BALTIMORE JewishTimes MEDIA KIT 2022

Target over **68%** *of Jewish Adults in the Greater Baltimore area with a mix of print and digital*

jewishtimes.com

Print | Digital |

410.902.2300, ext. 2 | advertising@jewishtimes.com | jewishtimes.com
11459 Cronhill Drive, Suite A | Owings Mills, MD 21117

BALTIMORE JEWISH TIMES

JT

STORIES COME TO *life* HERE

CONTACT your JT sales consultant to schedule your advertising

OR

p 410.902.2300, ext. 2
advertising@jewishtimes.com
jewishtimes.com

Please submit ad materials to your sales consultant

Mid-Atlantic MEDIA

11459 Cronhill Drive, Suite A | Owings Mills, MD 21117
410.902.2300, ext. 2 | midatlanticmedia.com

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

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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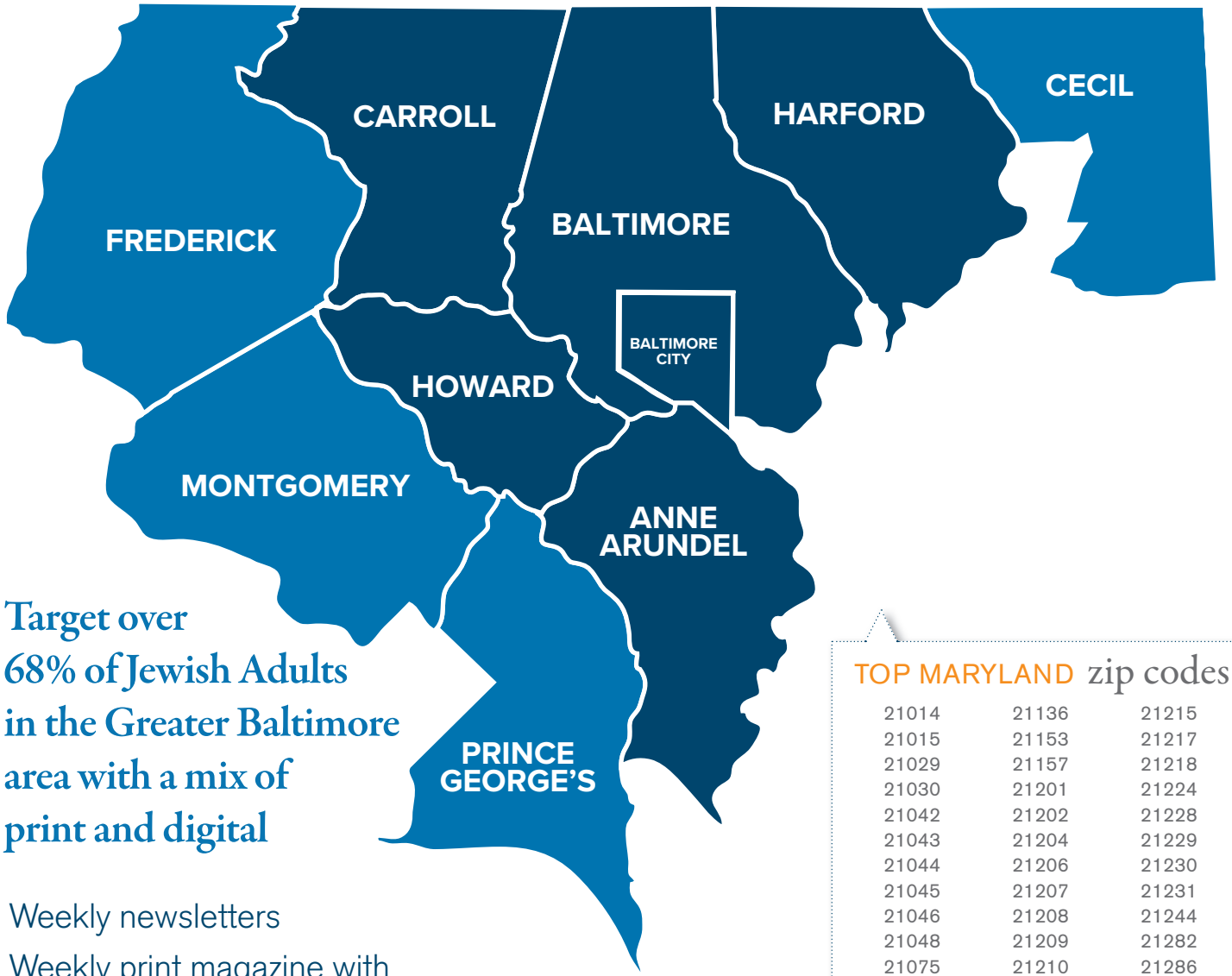
OUR Readers



