

BALTIMORE JewishTimes

Media Kit

2025

Reach over 44,000 Jewish Adults in the Greater Baltimore area with a mix of print and digital



advertising@jewishtimes.com
410-902-2300, ext. 2 | JewishTimes.com

Celebrating 106+ years of informing, educating, influencing and entertaining the Baltimore Jewish community. With the latest in local news, opinions, analysis, local personality profiles, entertainment features, JT's integrated media properties are a unifying force for building and strengthening an upscale Jewish community. JT is the essential vehicle to advertise your services to our niche market!

Target Jewish Adults in the greater Baltimore metro with a mix of print and digital.

- Average \$150,000 HHI and \$1.25m net worth
- Average age 62
- 85% are College Graduates
- 83% own a primary residence with an average value of \$500,000
- 13% own a second home
- 80.5% dine out regularly
- 81.5% rely on the JT for local news
- 78% turn to the JT for local events
- 97% read ads in the JT. 82% look for sales and specials. 78% look for information on products and services.

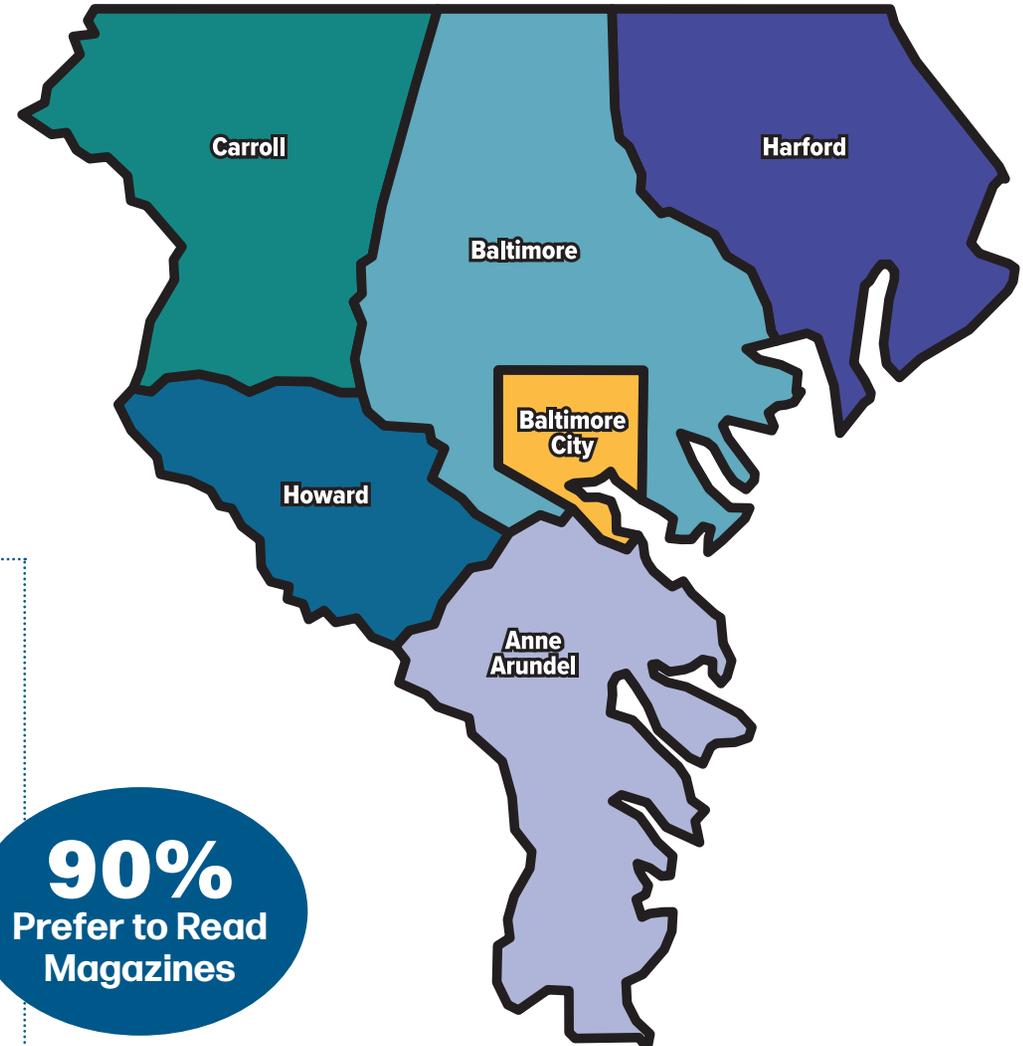
Magazine Audience Reach: 44,000

When you buy an advertising program in Baltimore Jewish Times (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 throughout Jewish Baltimore. Additionally, JT's magazine is delivered to over 9,000 email subscribers as well as 30,000 targeted emails.

