

WASHINGTON JewishWeek

Media Kit

2026

Reach over 28,000
Jewish Adults in
the DMV with a mix
of print and digital.



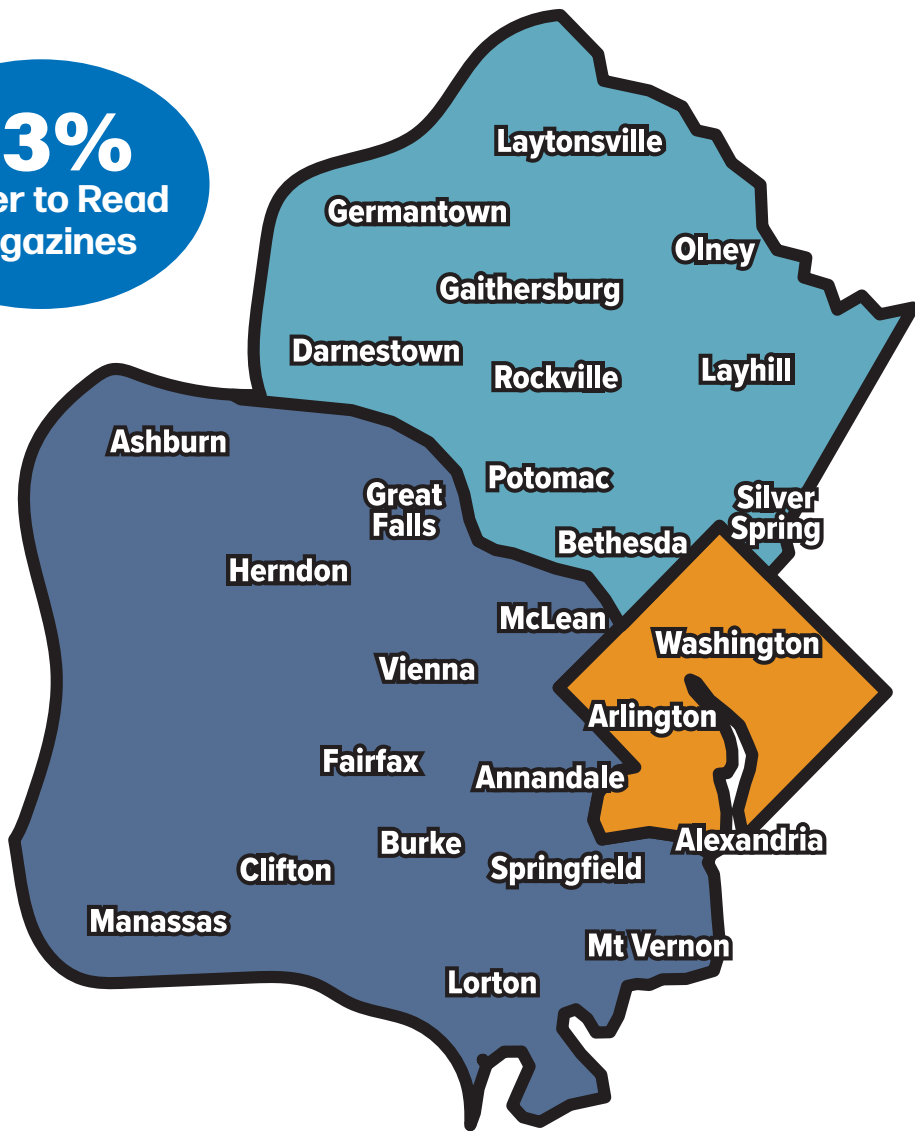
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301-230-2222 ext. 2 | WashingtonJewishWeek.com

Celebrating 95+ years of informing, educating, influencing and entertaining the DMV Jewish community. With the latest in local news, opinions, analysis, local personality profiles, entertainment features, WJWs 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.

- Average \$150,000 HHI and \$1.25m net worth
- Average age 62
- 95% are College Graduates
- 83% own a primary residence with an average value of \$500,000
- 13% own a second home
- 79% dine out regularly
- 87% rely on the WJW for local news
- 95% turn to the WJW for local events
- 87% read ads in the WJW. 76% look for sales and specials. 77% look for information on products and services.

