

2018 media kit



The Simon Rockower multi-award winning Baltimore Jewish Times is a heritage publication that has been serving the Jewish community of Baltimore since 1919. The JT has a readership of approximately 35,000, who are active adults 35 to 64 with disposable income. Our readers are 75% women, 40% professional and well educated decision-makers in the community. The JT covers news, arts, education, parenting, wellness and entertainment. You can also find the JT online at jewishtimes.com. We offer a digital magazine as well as the JT app. Our combined readership in print and online is more than 75,000 adults, who come from affluent households.

WHY ADVERTISE IN THE AWARD WINNING JEWISH TIMES:

Jewish Baltimore Loyal Reads The JT — and it takes action as a result

- 92% of JT readers own their homes
- 71% of JT readers home value is greater than \$200,000
- 52% of JT readers home value is greater than \$300,000
 - 64% of JT readers are currently investing in home improvement projects
- 81% of JT readers have a bachelor's degree
- 98% of JT readers travel by air 1-3x per year
- 63% of JT readers dine out 4-10x per month
- 35% of JT readers drive a high end vehicle
- 85% of readers have been reading the JT for 5+ years

Source: 2014 Baltimore Jewish Times Reader Survey



p 410.902.2309
jewishtimes.com
11459 Cronhill Drive, Suite A
Please submit ad materials
to ads@jewishtimes.com



STORIES COME
TO *life* HERE

CONTACT your JT sales consultant
to schedule your advertising

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REV 091417

READER PROFILE

JEWISH TIMES READERS HAVE PURCHASING POWER!

Two-thirds OF OUR READERS VISITED OR CALLED
A BUSINESS BECAUSE OF AN *ad they saw in the Jt*

WHERE OUR READERS SHOP

Pikesville	95%
Owings Mills	58%
Towson/Timonium/Cockeysville	66%
Towson Town Center	53%
Reisterstown	43%
Hunt Valley	42%
Canton/Federal Hill/Inner Harbor	41%
Columbia	35%

NET WORTH

Jt subscribers have significant net worths —resources available to purchase goods and services regardless of general economic conditions. Forty percent are millionaires and 55 percent of subscriber households earn in excess of \$100,000 annually.

\$1 million or more	40%
\$500,000-\$999,999	29%
\$200,000-\$499,999	20%
\$100,000-\$199,999	5%
Less than \$100,000	6%
Average net worth	\$1,257,400
Household annual income	\$153,830

HOT LISTINGS

Jt subscribers will create \$315 million worth of residential real estate listings in the next 12 months.*

Own their own residence	83%
Own a vacation or weekend home	13%
Make commercial real estate decisions	15%
Number of houses "for sale" planned	1,235
Median household income	\$149,600
Market value of residence (mean)	\$255,400

*Research USA Study

DISTRIBUTION 10,000 Copies

TOP 20 SUBSCRIBER ZIP CODES

21208	Pikesville	21212	Homeland
21209	Mt. Washington	21153	Stevenson
21117	Owings Mills	21042	Ellicott City
21136	Reisterstown	21401	Annapolis
21215	Park Heights	21201	Mt. Vernon
21093	Lutherville	21230	Canton
21044/5	Columbia	21286	Towson
21133	Randallstown	21202	Inner Harbor
21210	Roland Park	21218	Waverly
21204	Ruxton	21030	Cockeysville



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SUBSCRIBERS HOLD TOP POSITIONS

Most of employed Baltimore **JT** subscribers are in top professional or managerial positions. They are making key buying decisions for their businesses and organizations.

From health and legal to business and financial services, **JT** subscribers are concentrated in desirable fields.

Top management (CEO, owner, president, general manager)	38%
Other professionals	26%
Healthcare professionals	15%
Legal services	4%
Educators	15%

EDUCATED CONSUMERS

A Jewish Times subscriber is four times more likely to have a master's degree than the national average.

Bachelor's degree	64%
Master's degree	22%
Doctorate degree	9%

DINING OUT

JT subscriber households are frequent patrons of sit-down dining establishments. The typical monthly bill for a sit-down restaurant is \$330.*

A third of subscribers patronize sit down restaurants more than ten times a month.*

1-3 times	17%
4-5 times	24%
6-9 times	23%
10-19 times	24%
20 or more	9%

MEDICAL & HEALTHCARE

JT subscribers regularly use health facilities and services in the area.

