

# Washington Jewish Week MEDIA KIT 2024



*Reach over 40,500 Jewish Adults in the DMV with a mix of print and digital.*

[washingtonjewishweek.com](http://washingtonjewishweek.com)

Print | Digital |   

301-230-2222 ext. 2 | [advertising@washingtonjewishweek.com](mailto:advertising@washingtonjewishweek.com) | [washingtonjewishweek.com](http://washingtonjewishweek.com)  
9200 Rumsey Road Suite 215 | Columbia, MD 21045 | Please submit ad materials to your sales consultant

# WJW

Washington Jewish Week

CONTACT your WJW sales consultant  
to schedule your advertising

----- OR -----

p 301-230-2222 ext. 2

[washingtonjewishweek.com](http://washingtonjewishweek.com)

[advertising@washingtonjewishweek.com](mailto:advertising@washingtonjewishweek.com)



9200 Rumsey Road, Suite 215 | Columbia, MD 21045  
410-902-2300, ext. 2 | [midatlanticmedia.com](http://midatlanticmedia.com)

## Readers

Celebrating 90+ years of informing, educating, influencing and entertaining the MD, DC and VA Jewish community. With the latest in local news, opinions, analysis, local personality profiles, entertainment features, WJW's integrated media properties are a unifying force for building and strengthening an upscale Jewish community. WJW is the essential vehicle to advertise your services to our niche market!

- Target Jewish Adults in the DMV with a mix of print and digital.
- Target WJW readers with \$150,000 HHI and \$1.25m net worth
- WJW readers have average home values over \$500,000
- 83% Own primary residence
- 13% Own a second home

## Audience Reach

When you buy an advertising program in Washington Jewish Week (WJW), your message is delivered by print, digital and email distribution. WJW is delivered by mail to its paid subscribers and distributed for FREE to over 50 newsstand locations throughout DC, Maryland and Virginia. Additionally, WJW's magazine is delivered to over 5,500 email subscribers as well as 30,000 targeted emails.

Newsstand Pick Rate Average: **97.7%**

**Digital Magazine Average Monthly:**

Unique Opens: **51%**

Click to Opens: **15.6%**

Click Through Rate: **8%**

Digital Magazine Unique Users: **3,000**



Print | Digital |   



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## 2024 Calendar

	PUBLICATION DATE	SPACE RESERVATION DATE & MATERIALS DUE
<b>JANUARY</b>		
Senior Lifestyle	January 4	Thurs., Dec. 28, 2023
<b>Dining/Food*</b>	January 11	Fri., Jan. 5
Camp & School Guide, <b>Home Services*</b>	January 18	Fri., Jan. 12
<b>Ask The Expert*</b> , Healthy Living	January 25	Fri., Jan. 19
<b>FEBRUARY</b>		
Senior Lifestyle, <b>Special Focus: Arts*</b>	February 1	Fri., Jan. 26
<b>Dining/Food*</b>	February 8	Fri., Feb. 2
Camp & School Guide, <b>Home Services*</b>	February 15	Fri., Feb. 9
<b>Bar &amp; Bat Mitzvah*</b> , Healthy Living	February 22	Fri., Feb. 16
<b>Ask The Expert*</b>	February 29	Fri., Feb. 23
<b>MARCH</b>		
<b>Senior Resources**</b> , Purim	March 7	Fri., Mar. 1
<b>Dining/Food*</b>	March 14	Fri., Mar. 8
Camp & School Guide, The Look, <b>Home Services*</b>	March 21	Fri., Mar. 15
Passover, <b>Ask The Expert*</b> , Healthy Living	March 28	Fri., Mar. 22
<b>APRIL</b>		
Passover, Senior Lifestyle	April 4	Fri., March 29
Passover, <b>Dining/Food*</b>	April 11	Wed., April 3
Passover, <b>Home Services*</b> , Autism Awareness	April 18	Fri., April 12
Healthy Living, <b>Ask The Expert*</b>	April 25	Fri., April 19
<b>MAY</b>		
<b>Senior Resources**</b>	May 2	Fri., April 26
Yom Ha'Atzma'ut, Special Focus: Women, <b>Dining/Food*</b>	May 9	Fri., May 3
<b>Home Services*</b>	May 16	Fri., May 10
Wonderful Weddings, Healthy Living	May 23	Fri., May 17
<b>Ask The Expert*</b>	May 30	Fri., May 24
<b>JUNE</b>		
Senior Lifestyle, Shavuot	June 6	Thurs., May 30
<b>Dining/Food*</b> , <b>Graduates*</b>	June 13	Fri., June 7
<b>Home Services*</b>	June 20	Fri., June 14
<b>Ask The Expert*</b> , Healthy Living	June 27	Fri., June 21

