JEWISH CHICAGO

THE JUF MAGAZINE®

2027 MEDIA KIT



Jewish United Fund TOGETHER *for* GOOD

WELCOME TO *JEWISH CHICAGO!*



The go-to news & lifestyle magazine for Chicago's Jewish community

The largest circulation of any Jewish publication in Chicago—and the Midwest. For 50 years, we've 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. Now the name and look have evolved to reflect our readers' interest in both news and lifestyle content.

> *Jewish Chicago: a coffee-table staple in homes throughout the city and suburbs.*

ADVERTISING CONTACT ✱ Mary Cox, *Advertising Sales* ✱ MaryCox@juf.org ✱ 312-357-4883



Events.

Culture.

Israel.

Food.

Travel.

Insights & Commentary.

Investing.

Health.

There is something for every single one of our 200,000-plus readers.

If it's a topic of conversation, you'll see it in our table of contents. From events, films, and recipes to covering critical issues at home and abroad—*Jewish Chicago* is the info hub for this interested and active community.

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Marital Status

Single: 57%

Married: 43%

Gender

Female: 48%

Male: 40%

Other/Unknown: 12%

Household Size

Single person: 38%

Multiple person: 62%

Subscriber Base Average HHI

$225,000

Bachelor's Degree or Higher

Chicagoans 25+: 38%

Jewish Chicagoans 18+: 71%

Reader Loyalty

1–5 Years: 19%

5–9 Years: 21%

10+ Years: 60%





An affluent group with disposable income







Heavy consumers of entertainment & culture

75%
regularly attend live **plays and theater** productions

53%
eat three or more meals at a **restaurant** weekly

66%
regularly attend live **music and concerts**

66%
regularly go to **museums and galleries**

Motivated into action by the ads they see

44%
attend events seen in the magazine

20%
volunteer for causes found in the magazine

40%
buy a product or service based on advertising







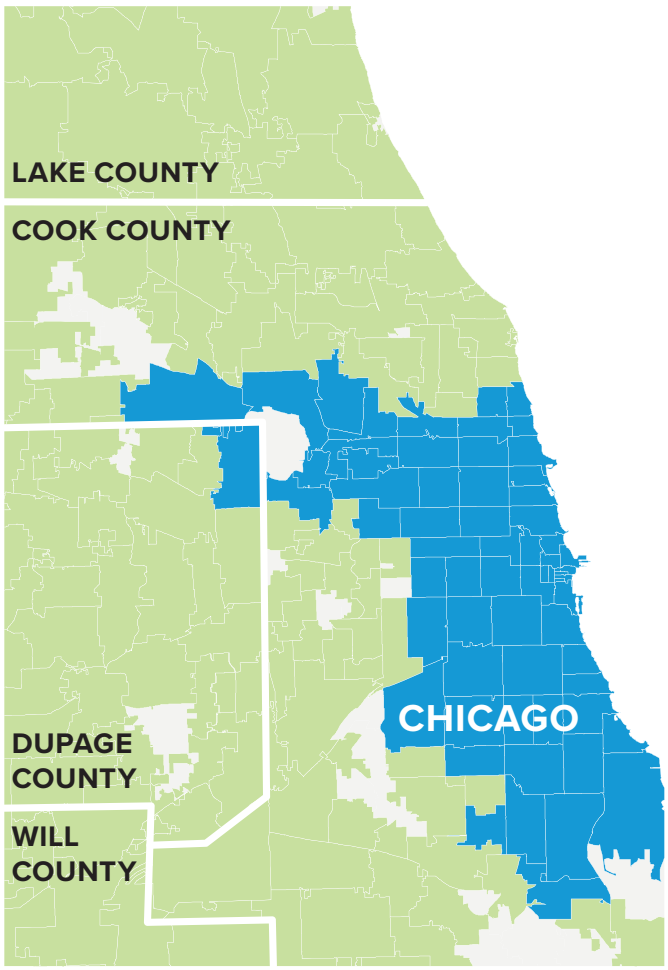
CIRCULATION | *Jewish Chicago: The JUF Magazine*

Subscriber Base: **40,000**

Readership: **200,000**

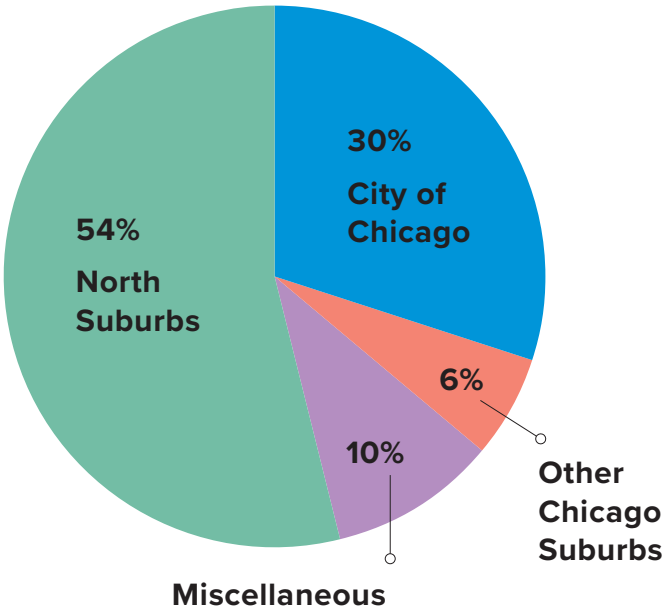
3,000 copies of each issue are shipped to area libraries, hotels, religious institutions, Chicago tourism offices, and Jewish organizations.