93%
Prefer to Read
Magazines



Magazine Audience Reach: 28,000 weekly

When you buy an advertising program in Washington Jewish Week (WJW), your magazine message is delivered in print through mail and newsstand, as well as digitally to our email, website, and social media audiences.

Newsstand Pick Rate Average: **98.4%**

Digital Magazine Unique User Monthly Average: **4,600**

Newsletter: Unique Opens: **51%**; Click Through Rate: **8%**

January

Senior Lifestyle

Dining/Food*

Camp & School Guide, **Home Services***

Healthy Living

Ask The Expert*

Publication Date

January 1

January 8

January 15

January 22

January 29

Space Reservation Date & Materials Due

Friday, December 26, 2025

Friday, January 2

Friday, January 9

Friday, January 10

Friday, January 23

February

Senior Lifestyle, Special Focus: Arts

Dining/Food*

Camp & School Guide, **Home Services***

Bar & Bat Mitzvah, Healthy Living, Purim, **Ask The Expert***

February 5

February 12

February 19

February 26

Friday, January 30

Friday, February 6

Friday, February 13

Friday, February 20

March

Passover, **Senior Resources****

Passover, **Dining/Food***

Passover, Camp & School Guide, **Home Services***

Passover, Healthy Living, **Ask The Expert***

March 5

March 12

March 19

March 26

Friday, February 27

Friday, March 6

Friday, March 13

Friday, March 20

April

Senior Lifestyle

Dining/Food*

Yom Ha'atzma'ut, **Home Services***

Healthy Living

Ask The Expert*

April 2

April 9

April 16

April 23

April 30

Friday, March 27

Friday, April 3

Friday, April 10

Friday, April 17

Friday, April 24

May

Senior Resources**

Dining/Food*, **JCRC MD Voter's Guide(Digital)**

Wonderful Weddings, **Home Services***

Healthy Living, **Ask The Expert***

May 7

May 14

May 21

May 28

Friday, May 1

Friday, May 8

Friday, May 15

Friday, May 22

June

Senior Lifestyle, Primary Election Preview

Dining/Food*, **Graduates***

Home Services*

Healthy Living, **Ask The Expert***

June 4

June 11

June 18

June 25

Friday, May 29

Friday, June 5

Friday, June 12

Friday, June 19

July

Senior Lifestyle

Dining/Food*

Home Services*

Guide to Jewish Life***

Healthy Living

Ask the Expert*

Publication Date

July 2

July 9

July 16

July 23

July 23

July 30

Space Reservation Date & Materials Due

Friday, June 26

Friday, July 3

Friday, July 10

Friday, May 22

Friday, July 17

Friday, July 24

August

Senior Resources**

Dining/Food*

Home Services*

Rosh Hashanah, Education, Healthy Living, **Ask the Expert***

August 6

August 13

August 20

August 27

Friday, July 31

Friday, August 7

Friday, August 14

Friday, August 21

September

Rosh Hashanah, Senior Lifestyle

Rosh Hashanah, **Dining/Food***

Yom Kippur, Camp & School Guide, **Home Services***

Healthy Living, **Ask The Expert***

September 3

September 10

September 17

September 24

Friday, August 28

Friday, September 4

Friday, September 11

Thursday, September 18

October

Senior Lifestyle, Camp & School Guide

Special Focuses: Arts, **Dining/Food***

Bar & Bat Mitzvah, **Home Services***

Best of Jewish Washington part 1, Healthy Living, General Election Preview

Best of Jewish Washington part 2, Camp & School Guide, **Ask The Expert***

October 1

October 8

October 15

October 22

October 29

Friday, September 25

Friday, October 2

Friday, October 9

Friday, October 16

Friday, October 23

November

Senior Resources**

Dining/Food*

Chanukah, Wonderful Weddings, **Home Services***

Chanukah, Healthy Living, **Ask The Expert***

November 5

November 12

November 19

November 25

Friday, October 30

Friday, November 6

Friday, November 13

Friday, November 20

December

Chanukah Gift, Charitable Giving, Senior Lifestyle

Dining/Food*

Camp & School Guide, **Home Services***

Healthy Living

New Year's Eve Celebrations*, Ask The Expert*

December 3

December 10

December 17

December 24

December 31

Wednesday, November 25

Friday, December 4

Friday, December 11

Friday, December 18

Friday, December 25