Target over 68% of Jewish Adults in the Greater Baltimore area with a mix of print and digital

Weekly newsletters

Weekly print magazine with a 3.5 pass along rate

jewishtimes.com

*46,700 Jewish Households in the Greater Baltimore Area, 74,900 Jewish Adults — Baltimore's Jewish Community Study 2020, The Associated Jewish Federation of Baltimore

TOP MARYLAND zip codes

21014	21136	21215
21015	21153	21217
21029	21157	21218
21030	21201	21224
21042	21202	21228
21043	21204	21229
21044	21206	21230
21045	21207	21231
21046	21208	21244
21048	21209	21282
21075	21210	21286
21104	21211	21401
21117	21212	21403
21133	21214	21784

CORE READERSHIP

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2022 Calendar

	PUBLICATION DATE	SPACE RESERVATION DATE & MATERIALS DUE
JANUARY		
Seniors	January 7	Thurs., December 30, 2021
*Dining/Food**	January 14	Fri., January 7
Camps 1, *Private Schools and Open Houses**, *Home Services**	January 21	Fri., January 14
Be Well: Healthy Living, *Ask the Expert**	January 28	Fri., January 21
FEBRUARY		
Seniors, *Special Focus: Arts**	February 4	Fri., January 28
*Dining/Food**	February 11	Fri., February 4
Camps 2, *Home Services**, Purim	February 18	Fri., February 11
Be Well: Healthy Living, *Ask the Expert**	February 25	Fri., February 18
MARCH		
Seniors, *Camps**	March 4	Fri., February 25
*Dining/Food**	March 11	Fri., March 4
Bar/Bat Mitzvah, Passover 3, *Last Chance Camps**, *Home Services**	March 18	Fri., March 11
Passover #2, Be Well: Healthy Living, *Ask the Expert**	March 25	Fri., March 18
APRIL		
Seniors, Passover #3	April 1	Fri., March 25
*Dining/Food**, Passover #4	April 8	Fri., April 1
Senior Lifestyle, *Home Services**	April 15	Fri., April 8
Be Well: Healthy Living, Autism Awareness Special Section	April 22	Fri., April 15
Yom Ha'atzmaut (Israel Independence), *Ask the Expert**	April 29	Fri., April 22
MAY		
Best of Jewish Baltimore Finalists, , Seniors	May 6	Fri., April 29
*Special Focus: Women**, *Dining/Food**	May 13	Fri., May 6
*Home Services**	May 20	Fri., May 13
Weddings 1, *Ask the Expert**	May 27	Fri., May 20
JUNE		
Seniors, Shavout	June 3	Thurs., May 26
*Graduates**, *Dining/Food**	June 10	Fri., June 3
Best of Jewish Baltimore, *Home Services**	June 17	Fri., June 10
Best of Jewish Baltimore, Be Well: Healthy Living, *Ask the Expert**	June 24	Fri., June 17