Newsstand Pick Rate Average: **97%**

Digital Magazine Unique User Monthly Average: **4,000**

Newsletter: Unique Opens: **30%**; Click Through Rate: **4.5%**



January

Senior Lifestyle
Remember When, Wine & Whiskey, **Dining/Food***
Camp & School Guide, **Home Services***
Healthy Living, Wine & Whiskey
Ask The Expert*

Publication Date

January 3
January 10
January 17
January 24
January 31

Space Reservation Date & Materials Due

Friday, December 27, 2024
Friday, January 3
Friday, January 10
Friday, January 17
Friday, January 24

February

Senior Lifestyle, Special Focus: Arts
Remember When, Wine & Whiskey, **Dining/Food***
Camp & School Guide, **Home Services***
Bar & Bat Mitzvah, Healthy Living, Wine & Whiskey, **Ask The Expert***

February 7
February 14
February 21
February 28

Friday, January 31
Friday, February 7
Friday, February 14
Friday, February 21

March

Senior Lifestyle, Purim
Remember When, Wine & Whiskey, **Dining/Food***
Passover, Camp & School Guide, The Look, **Home Services***
Passover, Healthy Living, Wine & Whiskey, **Ask the Expert***

March 7
March 14
March 21
March 28

Friday, February 28
Friday, March 7
Friday, March 14
Friday, March 21

April

Passover, Senior Lifestyle
Passover, **Dining/Food***
Autism Awareness, **Home Services***
Yom Ha'Atzma'ut, Healthy Living, Wine & Whiskey, **Ask The Expert***

April 4
April 11
April 18
April 25

Friday, March 28
Friday, April 4
Friday, April 11
Friday, April 18

May

Senior Lifestyle
Special Focus: Women, Remember When, Wine & Whiskey, **Dining/Food***
Home Services*
Wonderful Weddings, Healthy Living, Wine & Whiskey
Shavuot, **Ask The Expert***

May 2
May 9
May 16
May 23
May 30

Friday, April 25
Friday, May 2
Friday, May 9
Friday, May 16
Friday, May 23

June

Senior Lifestyle
Remember When, Wine & Whiskey, **Graduates*, Dining/Food***
Best of Jewish Baltimore part 1, **Home Services***
Best of Jewish Baltimore part 2, Healthy Living, Wine & Whiskey, **Ask the Expert***

June 6
June 13
June 20
June 27

Friday, May 30
Friday, June 6
Friday, June 13
Friday, June 20

July

Senior Lifestyle
Remember When, Wine & Whiskey, **Dining/Food***
Home Services*
Guide to Jewish Life***
Healthy Living, Wine & Whiskey, **Ask the Expert***

Publication Date

July 4
July 11
July 18
July 25
July 25

Space Reservation Date & Materials Due

Friday, June 27
Thursday, July 3
Friday, July 11
Friday, May 23
Friday, July 18

August

Senior Lifestyle
Remember When, Wine & Whiskey, **Dining/Food***
Education, **Home Services***
Healthy Living, Wine & Whiskey
Ask the Expert*

August 1
August 8
August 15
August 22
August 29

Friday, July 25
Friday, August 1
Friday, August 8
Friday, August 15
Friday, August 22

September

Rosh Hashanah, Senior Lifestyle
Rosh Hashanah, Remember When, Wine & Whiskey, **Dining/Food***
Rosh Hashanah, Fall Arts, Camp & School Guide, **Home Services***
Yom Kippur, Healthy Living, The Look, Wine & Whiskey, **Ask The Expert***

September 5
September 12
September 19
September 26

Friday, August 29
Friday, September 5
Friday, September 10
Thursday, September 18

October

Senior Lifestyle, Breast Cancer Awareness, Camp & School Guide
Special Focus: Arts, Remember When, Wine & Whiskey, **Dining/Food***
Bar & Bat Mitzvah, **Home Services***
Healthy Living, Wine & Whiskey
Camp & School Guide, **Ask The Expert***

October 3
October 10
October 17
October 24
October 31

Friday, September 26
Friday, October 3
Friday, October 10
Friday, October 17
Friday, October 24