Facilities used in the past 12 months*

Sinai Hospital	44%
Greater Baltimore Medical Center	25%
Johns Hopkins Hospital	23%
Northwest Hospital	22%
Mercy Medical Center	7%
St. Joseph Medical Center	7%
Union Memorial	5%
University of Maryland	4%

Services used in the past 12 months*

Exercise program	63%
Imaging/x-rays	58%
Healthcare services	42%
Emergency room	35%
Outpatient surgery	32%
Orthopedic	30%
In-hospital stay	26%
Orthodontists	10%

**Reference to days or months refers to the time at which the subscriber completed the survey.*



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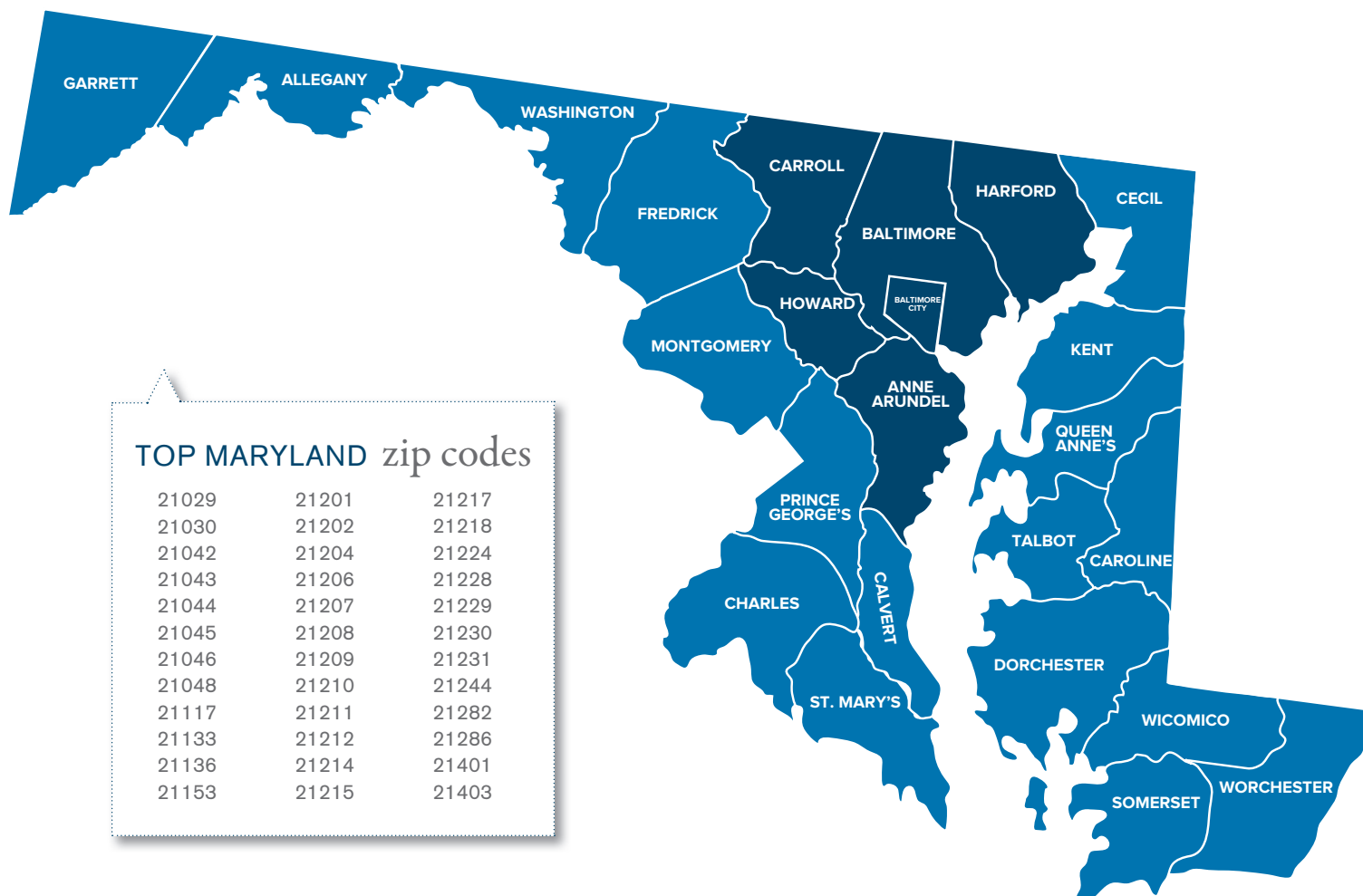
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OUR readers



TOP MARYLAND zip codes

21029	21201	21217
21030	21202	21218
21042	21204	21224
21043	21206	21228
21044	21207	21229
21045	21208	21230
21046	21209	21231
21048	21210	21244
21117	21211	21282
21133	21212	21286
21136	21214	21401
21153	21215	21403

