and any graphics to jufnewsads@juf.org. Send clear instructions along with files. Charges may apply.

**Questions?** Contact Lindsey Bissett at jufnewsads@juf.org.
DIGITAL ADVERTISING  JUF NEWS 2020 MEDIA KIT

JUFNEWS.ORG

7,500 average monthly visitors

Website of JUF News. Covers local, national and international news stories, features and profiles on a wide array of topics facing the Jewish community.

BOX AD: 3 ad spaces available/month, $275/month
BANNER AD: 1 ad space available/month, $1,100/month

OYCHICAGO.COM

8,000 average monthly visitors

Oy!Chicago—a special project of the Jewish United Fund—is a living journal of personal stories, a catalog of Jewish (and Jew-ish) perspectives on a variety of interests and a showcase of up-and-coming local Jewish young adults and ideas.

BOX AD: 2 ad spaces available/month, $125/month*
BANNER AD: 1 ad space available/month, $525/month*

SIZE | WIDTH | DEPTH
--- | --- | ---
Box | 380 px | 320 px
Banner Desktop | 728 px | 90 px
Banner Mobile | 320 px | 100 px

Banner ads must be provided in both sizes.

MATERIAL REQUIREMENTS

Email ads to jufnewsads@juf.org.

FILE FORMAT: JPEG, GIF or PNG
COLOR: RGB
RESOLUTION: 72 dpi
MAXIMUM FILE SIZE: No more than 150 kb

Due to space limits on our websites we will sometimes place more than one ad in the same space, and they will appear at random when the page refreshes. Advertisers will be notified prior to this happening.

*July advertising on Oy!Chicago available only as part of a special annual package for 36 Under 36. Please inquire for details.
The Jewish United Fund appreciates the trust of companies and organizations that advertise in JUF News and JUF’s other media channels. JUF publications are intended to serve the community and reflect JUF’s mission.

JUF reserves the right to determine what messaging, in whole or in part, is appropriate for our media and will reject advertisements deemed in conflict with or detrimental to JUF’s mission.

The following policies have been established by JUF’s Resource Development Policy and Marketing & Communications committees:

**FOR FUNDRAISING GROUPS**

- Given the primacy of JUF’s community-based fundraising objectives, advertisements with a fundraising purpose will be evaluated according to JUF’s current Resource Development Policy Guidelines. ([juf.org/rdpg](http://juf.org/rdpg))

- To reinforce the centrality of the community campaign and minimize overlap, we will not accept advertisements from JUF-funded organizations for fundraising events that take place during the JUF Campaign Period (April 1–June 17, 2020). If an agency’s event falls within eight weeks after the end of the JUF Campaign period, they may promote their event up to eight weeks before the event date in JUF News, even if the advertisement falls during the JUF Campaign period.

- Advertisements that appear outside the JUF Campaign Period may list ticket or meal prices, minimum donation and giving level to attend an event up to $100. Advertisements may never solicit sponsorships, tickets or meal prices, or giving levels over $100.

- We do not accept advertisements that solicit limited or unlimited donations.

- Advertisements cannot solicit membership in a giving society/group or include a list of participants and/or their gifts to the organization.

**OTHER POLICIES**

- Synagogues can list membership rates and High Holiday ticket prices, and day schools can list tuition prices. Other kinds of memberships may not be listed if they exceed $100 per person annually.

- Food/restaurant advertisements should not mention or show images that brazenly run counter to kosher practice.

- We do not accept election-connected political advertisements.

- We reserve the right to place the words “paid advertisement” above an advertisement that appears similar to editorial copy and layout.

- Ads placed by clergy that promote services related to Jewish ritual and practice can only be placed by those who are members of the Chicago Board of Rabbis, Chicago Rabbinical Council, Cantors Assembly and equivalents in other locales.

- Advertisements for JUF agencies and beneficiaries must adhere to JUF brand standards and include the following language: “A partner with the Jewish United Fund in serving our community,” per JUF’s Resource Development Policy Guidelines.

**TERMS**

**PAYMENT:** Pre-payment is required for an advertiser’s first placement in JUF News, after which normal credit procedures may be established. Payment is due within 30 days. JUF News reserves the right to cancel future advertising for non-payment on past due accounts. Advertisers will be short-rated for previous placements, and will need to prepay future ads until credit is re-established.

**PLACEMENT:** Ads are accepted and positioned at the discretion of the publisher. The advertiser assumes full responsibility for the content of all advertising space. We will be under no liability for failure, regardless of circumstances, to insert any advertising. Ads and copy that arrive after our published deadlines may not be allowed. This includes all ads and copy that fail to meet policies and standards.