**\*Premier Advertising \*\*Pull Out**



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	PUBLICATION DATE	SPACE RESERVATION DATE & MATERIALS DUE
<b>JULY</b>		
Senior Lifestyle	July 4	Thurs. June 27
<i>Dining/Food*</i>	July 11	Fri., July 5
<i>Home Services*</i>	July 18	Fri., July 12
<i>Ask The Expert*</i> , Healthy Living	July 25	Fri., July 19
<i>Guide to Jewish Life***</i>	July 25	Fri., May 24
<b>AUGUST</b>		
<b>Senior Resources**</b>	August 1	Fri., July 26
<i>Dining/Food*</i>	August 8	Fri., Aug. 2
Education, <i>Home Services*</i>	August 15	Fri., Aug. 9
Healthy Living	August 22	Fri., Aug. 16
<i>Ask The Expert*</i>	August 29	Fri., Aug. 23
<b>SEPTEMBER</b>		
Senior Lifestyle	September 5	Fri., Aug. 30
Rosh Hashanah, <i>Dining/Food*</i>	September 12	Fri., Sept. 6
Rosh Hashanah, <i>Home Services*</i> , Camp & School Guide	September 19	Fri., Sept. 13
Rosh Hashanah, Healthy Living, The Look, <i>Ask The Expert*</i>	September 26	Thurs., Sept. 19
<b>OCTOBER</b>		
Yom Kippur, Senior Lifestyle, Breast Cancer Awareness, Camp & School Guide	October 3	Fri., Sept. 27
<i>Dining/Food*</i>	October 10	Fri., Oct. 4
Bar & Bat Mitzvah, <i>Home Services*</i>	October 17	Fri., Oct. 11
Best of Jewish Washington, Healthy Living	October 24	Fri., Oct. 18
Camp & School Guide, <i>Ask The Expert*</i>	October 31	Fri., Oct. 25
<b>NOVEMBER</b>		
<b>Senior Resources**</b>	November 7	Fri., Nov. 1
<i>Dining/Food*</i>	November 14	Fri., Nov. 8
Wonderful Weddings, <i>Home Services*</i>	November 21	Fri., Nov. 15
Healthy Living, <i>Ask The Expert*</i>	November 28	Thurs., Nov. 21
<b>DECEMBER</b>		
Chanukah, Senior Lifestyle	December 5	Fri., Nov. 29
Charitable Giving, Chanukah, <i>Dining/Food*</i>	December 12	Fri., Dec. 6
Camp & School Guide, Chanukah Gift, <i>Home Services*</i>	December 19	Fri., Dec. 13
<i>New Year's Eve Celebrations*</i> , Healthy Living, <i>Ask The Expert*</i>	December 26	Fri., Dec. 20

*\*Premier Advertising \*\*Pull Out \*\*\*Glossy Community Directory*





WashingtonJewishWeek

Print & Digital Magazine

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# WJW'S PRINT & DIGITAL MAGAZINE

Rates effective  
January 1, 2024

## DISPLAY ADVERTISING RATES

Reach an affluent audience of 40,500 engaged readers

AVAILABLE AD SIZES		OPEN	6x WEEKS	13x WEEKS	26x WEEKS	52x WEEKS	ADD VIDEO	ADD SLIDESHOW
4 COLUMNS								
Full Page	10" x 11.325"	\$2500	\$2285	\$2165	\$2050	\$1815	\$500	\$250
1/2 Horizontal	10" x 5.55"	1325	1190	1100	1060	945	500	250
3 COLUMNS								
3/4 Vertical	7.45" x 11.325"	1900	1760	1650	1555	1395	500	250
2 COLUMNS								
1/2 Vertical	4.9" x 11.325	1325	1190	1110	1060	945	500	250
1/4 Vertical	4.9" x 5.55"	695	660	610	575	550		
1/8 Horizontal	4.9" x 2.7"	375	360	340	325	295		
1 COLUMN								
1/8 Vertical	2.375" x 5.55"	375	360	340	325	295		
Double Truck	21" x 11.325"		\$6,000				\$500	\$250

\*All prices are per ad insertion.

## FRONT PAGE STICKER

2.375" x 3" (live area 2.25" x 2.875")

OPEN

\$1300

3X

\$1200

6X

\$1100

## INSERTS

8" x 10" (live area 7.5" x 9.5")

\$1750 (Full Run Only)

## GUARANTEED POSITION

20% additional cost for specific pages and adjacencies.  
Deadline: 5 p.m. Friday prior to publication.

## PUBLICATION DATE

Every Thursday.