**Premier Advertising* ***Glossy Community Directory*

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JULY		
Seniors	July 1	Fri., June 24
*Dining/Food**	July 8	Thurs., June 30
*Home Services**	July 15	Fri., July 8
Be Well: Healthy Living	July 22	Fri., July 15
*Ask the Expert**	July 29	Fri., July 22
Guide to Jewish Life**	July 29	Fri., May 27
AUGUST		
Seniors	August 5	Fri., July 29
*Dining/Food**	August 12	Fri., August 5
Education, *Home Services**	August 19	Fri., August 12
Be Well: Healthy Living, *Ask the Expert**	August 26	Fri., August 19
SEPTEMBER		
Seniors	September 2	Fri., August 26
Rosh Hashanah #1, *Dining/Food**	September 9	Fri., September 2
Rosh Hashanah #2, *Home Services**	September 16	Fri., September 9
High Holidays Food, Rosh Hashanah #3, Be Well: Healthy Living, *Ask the Expert**	September 23	Fri., September 16
Yom Kippur	September 30	Fri., September 23
OCTOBER		
Seniors, *Private Schools and Open Houses**	October 7	Fri., September 30
*Dining/Food**	October 14	Fri., October 7
*Home Services**	October 21	Fri., October 14
Bar/Bat Mitzvah, Breast Cancer Awareness Special Section, Be Well: Healthy Living, *Ask the Expert**	October 28	Fri., October 21
NOVEMBER		
Seniors	November 4	Fri., October 28
*Dining/Food**	November 11	Fri., November 4
Weddings 2, *Home Services**	November 18	Fri., November 11
Be Well: Healthy Living, *Ask the Expert**	November 25	Fri., November 18
DECEMBER		
Chanukah #1, Seniors	December 2	Fri., November 25
Charitable Giving Guide, *Dining/Food**, Chanukah #2	December 9	Fri., December 2
*Home Services**, Chanukah #3	December 16	Fri., December 9
Be Well: Healthy Living, *New Years Eve Celebrations*, Ask the Expert**	December 23	Friday., December 16
New Year's	December 30	Thurs., December 23

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ROP DISPLAY ADVERTISING rates

Rates effective January 1, 2022

FOUR COLUMN FORMAT

Reach an affluent audience of 45,000 engaged readers with JT's print & digital magazine

AVAILABLE AD SIZES		ADD COLOR	52 WEEKS	26 WEEKS	13 WEEKS	6 WEEKS	OPEN
	4 COLUMNS						
Premium Positions *(Cover positions)*	7.125" x 9.4375"		$1570	$1864	$2246	$2729	$3344
Full Page (live)	7.125" x 9.4375"	$250	$1380	$1600	$1860	$2100	$2500
Full Page (trim)	8.125" x 10.625"						
Full Page (bleed)	9.125" x 11.625"						
1/2 Horizontal	7.125" x 4.625"	175	750	855	975	1115	1300
	3 COLUMNS						
3/4 Vertical	5.3" x 9.4375"	200	975	1160	1345	1502	1985
1/3 Horizontal	5.3" x 4.625"	125	547	624	738	835	995
	2 COLUMNS						
1/2 Vertical	3.479" x 9.4375"	175	750	855	975	1115	1300
1/3 Vertical	3.479" x 7"	125	575	655	775	835	995
1/4 Square	3.479" x 4.625"	100	385	450	535	585	660
1/8 Horizontal	3.479" x 2.25"	75	195	225	260	295	335
	1 COLUMN						
1/8 Vertical	1.656" x 4.625"	75	195	225	260	295	335
1/16 Vertical	1.656" x 2.25"	75	105	125	135	160	177

**All prices are per ad insertion.*

FRONT PAGE STICKER

	6X	3X	OPEN
3.5" x 3.5" (live area 3" x 3")	$750	$800	$900

INSERTS

8" x 10" (live area 7.5" x 9.5") — $1500

GUARANTEED POSITION

20% additional cost pages 6-13 and specific adjacencies.
Deadline: 5 p.m. Friday prior to publication.

PUBLICATION DATE

Every Friday since 1919.

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ADVERTISING DEADLINES

ROP proof ads - material due - 12:00 Noon Friday.
ROP premium position materials due - 3:00 PM Friday.
ROP ads - no proof - materials due - 3:00 PM Monday.
ROP camera ready ads - materials due - 3:00 PM Tuesday.
ROP space orders - 2:00 PM Friday.

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 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 aggreement 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 for Macintosh computers to produce ads. Please supply ads 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.

