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

Hedy Weiss
Theater & Culture Editor  
Noted Chicago Arts Critic

JUF News is published by the Jewish United Fund.
## Our Readers

### Subscriber Base

**Average HHI**

$225,000

### 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>

### Household Size

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
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</thead>
<tbody>
<tr>
<td>Single person household</td>
<td>13%</td>
</tr>
<tr>
<td>Multiple person household</td>
<td>87%</td>
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</tbody>
</table>

### Loyalty

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
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<tbody>
<tr>
<td>Have been a reader for ...</td>
<td></td>
</tr>
<tr>
<td>1–5 years</td>
<td>51%</td>
</tr>
<tr>
<td>5–9 years</td>
<td>17%</td>
</tr>
<tr>
<td>10+ years</td>
<td>32%</td>
</tr>
</tbody>
</table>

## Reader Behavior

### 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
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.

TOP 15 ZIP CODES
60035  Highland Park
60062  Northbrook
60015  Deerfield
60089  Buffalo Grove
60614  Lincoln Park
60076  Skokie
60645  West Ridge
60804  Lakeview
60606  Loop
60611  Streeterville
60610  Gold Coast
60654  River North
60201  Evanston
60091  Wilmette
60022  Glencoe
## EDITORIAL CALENDAR

### JUF NEWS 2021 MEDIA KIT

<table>
<thead>
<tr>
<th>ISSUE</th>
<th>EDITORIAL THEMES</th>
<th>JEWISH LIVING FEATURE</th>
<th>AD SPACE &amp; EDITORIAL DEADLINE</th>
<th>MATERIALS DEADLINE</th>
<th>IN HOMES DATE</th>
</tr>
</thead>
</table>
| JANUARY/ FEBRUARY | **Love & Relationships**  
Thank You for Giving | Purim                     | 12/18/20                   | 12/18/20            | 2/2/21         |
| MARCH          | **Passover**  
Mindfulness          | Passover                  | 1/29/21                     | 2/5/21              | 3/2/21         |
| APRIL          | **Home & Garden**  
Technology          | Israel Independence,  
Holocaust Rememberance | 3/5/21                     | 3/12/21             | 4/6/21         |
| MAY            | **Healthy Living**  
| JUNE           | **Summer Fun**  
Fatherhood          | Maccabi Games             | 4/30/21                    | 5/7/21              | 6/2/21         |
| JULY/AUGUST    | **Young Adult Life**  
| SEPTEMBER      | **High Holidays**  
Back to School    | Rosh Hashanah,  
Yom Kippur          | 7/30/21                    | 8/6/21              | 9/1/21         |
| OCTOBER        | **Travel**  
Film & TV            | Israel Experience        | 8/27/21                    | 9/3/21              | 10/6/21        |
| NOVEMBER       | **Art & Culture**  
Jewish Book Month   | Chanukah                 | 10/1/21                    | 10/8/21             | 11/2/21        |
| DECEMBER       | **Food**  
Young Families      | Summer Camp               | 10/29/21                   | 11/5/21             | 12/1/21        |

### In Every Issue:

- **Culture**
- **Food**
- **Israel**

The 2021 Guide to Jewish Living in Chicago, a directory of Jewish products, services and organizations in Chicago, is now 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 2021 MEDIA KIT

<table>
<thead>
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<th>DEPTH</th>
</tr>
</thead>
<tbody>
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<td>12”</td>
</tr>
<tr>
<td>Full page no bleed</td>
<td>10.3”</td>
<td>11.4”</td>
</tr>
<tr>
<td>3/4 page</td>
<td>10.3”</td>
<td>8.48”</td>
</tr>
<tr>
<td>1/2 page horizontal</td>
<td>10.3”</td>
<td>5.55”</td>
</tr>
<tr>
<td>1/2 page vertical</td>
<td>5”</td>
<td>11.4”</td>
</tr>
<tr>
<td>3/8 page</td>
<td>5”</td>
<td>8.48”</td>
</tr>
<tr>
<td>1/4 page</td>
<td>5”</td>
<td>5.55”</td>
</tr>
<tr>
<td>1/8 page</td>
<td>5”</td>
<td>2.63”</td>
</tr>
</tbody>
</table>

ADVERTISING CONTACT
Mary Cox
Advertising Sales
312-357-4883
marycox@juf.org
Email ads to jufnewsads@juf.org.

PRODUCTION REQUIREMENTS
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 our production team at jufnewsads@juf.org.
DIGITAL ADVERTISING  

**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:** 3 ad spaces available/month, $125/month*

**BANNER AD:** 1 ad space available/month, $525/month*

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**MATERIAL REQUIREMENTS**

**FILE FORMAT:** JPEG, GIF or PNG

**COLOR:** RGB

**RESOLUTION:** 72 dpi

**MAXIMUM FILE SIZE:** No more than 150 kb

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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:

POLICIES 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)

• 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 16, 2021). 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

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

• Advertisements are prohibited from disparaging any person or persons, organization, or business—including one’s competition or any member or members of the community.

• JUF News reserves the right not to run any image or wording that the publication deems offensive, disturbing, or problematic.

• We do not accept election-connected political advertisements.

• Food/restaurant advertisements should not mention or show images that flout kosher practices.

• Funeral home advertisements may mention cremation—as long as cremation isn’t called out in the headline nor the primary focus of the ad.

• 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.

• 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.

• 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.

TERMS

PAYMENT:

• As timeliness is critical for the publication’s production, advertisers must adhere to firm art deadlines:
  » As a courtesy, a reminder email will be sent to all advertisers the day before the art deadline.
  » A 10% late charge will apply to art received more than 48 business hours after the art deadline, unless negotiated in advance.

• 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.