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## ADVERTISING DEADLINES

ROP space orders - 12:00 Noon Friday.  
 ROP proof ads - material due - 12:00 Noon Friday.  
 ROP premium position materials due - 1:00 PM Monday.  
 ROP ads - no proof - materials due - 1:00 PM Monday.  
 ROP camera ready ads - materials due - 1:00 PM Monday.  
 For other deadlines, contact your Washington Jewish Week account executive.

## TERMS

Net 30 days. In the event of non-payment, collection or legal action by Mid-Atlantic Media Media to collect the balance due, the advertiser will pay any fees incurred, including but not limited to, attorney fees and court costs. Mid-Atlantic Media reserves the right to revise or reject any advertisement deemed objectionable by the Publisher in subject matter, composition, or to classify any advertisement. Furthermore, the Publisher shall not be responsible or liable for delay or failure in performance in the event that publication and/or distribution of any publication is suspended for any reason. Cancellation Policy: In the event that the advertiser breaches the contract, the charge for the space used shall be the rate in effect on the date stated on the customer agreement form.

## CONDITIONS

The Washington Jewish Week shall not be liable for its failure for any cause to insert an advertisement. The Washington Jewish Week reserves the right to revise, reject or edit any advertisement. All positions will be at the publisher's option and in no event will refunds, adjustments or reinstatements be made because of the position and/or section in which the advertisement has been published. Advertisements that are set and not used will be charged to the advertiser. In the event the advertiser fails to pay any amount due for advertising, the Washington Jewish Week shall have the right to recover from the advertiser, in addition to the amount due, reasonable costs of collection, including attorney's fees and costs of litigation, and interest on the unpaid balance. Rates may change without notice.

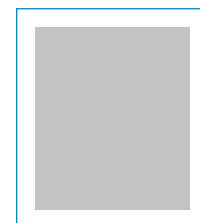
## PRINTING SPECIFICATIONS

Mid-Atlantic Media uses InDesign CC 2020 for Macintosh computers to produce ads. Please supply ads on CDs/DVDs, via email or FTP. Use "Package" under the InDesign "File" Menu or other pre-flight software to gather all items used in the ad. Include all fonts used in the ad — both printer and screen fonts. Images used in ads must have effective resolutions of at least 300 dpi. All files should be CMYK color format. We cannot accept veloxes or film.

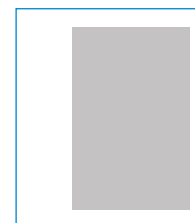
Ads can be accepted as high resolution, press-optimized PDFs. Ads supplied to Mid-Atlantic Media in PC formats, other than InDesign, may not be able to be pre-flighted in-house. Mid-Atlantic Media cannot guarantee final quality of these ads.

All four color ads should be supplied with a color proof.

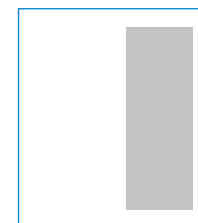
Ad materials may be sent to [advertising@washingtonjewishweek.com](mailto:advertising@washingtonjewishweek.com)



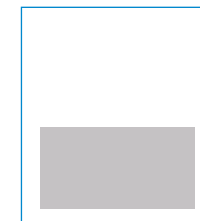
Full Page  
10" x 11.325"



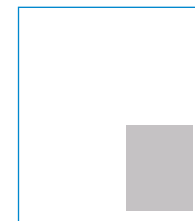
3/4 Vertical  
7.45" x 11.325"



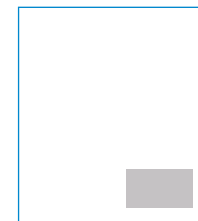
1/2 Vertical  
4.9" x 11.325"



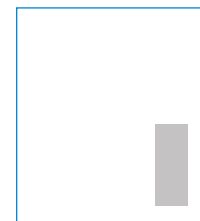
1/2 Horizontal  
10" x 5.55"



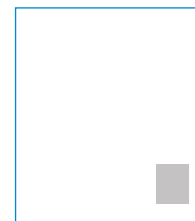
1/4 Vertical  
4.9" x 5.55"



1/8 Horizontal  
4.9" x 2.7"



1/8 Vertical  
2.375" x 5.55"



1/16 Vertical  
2.375" x 2.7"



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# CLASSIFIED ADVERTISING rates

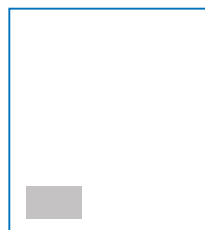
Rates effective January 1, 2024

Reach an affluent audience of **40,500** engaged readers with WJW's print & digital magazine.