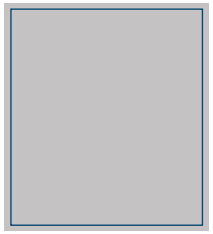
All four color ads should be supplied with a color proof.

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 Jennifer Perkins-Frantz at 410.902.2303.

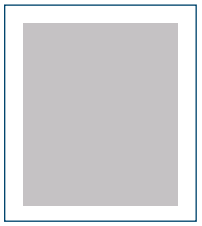
FTP INSTRUCTIONS

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

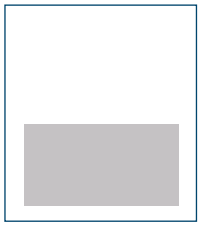
Upload file to the "Incoming" folder in the Baltimore Jewish Times folder and e-mail ads@jewishtimes.com the name of the file.



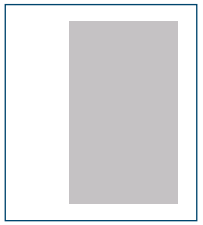
Full Page (bleed)
9.125" x 11.625"



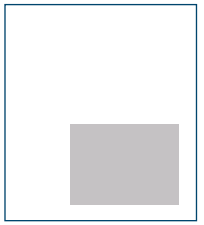
Full Page (live)
7.125" x 9.4375"



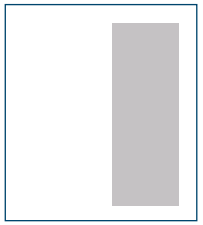
1/2 Horizontal
7.125" x 4.625"



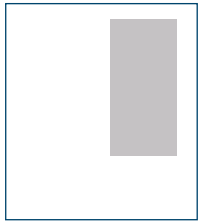
3/4 Vertical
5.3" x 9.4375"



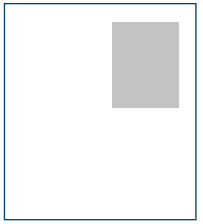
1/3 Horizontal
5.3" x 4.625"



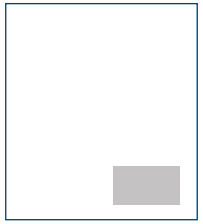
1/2 Vertical
3.479" x 9.4375"



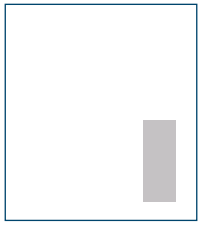
1/3 Vertical
3.479" x 7"



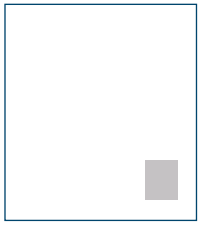
1/4 Square
3.479" x 4.625"



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 rates

Rates effective January 1, 2022

ONLINE ADVERTISING *rates*

WEBSITE ADS

LEADERBOARD
(994 x 100 pixels)

1 MONTH	$479
3 MONTHS	1,149

HOME PAGE - BOTTOM BANNER
(728 x 90 pixels)

1 MONTH	$379
3 MONTHS	979

RECTANGLE (300 x 250 pixels)

1 MONTH	$349
3 MONTHS	949

IN-ARTICLE ADVERTISING
(468 x 60)

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

Not available in the Opinion section.

E-LETTER

(600 x 90 pixels)

TOP BANNER	$299
BOTTOM BANNER	249

E-BLAST

(Width should not exceed 600 pixels wide or 1115 pixels in length max)
$599

SOCIAL MEDIA

FACEBOOK	$250/POST
INSTAGRAM	$250/POST

SPONSORED CONTENT

6 MONTHS	$450

JT E-LETTER *schedule*

Poll every Wednesday
Newsletter every Friday
Obituaries every Friday

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DIGITAL ADVERTISING statistics

WEBSITE *statistics*

VISITS	51,781
PAGE VIEWS	70,085
UNIQUE VISITORS	45,693
AVERAGE TIME ON PAGE	1:45
PAGES/VISIT	1.35
MOST VISITED PAGES *(after home page)*	
OBITUARIES, POLLS, LOCAL NEWS, COMMUNITY	