■ CORE READERSHIP



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REV 101817

2018 Calendar

EDITORIAL FOCUSES

ARTS
WEDDINGS
ON STAGE

JT HOLIDAY SERIES

PURIM (February 28 - March 1)
PASSOVER (March 30 - April 7)

ISSUE I
ISSUE II
ISSUE III

YOM HA'ATZMAUT/ISRAEL 70TH ANNIVERSARY (April 18-19)

SHAVUOT (MAY 19-21)

ROSH HASHANAH (September 9-11)

ISSUE I
ISSUE II
ISSUE III

YOM KIPPUR (September 18-19)

SUKKOT (September 23-30)

CHANUKAH (December 2-10)

INSIDER ISSUES/THEMES

JANUARY	Camps I
FEBRUARY	Camps 2
APRIL	Seniors
MAY	Women
AUGUST	Education
OCTOBER	Arts
OCTOBER	Bar/Bat Mitzvah
NOVEMBER	Giving Guide

PREMIER ADVERTISING PAGES

ASK THE EXPERT
PRIVATE SCHOOL OPEN HOUSES
CAMPS
LAST CHANCE CAMPS
GRADUATES
PRIVATE SCHOOL OPEN HOUSES
PRIVATE SCHOOL OPEN HOUSES
CHANUKAH GIFTS
CHANUKAH GIFTS
NEW YEAR'S

BALTIMORE GUIDE TO JEWISH LIFE

ELECTION COVERAGE

Maryland Primary Election (June 26)
General Election Day (November 6)

PUBLICATION	SPACE RESERVATION DATE & MATERIALS DUE
February 2, 2018 May 4, 2018 August 31, 2018	Tues., January 30, 2018 Tues., May 1, 2018 Tues., August 28, 2018
February 23, 2018	Tues., February 20, 2018
March 16, 2018 March 23, 2018 March 30, 2018 April 13, 2018 May 18, 2018	Tues., March 13, 2018 Tues., March 20, 2018 Tues., March 27, 2018 Tues., April 10, 2018 Tues., May 15, 2018
August 24, 2018 August 31, 2018 September 7, 2018 September 14, 2018 September 21, 2018 November 30, 2018	Tues., August 21, 2018 Tues., August 28, 2018 Tues., September 4, 2018 Tues., September 11, 2018 Tues., September 18, 2018 Tues., November 27, 2018
January 19, 2018 February 16, 2018 April 27, 2018 May 11, 2018 August 10, 2018 October 2, 2018 October 26, 2018 November 16, 2018	Mon., January 8, 2018 Mon., February 5, 2018 Mon., April 16, 2018 Mon., April 30, 2018 Mon., July 30, 2018 Mon., September 24, 2018 Mon., October 15, 2018 Mon., November 5, 2018
Last Friday Every Month January 12, 2018 March 2, 2018 March 23, 2018 June 8, 2018 September 28, 2018 October 5, 2018 November 30, 2018 December 7, 2018 December 21, 2018	Tuesday prior to pub date Mon., January 8, 2018 Mon., February 26, 2018 Mon., March 19, 2018 TBD Mon., September 24, 2018 Mon., October 1, 2018 Mon., November 26, 2018 Mon., December 3, 2018 Mon., December 17, 2018
July 27, 2018	Fri., June 8, 2018
June 15, 2018 October 26, 2018	Tue., June 12, 2018 Tue., October 23, 2018



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ADVERTISING DEADLINES

ROP proof ads - material due - 12:00 Noon Monday.
ROP premium position materials due - 5:00 PM Monday.
ROP ads - no proof - materials due - 5:00 PM Tuesday.
ROP camera ready ads - materials due - 5:00 PM Tuesday.
ROP space orders - 3:00 PM Tuesday.

For other deadlines, contact your Baltimore Jewish Times account executive.

TERMS

Net 30 days. In the event of non-payment, collection or legal action by Mid-Atlantic 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 Baltimore Jewish Times shall not be liable for its failure for any cause to insert an advertisement. The Baltimore Jewish Times 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 Baltimore Jewish Times 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 2015 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.

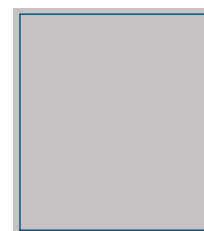
All four color ads should be supplied with a color proof.

Ad materials may be sent to ads@jewishtimes.com or uploaded to the Mid-Atlantic Media FTP site (instructions below). Production questions should be directed to Erin Clare at 410.902.2303.

