

BALTIMORE JewishTimes MEDIA KIT 2024



Reach over 40,500 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
9200 Rumsey Road, Suite 215 | Columbia, MD 21045



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



9200 Rumsey Rd., Suite 215 | Columbia, MD 21045
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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Readers

Celebrating 105+ years of informing, educating, influencing, and entertaining the Baltimore Jewish community. With the latest in local news, opinions, analysis, local personality profiles, entertainment features, Baltimore Jewish Times' integrated media properties are a unifying force for building and strengthening an upscale Jewish community. Baltimore Jewish Times (JT), is the essential vehicle to advertise your services to our niche market!

- Target Jewish Adults in the Greater Baltimore area with a mix of print and digital.
- Target JT readers with \$150,000 HHI and \$1.25m net worth
- JT 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 JT, your message is delivered by print, digital and email distribution. JT is delivered by mail to its paid subscribers and distributed for FREE to over 50 newsstand locations in Baltimore and Howard County. Additionally, JT's magazine is delivered to over 5,600 email subscribers as well as 30,000 targeted emails.

Newsstand Pick Rate Average: **97%**

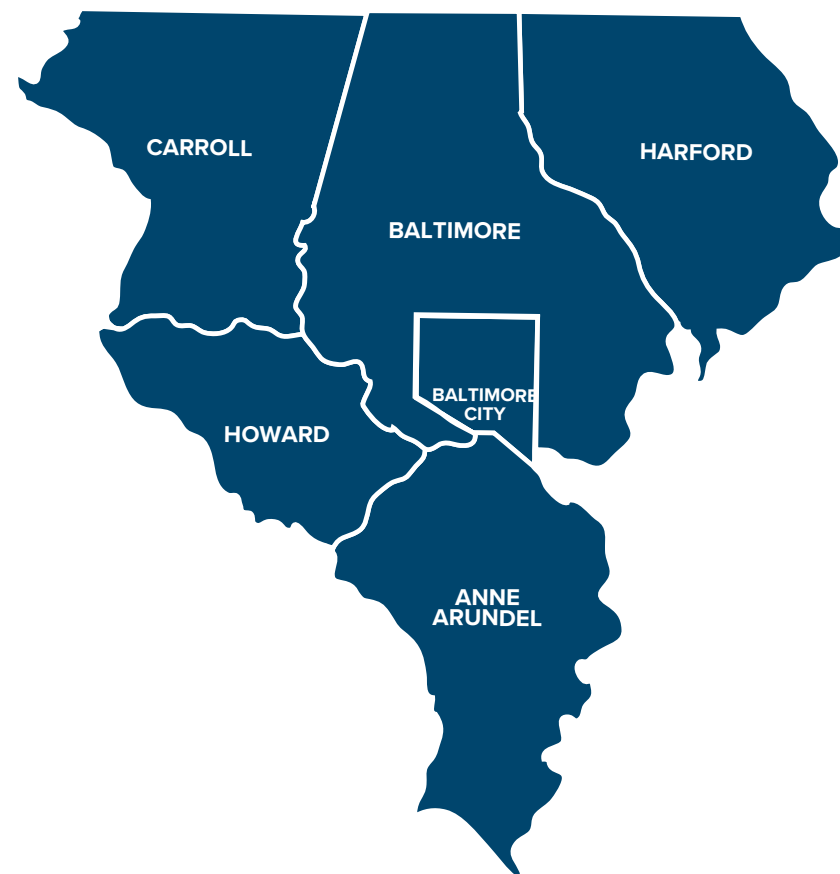
Digital Magazine Average Monthly:

Unique Opens: **30%**

Click to Opens: **15%**

Click Through Rate: **4.5%**

Digital Magazine Unique Users: **2,800**



Print | Digital |   



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2024 Calendar

	PUBLICATION DATE	SPACE RESERVATION DATE & MATERIALS DUE
JANUARY		
Senior Lifestyle	January 5	Thurs., December 28, 2022
<i>Dining/Food*</i>	January 12	Fri., January 5
Camp & School Guide, <i>Home Services*</i>	January 19	Fri., January 12
Healthy Living, <i>Ask the Expert*</i>	January 26	Fri., January 19
FEBRUARY		
Senior Lifestyle, <i>Special Focus: Arts*</i>	February 2	Fri., January 26
<i>Dining/Food*</i>	February 9	Fri., February 2
Camp & School Guide, <i>Home Services*</i>	February 16	Fri., February 9
Bar/Bat Mitzvah, Healthy Living, <i>Ask the Expert*</i>	February 23	Fri., February 16
MARCH		
Senior Lifestyle, Purim	March 1	Fri., February 23
<i>Dining/Food*</i>	March 8	Fri., March 1
Camp & School Guide, Home Services	March 15	Fri., March 8
The Look, <i>Ask the Expert*</i>	March 22	Fri., March 15
Passover, Healthy Living	March 29	Fri., March 22
APRIL		
Passover, Senior Lifestyle	April 5	Fri., March 29
Passover, <i>Dining/Food*</i>	April 12	Wed., April 3
Passover, Autism Awareness, <i>Home Services*</i>	April 19	Fri., April 12
Healthy Living, <i>Ask the Expert*</i>	April 26	Fri., April 19
MAY		
Best of Jewish Baltimore Finalists, Senior Lifestyle	May 3	Fri., April 26
Yom Ha'Atzma'ut, Special Focus: Women, <i>Dining/Food*</i>	May 10	Fri., May 3
<i>Home Services*</i>	May 17	Fri., May 10
Weddings, <i>Ask the Expert*</i>	May 24	Fri., May 17
Healthy Living	May 31	Fri., May 24
JUNE		
Senior Lifestyle, Shavuot	June 7	Thurs., May 23
<i>Graduates*, Dining/Food*</i>	June 14	Fri., June 7
Best of Jewish Baltimore, <i>Home Services*</i>	June 21	Fri., June 14
Best of Jewish Baltimore, <i>Ask the Expert*</i> , Healthy Living	June 28	Fri., June 21

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



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2024 Calendar

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JULY		
Senior Lifestyle	July 5	Thurs., June 27
<i>Dining/Food*</i>	July 12	Fri., July 5
<i>Home Services*</i>	July 19	Fri., July 12
Healthy Living, <i>Ask the Expert*</i>	July 26	Fri., July 19
<i>Guide to Jewish Life**</i>	July 26	Fri., May 24
AUGUST		
Senior Lifestyle	August 2	Fri., July 26
<i>Dining/Food*</i>	August 9	Fri., August 2
Education, <i>Home Services*</i>	August 16	Fri., August 9
<i>Ask the Expert*</i>	August 23	Fri., August 16
Healthy Living	August 30	Fri., August 23
SEPTEMBER		
Senior Lifestyle	September 6	Fri., August 30
Rosh Hashanah, <i>Dining/Food*</i>	September 13	Fri., September 6
Rosh Hashanah, High Holidays Food, <i>Home Services*</i>	September 20	Fri., September 13
Rosh Hashanah, <i>Ask the Expert*</i> , Camp & School Guide, Healthy Living, The Look	September 27	Fri., September 20
OCTOBER		
Yom Kippur, Senior Lifestyle, Breast Cancer Awareness, Camp & School Guide	October 4	Fri., September 27
<i>Dining/Food*</i>	October 11	Fri., October 4
<i>Home Services*</i> , Bar/Bat Mitzvah	October 18	Fri., October 11
Healthy Living, <i>Ask the Expert*</i> , Camp & School Guide	October 25	Fri., October 18
NOVEMBER		
Senior Lifestyle	November 1	Fri., October 25
<i>Dining/Food*</i>	November 8	Fri., November 1
Weddings, <i>Home Services*</i>	November 15	Fri., November 8
<i>Ask the Expert*</i>	November 22	Fri., November 15
Healthy Living	November 29	Fri. November 22
DECEMBER		
Chanukah Gift, Senior Lifestyle	December 6	Wed., November 27
Chanukah, Charitable Giving Guide, <i>Dining/Food*</i>	December 13	Fri., December 6
Chanukah, <i>New Years Eve Celebrations*</i> , Camp & School Guide, <i>Home Services*</i>	December 20	Fri., December 13
<i>Ask the Expert*</i> , New Year's, Healthy Living	December 27	Fri., December 20