November

Senior Lifestyle
Remember When, Wine & Whiskey, **Dining/Food***
Wonderful Weddings, **Home Services***
Chanukah, Healthy Living, Wine & Whiskey, **Ask The Expert***

November 7
November 14
November 21
November 28

Friday, October 31
Friday, November 7
Friday, November 14
Friday, November 21

December

Chanukah, Charitable Giving, Senior Lifestyle
Chanukah Gift, Remember When, Wine & Whiskey, **Dining/Food***
Camp & School Guide, **Home Services***
Healthy Living, Wine & Whiskey, **New Year's Eve Celebrations*, Ask The Expert***

December 5
December 12
December 19
December 26

Wednesday, November 26
Friday, December 5
Friday, December 12
Friday, December 19

Size	Width" x Height"	Open	6x	13x	26x	52x	ADD VIDEO	ADD SLIDESHOW
Full Page	10" x 11.325"	2500	2190	1930	1675	1470	\$500	\$250
3/4 Vertical	7.45" x 11.325"	1995	1550	1390	1190	1025	500	250
1/2 Horizontal	10" x 5.55"	1325	1160	1025	900	795	500	250
1/2 Vertical	4.9" x 11.325"	1325	1160	1025	900	795	500	250
1/4 Vertical	4.9" x 5.55"	695	625	575	515	465		
1/8 Horizontal	4.9" x 2.7"	360	320	285	250	220		
1/8 Vertical	2.375" x 5.55"	360	320	285	250	210		
Double Truck	21" x 11.325"		6000				500	250
			Open	3x	6x			
Front Page Sticker	3" x 3" (live area 2.875" x 2.875")		\$1300	\$1200	\$1100			
Inserts	8" x 10" (live area 7.5" x 9.5")	\$1750 (Full Run only)						

Effective January 1, 2025

Sponsored content available in the magazine as half, full or double truck ad sizes only. | *All prices are per ad insertion.

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

PUBLICATION DATE
Every Friday since 1919.

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.

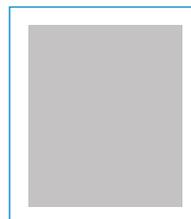
PRINTING SPECIFICATIONS

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.

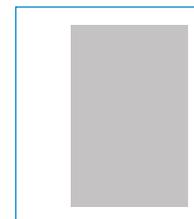
All four color ads should be supplied with a color proof.

Ad materials may be sent to ads@jewishtimes.com



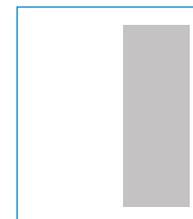
Full Page

10' x 11.325'



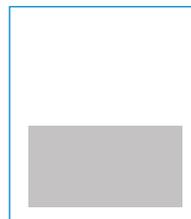
3/4 Vertical

7.45' x 11.325'



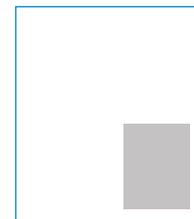
1/2 Vertical

4.9' x 11.325'



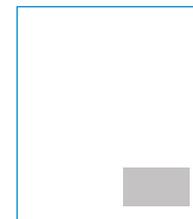
1/2 Horizontal

10' x 5.55'



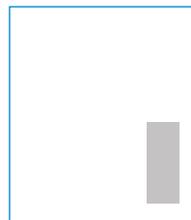
1/4 Vertical

4.9' x 5.55'



1/8 Horizontal

4.9' x 2.7'



1/8 Vertical

2.375' x 5.55'

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

SPONSORED CONTENT

STORY

500 Maximum Words

1 MONTH	\$450
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The article title is listed on our home page for one month under "Sponsored Articles."

SPONSORED CONTENT

1 MONTH	\$450
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IN-ARTICLE ADVERTISING (468 x 60 pixels)

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

Not available in the Opinion section.

STORY WITH VIDEO

1 MONTH	\$550
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Up to 60 seconds

EMAIL MARKETING

ELETTER

600 x 90 pixels

TOP BANNER AD
\$349

BANNER AD
\$249

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

EBLAST*

Width should not exceed 600 pixels wide or 1700 pixels in length

\$599

To our opted-in database

PREMIUM EBLAST

Width should not exceed 600 pixels wide or 1700 pixels in length

\$750

30,000 targeted emails

COMBO PREMIUM EBLAST

Width should not exceed 600 pixels wide or 1700 pixels in length

\$999

30,000 targeted emails plus our opt-in subscriber emails

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

320x50	300x50	300x250	728x90	160x600
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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

SOCIAL MEDIA

FACEBOOK OR INSTAGRAM \$250/POST

Image and short write-up.