WEB AD *statistics*

LEADERBOARD (994X100)	88,641
RECTANGLE (300X250)	88,641
BOTTOM BANNER (728X90)	88,641

JT DIGITAL *edition* *(Monthly Average)*

VISITS	PAGE VIEWS	UNIQUE VISITORS	AVERAGE TIME
3,067	3,528	2,338	20:37

SOCIAL *media*

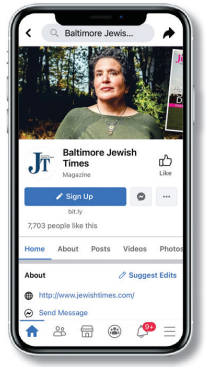
JT	FOLLOWERS
facebook.com/jewishtimes	7,703
twitter.com/jewishtimes	6,674
instagram.com/jewishtimes	1,754

EMAIL *database*

JT WEEKLY E-LETTER	
SUBSCRIBERS	6,426
OPEN RATE	16.92%
CTOR	20%
EBLAST	
SUBSCRIBERS	7,912
OPEN RATE	19.4%
CTOR	6.28%

JEWISHTIMES.COM

JT WEEKLY E-LETTER



FACEBOOK

Digital Marketing

Solutions optimized for your business needs.

In today's competitive world, a business' success doesn't happen by chance. You need a game plan that thinks three steps ahead. So how do you get there? With a thorough check of your brand, along with an awareness of customer habits and the best selection of business marketing solutions to reach your target, we will build an integrated marketing strategy to maximize your competitive advantages and stay within budget.

EBLAST PLUS

You know who your target consumer is. Target them more effectively with Eblasts to custom audience by parameters YOU define. Choose how many people you want to reach, then choose your geography and filter by income, demographics, and even interests!

>>$900 for up to 30,000 emails; $30 per 1,000 for additional emails

PROGRAMMATIC DISPLAY ADVERTISING

Everywhere we go on the internet we see ads. Whether we are checking our weather apps, reading news, watching videos, or playing games on our mobile devices, ads are shown. With Programmatic ads, we focus on reaching your ideal audience no matter where they are online.

AVAILABLE TACTICS CAN INCLUDE:

KEYWORD RETARGETING — By using a custom-built keywords list based on your audience, serve your ads to people who have been online searching for similar products and services.

GEO-FENCING — We create a virtual boundary around a specific location and serve ads to people in that area. Competitor locations, areas of interest, specific neighborhoods, parks, and more.

SITE RETARGETING — Serve your ads to people who have previously visited your website. This unique audience is curated after a pixel is added to the site.

AUDIENCE CURATION — Use publicly available data to serve ads at the household level to your ideal audience. Start with location and layer in any number of factors including: Age, gender, languages spoken, children present of a certain age, income, credit, interests, military service, and more.

It's all about getting the right message to the right person at the right time. Let's build your custom campaign today.

PROGRAMMATIC + PAID SOCIAL PACKAGING OPTIONS

PRESENT	COMPETITIVE	DOMINANT
65,000 monthly impressions	100,000 monthly impressions	185,000 monthly impressions
(50,000 programmatic +15,000 social)	(75,000 programmatic +25,000 social)	(125,000 programmatic +60,000 social)
$700 per month	**$1,100 per month**	**$2,000 per month**

PROGRAMMATIC + EBLAST PLUS PACKAGING OPTIONS (3 MONTH PROGRAM)

PRESENT	COMPETITIVE	DOMINANT
50,000 programmatic impressions per month + 1 eBlast to up to 30,000 emails	100,000 programmatic impressions per month + 1 eBlast to up to 30,000 emails	150,000 programmatic impressions per month + 2 eBlasts to up to 30,000 emails
$2,400 / $800 per month	**$3,900 / $1,300 per month**	**$6,000 / $2,000 per month**

Contact your Mid-Atlantic Media sales consultant to schedule your program

or

p **410-902-2300, ext. 2**
301-230-2222, ext. 2

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