CHICAGOLAND DISTRIBUTION MAP



- Chicago Distribution
- Suburban Distribution
- No Distribution

GEOGRAPHY



HIGHEST DISTRIBUTION BY ZIP CODE

60035	Highland Park
60062	Northbrook
60015	Deerfield
60645	West Ridge
60089	Buffalo Grove
60657	Lakeview
60614	Lincoln Park
60076	Skokie
60611	Streeterville
60022	Glencoe
60610	Gold Coast
60091	Wilmette
60613	Wrigleyville
60201	Evanston
60654	River North

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2027 EDITORIAL CALENDAR | *Jewish Chicago: The JUF Magazine*

January/February

The Thank You Issue
Travel

12/11/26 AD SPACE & EDITORIAL DEADLINE
12/11/26 MATERIALS DEADLINE
1/26/27 IN HOMES

March

Healthy Living
Teens & Tweens, B-Mitzvahs

1/22/27 AD SPACE & EDITORIAL DEADLINE
1/29/27 MATERIALS DEADLINE
2/23/27 IN HOMES

April

Passover
Parenthood

2/19/27 AD SPACE & EDITORIAL DEADLINE
2/26/27 MATERIALS DEADLINE
3/23/27 IN HOMES

May

Love & Relationships
Israel Independence

3/19/27 AD SPACE & EDITORIAL DEADLINE
3/26/27 MATERIALS DEADLINE
4/27/27 IN HOMES

June

Home & Entertaining
Summer Fun

5/7/27 AD SPACE & EDITORIAL DEADLINE
5/7/27 MATERIALS DEADLINE
6/1/27 IN HOMES

July/August

Young Adult Life
36 Under 36

6/18/27 AD SPACE & EDITORIAL DEADLINE
6/18/27 MATERIALS DEADLINE
7/27/27 IN HOMES

September

High Holidays
Back to School

7/23/27 AD SPACE & EDITORIAL DEADLINE
7/30/27 MATERIALS DEADLINE
8/24/27 IN HOMES

October

Entertainment & Pop Culture
Young Families

8/27/27 AD SPACE & EDITORIAL DEADLINE
9/3/27 MATERIALS DEADLINE
9/28/27 IN HOMES

November

Visual & Performing Arts
Jewish Book Month

9/24/27 AD SPACE & EDITORIAL DEADLINE
10/1/27 MATERIALS DEADLINE
10/26/27 IN HOMES

December

Food
Chanukah, Summer Camp

10/22/27 AD SPACE & EDITORIAL DEADLINE
10/29/27 MATERIALS DEADLINE
11/23/27 IN HOMES

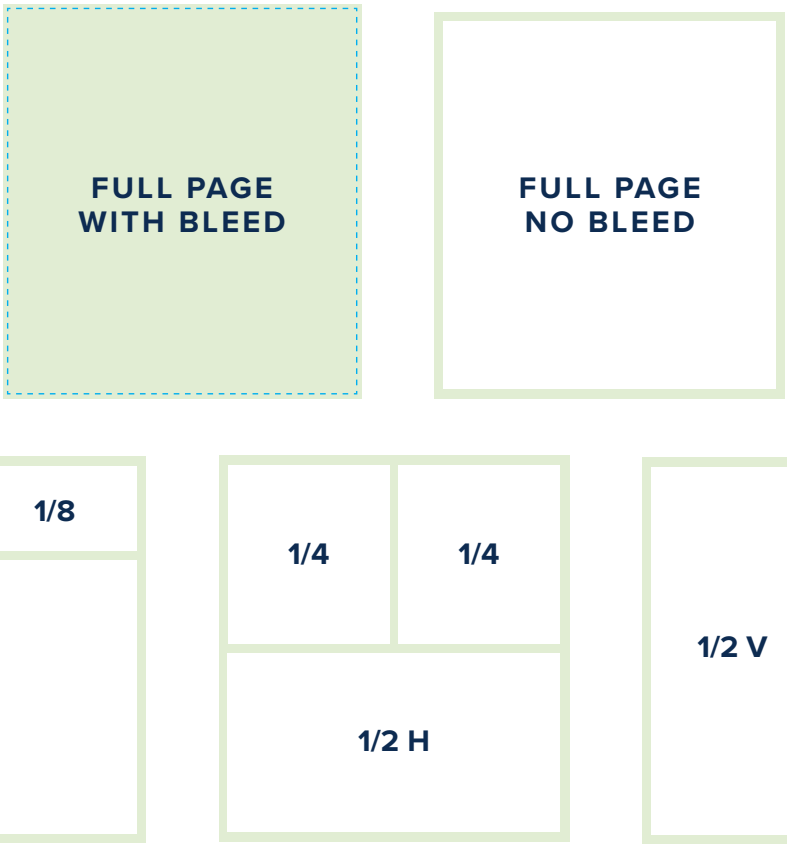






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ADVERTISING SPECS | *Jewish Chicago: The JUF Magazine*



AD SIZES

	(width x length)
Full page with bleed	10.875 x 12” (trim size)
Please include .125” bleed (total size: 11.125 x 12.25”) and .5” safety from trim.	
Full page no bleed	10.3 x 11.4”
3/4 page	10.3 x 8.48”
1/2 page horizontal	10.3 x 5.55”
1/2 page vertical	5 x 11.4”
3/8 page	5 x 8.48”
1/4 page	5 x 5.55”
1/8 page	5 x 2.63”

PRODUCTION REQUIREMENTS

- Send ads without crop marks.
- Send ads without bleed unless specified above.
- **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

Questions? Contact our production team at SubmitAds@juf.org.