*Must be JPG image, HTML or we can build it for you. HTML format: Client must supply the HTML. HTML page should be 600 pixels wide by unlimited depth. All images must be hosted by the client and embedded using full image path (i.e. http://sampledomain.com/images/Myimage.jpg). In-house build: Client must supply all images, text and links (URL's) for us to design the blast. Client should proof the text, as it will be copied and pasted as it was supplied to us. Client must supply a general layout. Because of how a web page appears is dependent on the end-user's computer, fonts used in these are very generic. Please choose Serif or San Serif only. You should supply the URL link and a subject line.

Rates are net, non-commissionable. Effective January 1, 2025

The 2025-2026 Baltimore Guide to Jewish Life is the one-stop shop for everything you need to know and access in Jewish Baltimore.

Where is that synagogue? How do I find a mohel? Where are the kosher restaurants? From religious and communal life to education, arts and culture, health and fitness, senior programming and Israel advocacy, every relevant organization, product and service available in Jewish Baltimore can be found in the Guide.

The Baltimore Guide to Jewish Life will be mailed to the JT's subscriber base; another several thousand copies will be accessible at newsstands. In addition, copies will be distributed through The Associated: Jewish Community Federation of Baltimore, the Jewish Community Center and Shalom Baltimore.

ADVERTISING RATES

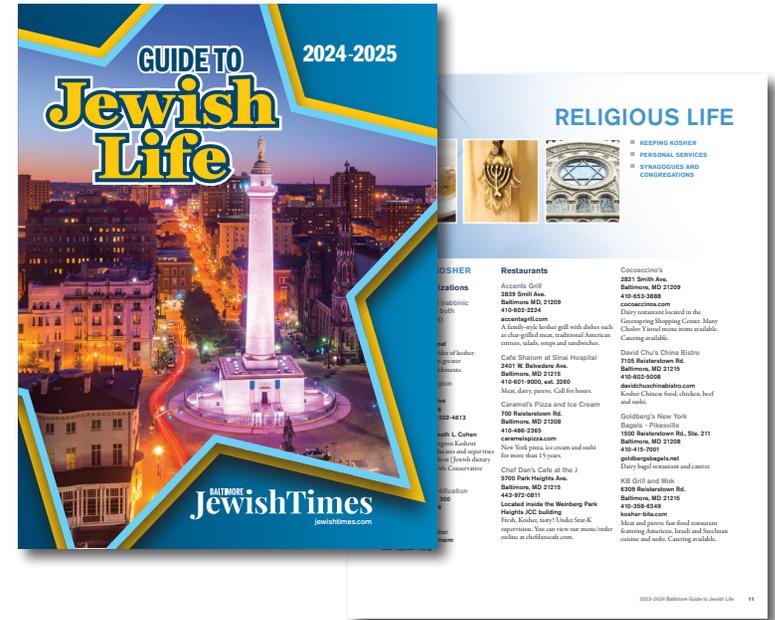
Rates effective January 1, 2025

Available Ad Sizes	Width" x Height"	Open	Customers Under Contract	
			6-13x/yr.	26-52x/yr.
Full Page (live)	7" X 9.5"	\$2800	\$2475	\$2165
Full Page (trim)	8.375" X 10.875"			
Full Page (bleed)	8.625" X 11.125"			
1/2 Page	7" X 4.625"	\$1850	\$1315	\$1135
1/3 Page (horizontal)	4.625" X 4.625"	\$1200	\$930	\$775
1/3 Page (vertical)	2.25" X 9.5"	\$1200	\$930	\$775
1/6 Page (horizontal)	4.625" X 2.25"	\$700	\$570	\$525
1/6 Page (vertical)	2.25" X 4.625"	\$700	\$570	\$525
1/12 Page	2.25" X 2.25"	\$400	\$340	\$290
Listing Only	\$100			

Premium positions available on a first-come, first served basis. Additional charges may apply. Contract advertising discounts available. Call your sales consultant for further details. Rates shown are net.

*All prices are per ad insertion.

advertising@jewishtimes.com | 410.902.2300, ext. 2



VALUE ADDED:

- Special digital Guide to Jewish Life at digital.jewishtimes.com; readers will be able to download your ad to share and use your special offer

The 2025-2026 Guide to Jewish Life will be published **July 25, 2025**. The deadline for space reservation and other ad-related materials is **Friday, May 23, 2025**.