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JT'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	13x	26x	52x	ADD VIDEO	ADD SLIDESHOW
4 COLUMNS								
Premium Positions	10" x 11.325"	\$3344	\$2729	\$2246	\$1864	\$1570		
Full Page	10" x 11.325"	\$2500	\$2125	\$1875	\$1625	\$1400	\$500	\$250
1/2 Horizontal	10" x 5.55"	1325	1140	995	875	770	500	250
3 COLUMNS								
3/4 Vertical	7.45" x 11.325"	1995	1550	1390	1190	1025	500	250
2 COLUMNS								
1/2 Vertical	4.9" x 11.325	1325	1140	995	875	770	500	250
1/4 Vertical	4.9" x 5.55"	675	610	560	475	405		
1/8 Horizontal	4.9" x 2.7"	350	310	275	240	210		
1 COLUMN								
1/8 Vertical	2.375" x 5.55"	350	310	275	240	210		
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 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 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 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.

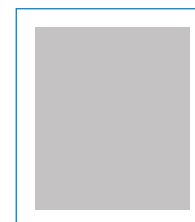
All four color ads should be supplied with a color proof.

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.

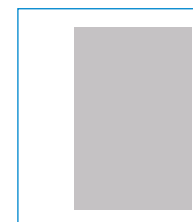
FTP INSTRUCTIONS

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

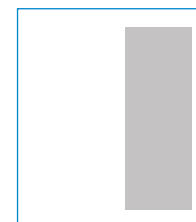
Upload file to the "Incoming" folder in the Baltimore Jewish Times folder and e-mail ads@jewishtimes.com the name of the file.



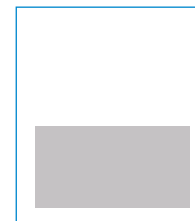
Full Page
10" x 11.325"



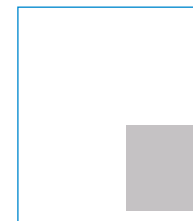
3/4 Vertical
7.45" x 11.325"



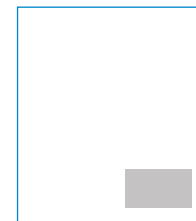
1/2 Vertical
4.9" x 11.325"



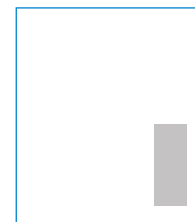
1/2 Horizontal
10" x 5.55"



1/4 Vertical
4.9" x 5.55"



1/8 Horizontal
4.9" x 2.7"



1/8 Vertical
2.375" x 5.55"



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CLASSIFIED ADVERTISING rates

Rates effective January 1, 2024

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

ADVERTISING RATES & SPECIFICATIONS

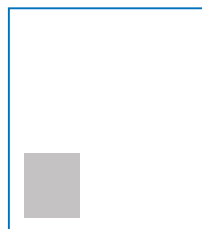
AVAILABLE AD SIZES	SPECIFICATIONS	52 WEEKS	26 WEEKS	13 WEEKS	6 WEEKS	OPEN
Small	3.22" x 1.65"	\$60	\$70	\$80	\$85	\$90
Medium	3.22" x 3.22"	110	120	130	145	165
Large	3.22" x 5.25"	165	180	190	215	250

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



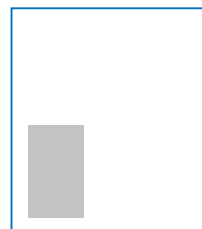
Small

3.22" x 1.65"



Medium

3.22" x 3.22"



Large

3.22" x 5.25"

LINE ADVERTISING RATES

\$40.00 minimum charge for 20 words for 2 weeks. Each additional word is \$2.00 per word. Price includes your listing on www.jewishtimes.com.

Extra charges for border, bold words, underlined word.
All ads are on a pre-paid basis.

PUBLICATION DATE

Every Friday since 1919.

CONDITIONS

The Baltimore Jewish Times shall not be liable for its failure from any cause to insert an advertisement. The Baltimore Jewish Times reserves the right to revise, reject or edit any advertisement. 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 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 – materials due – 12:00 PM Friday.

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

Classified display proof ads – materials due – 2:00 PM Monday.

Classified display ads – no proof – materials due – 3:00 PM Monday.

Classified display ads space orders – 2:00 PM Friday.

For more information, contact a Baltimore Jewish Times
classified account executive at 410-902-2326



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DIGITAL ADVERTISING rates

Rates effective January 1, 2024

ONLINE ADVERTISING

JT 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

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

**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
Baltimore JT 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)*