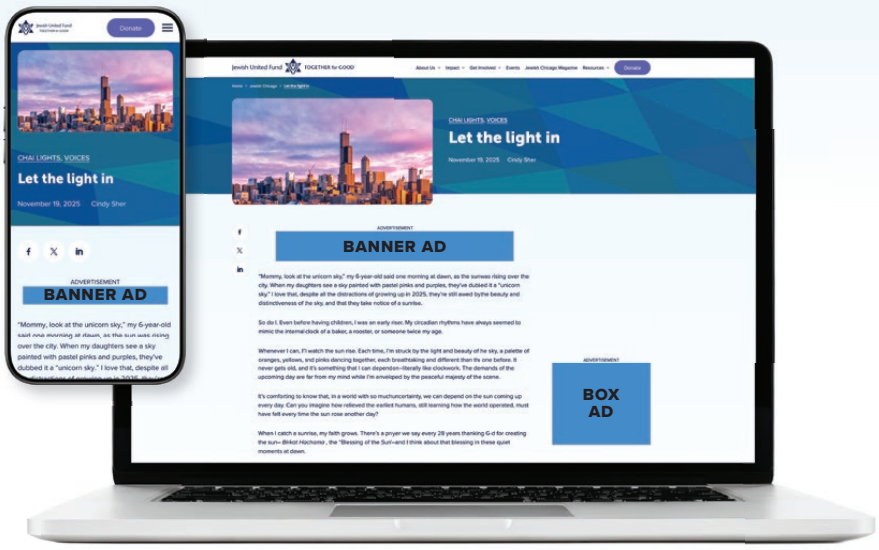
Email ad files to SubmitAds@juf.org.

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Jewish-Chicago.org

7,500 average monthly visitors

The website of *Jewish Chicago* covers local, national, and international news stories, features, and profiles on a wide array of topics facing the Jewish community.



AD SIZES

(width x length)

Banner	728 pixels x 90 pixels *(**Please note:** Banner ads will appear as **320 x 40 pixels** on cell phones.)*
Box	300 pixels x 250 pixels

MATERIAL REQUIREMENTS

- Send banner ads in both desktop and mobile sizes.
- **File format:** JPEG, GIF or PNG
- **Color:** RGB
- **Resolution:** 72 dpi
- **Maximum file size:** No more than 150 kb

Due to space limits, sometimes more than one ad will be placed in the same space, and they will appear at random when the page refreshes.

Email ad files to SubmitAds@juf.org.

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POLICIES & TERMS | *Jewish Chicago: The JUF Magazine*

The Jewish United Fund appreciates the trust of companies and organizations that advertise in *Jewish Chicago* 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: May 1–May 31, 2027 and JUF Country Club Week (June 21–June 25, 2027) for agencies and day schools. 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 *Jewish Chicago,* 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

- *Jewish Chicago* does not accept advertorials, i.e, any advertisement that appears similar to editorial copy and layout. If there is any question about whether an ad's content meets our guidelines, it should be submitted for review one week prior to the placement deadline.
- Advertisements are prohibited from disparaging any person or persons; organization; or business—including one's competition or any member or members of the community.
- *Jewish Chicago* 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:

- Payment is due within 30 days.
- Pre-payment is required for an advertiser's first placement in *Jewish Chicago,* after which normal credit procedures may be established.
- *Jewish Chicago* 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.
- 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 two business days before the art deadline.
  - » A 10% late charge will apply to art received more than two business days after the art deadline, unless negotiated in advance.

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.

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