FTP INSTRUCTIONS

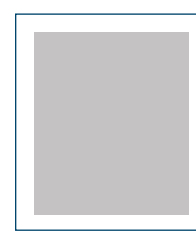
ftp.midatlanticmedia.com | username: advertising | password: MAM-ads

Upload file to the "Incoming" folder in the Baltimore Jewish Times folder and e-mail ads@jewishtimes.com the name of the file.



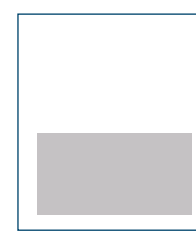
Full Page (bleed)

9.125" x 11.625"



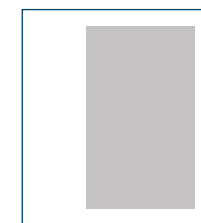
Full Page (live)

7.125" x 9.4375"



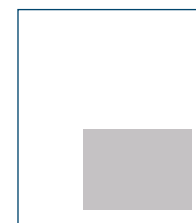
1/2 Horizontal

7.125" x 4.625"



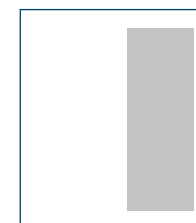
3/4 Vertical

5.3" x 9.4375"



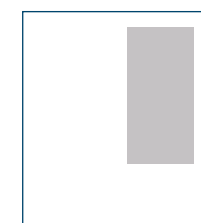
1/3 Horizontal

5.3" x 4.625"



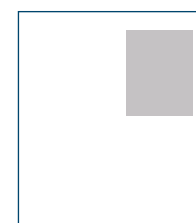
1/2 Vertical

3.479" x 9.4375"



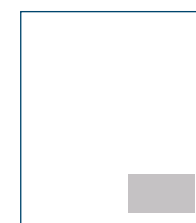
1/3 Vertical

3.479" x 7"



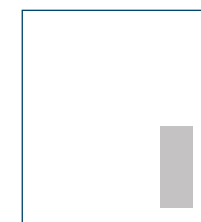
1/4 Square

3.479" x 4.625"



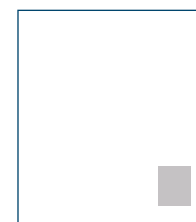
1/8 Horizontal

3.479" x 2.25"



1/8 Vertical

1.656" x 4.625"



1/16 Vertical

1.656" x 2.25"



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DIGITAL ADVERTISING statistics

*Updated April 2017

WEBSITE *statistics*

VISITS	33,298
PAGE VIEWS	52,142
BOUNCE RATE	65.49%
AVERAGE TIME ON SITE	1:36
PAGES/VISIT	1.57
MOST VISITED PAGES (after home page)	
LOCAL NEWS, POLLS, OBITUARIES, MILESTONES	

WEB AD *statistics*

IMPR.	324,441
CLICKS	3,841

JT DIGITAL *edition* (Monthly Average)

VISITS	PAGE VIEWS	TIME FOR VISITS	PAGES/VISITS
287	432	8:58	1.47

SOCIAL *media*

JT	FOLLOWERS
facebook.com/jewishtimes	6,423
twitter.com/jewishtimes	6,534
instagram.com/jewishtimes	950

EMAIL *database*

JT WEEKLY E-LETTER	
SUBSCRIBERS	4,813
OPEN RATE	26.50%
CTR	18.75%
EBLAST	
SUBSCRIBERS	10,087
OPEN RATE	12.40%
CTR	2.40%



JT DIGITAL MAGAZINE



CUSTOM MEDIA

YOUR STORIES. OUR STRATEGY.

Many of the most respected names in town rely on Mid-Atlantic Media to produce creative, results-driven content solutions for their brands. Whether you're looking to design a custom publication, refresh your website or find other innovative and affordable ways to engage your audience, Mid-Atlantic Media can serve you.

Taking advantage of our award-winning publications' design, editorial, production and project management teams, and a cadre of well-respected advertising consultants, we can with any or all aspects of your company's projects. Our brand consultants will work with you to achieve the compelling content and eye-catching design you need to move your product or service forward — all at an affordable price.

With particular experience in education, healthcare, nonprofits and corporate image building, we put the written word to work for you in every conceivable format.

MID-ATLANTIC CUSTOM MEDIA SERVICES

Publication start-ups and redesign

Marketing Collateral — Annual Reports, Newsletters, Logos, Brochures

Advertising services

Mailing Services and Distribution

Web Site Design and Development

Social Networking

Mobile Applications

Interactive Presentations



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