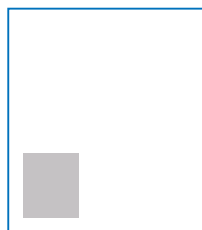
## ADVERTISING RATES & SPECIFICATIONS

AVAILABLE AD SIZES	SPECIFICATIONS	52 WEEKS	26 WEEKS	13 WEEKS	6 WEEKS	OPEN
Small	3.22" x 1.65"	\$60	\$70	\$80	\$85	\$90
Medium	3.22" x 3.22"	110	120	130	145	165
Large	3.22" x 5.25"	165	180	190	215	250

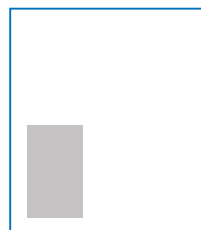
*\*All prices are per ad insertion. Rates Include Digital Magazine*



Small



Medium



Large

## LINE ADVERTISING RATES

Classified Line rate: \$40 for 20 words for 2 weeks;  
(additional words: \$2.00/word)

Extra charges: border, bold words, underlined words

All ads are on a pre-paid basis.

## PUBLICATION DATE

Every Thursday.

## CONDITIONS

The Washington Jewish Week shall not be liable for its failure from any cause to insert an advertisement. The Washington Jewish Week reserves the right to revise, reject or edit any advertisement. In the event the advertiser fails to pay any amount due for advertising, the Washington Jewish Week shall have the right to recover from the advertiser, in addition to the amount due, reasonable costs of collection, including attorney's fees and cost of litigation, and interest on the unpaid balance. Rates may change without notice.

## TERMS

Unless credit is established, all advertising is on a pre-paid basis.

## DEADLINES

Classified line ads space orders – 12:00 PM Friday.

Classified line ads – materials due – 12:00 PM Monday.

Classified display ads space orders – 12:00 PM Friday.

Classified display proof ads – materials due – 12:00 PM Monday.

Classified display ads – no proof – materials due – 5:00 PM Monday.

For more information, contact a Washington Jewish Week  
classified account executive at 301-230-2222 ext. 3  
or email [classified@washingtonjewishweek.com](mailto:classified@washingtonjewishweek.com).



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# DIGITAL ADVERTISING rates

Rates effective January 1, 2024

## ONLINE ADVERTISING

### WJW WEBSITE ADS

#### LEADERBOARD

(994 × 100 pixels)

1 MONTH	\$479
3 MONTHS	1,149

#### HOME PAGE - BOTTOM BANNER

(728 × 90 pixels)

1 MONTH	\$379
3 MONTHS	979

#### RECTANGLE

(300 × 250 pixels)

1 MONTH	\$349
3 MONTHS	949

### SPONSORED CONTENT

1 MONTH	\$450
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### IN-ARTICLE ADVERTISING

(468 × 60)

1 WEEK	\$750
4 WEEKS	600
12 WEEKS	450
26 WEEKS	300
52 WEEKS	150

Not available in the Opinion section.

### PROGRAMMATIC AUDIENCE EXTENSION

#### ★ GOOD — 50,000 IMPRESSIONS PER MONTH

**Geography** — Ads served to zip codes within 5 miles of your location  
Keyword retargeting • Geo-fencing of up to 2 locations  
Publisher site retargeting — **\$600 per month**

#### ★★ BETTER — 75,000 IMPRESSIONS PER MONTH

**Geography** — Ads served to zip codes within 5 miles of your location  
Keyword retargeting • Geo-fencing of up to 4 locations  
Publisher site retargeting — **\$900 per month**

#### ★★★ BEST — 100,000 IMPRESSIONS PER MONTH

**Geography** — Ads served to zip codes within 10 miles of your location  
Keyword retargeting • Geo-fencing of up to 5 locations  
Publisher site retargeting • Advertiser site retargeting (requires pixel placement) —  
**\$1,200 per month**

### AD SIZES

320×50	300×50	300×250	728×90	160×600
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\*For a single business location only.

\*\*Client supplies five keywords for us to build from.

\*\*\*Geo-fencing can be competitor locations and/or ideal audience locations  
(parks, shopping centers, etc.)

\*\*\*\*Three-month campaign minimum

## EMAIL ADVERTISING

### ELETTER

(600 × 90 pixels)

TOP BANNER	\$299
BOTTOM BANNER	249

**EVERY WEEK:  
TUESDAY POLL,  
FRIDAY OBITS**

### EBLAST\*

\$599

### PREMIUM EBLAST\*

\$750

**Description:** 30,000 targeted  
WJW audience emails.

## SOCIAL MEDIA ADVERTISING

### SOCIAL MEDIA

FACEBOOK	\$250/POST
INSTAGRAM	\$250/POST

\* (Width should not exceed 600 pixels wide or 1700 pixels in length)