

BALTIMORE JewishTimes

Media Kit

2026

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.

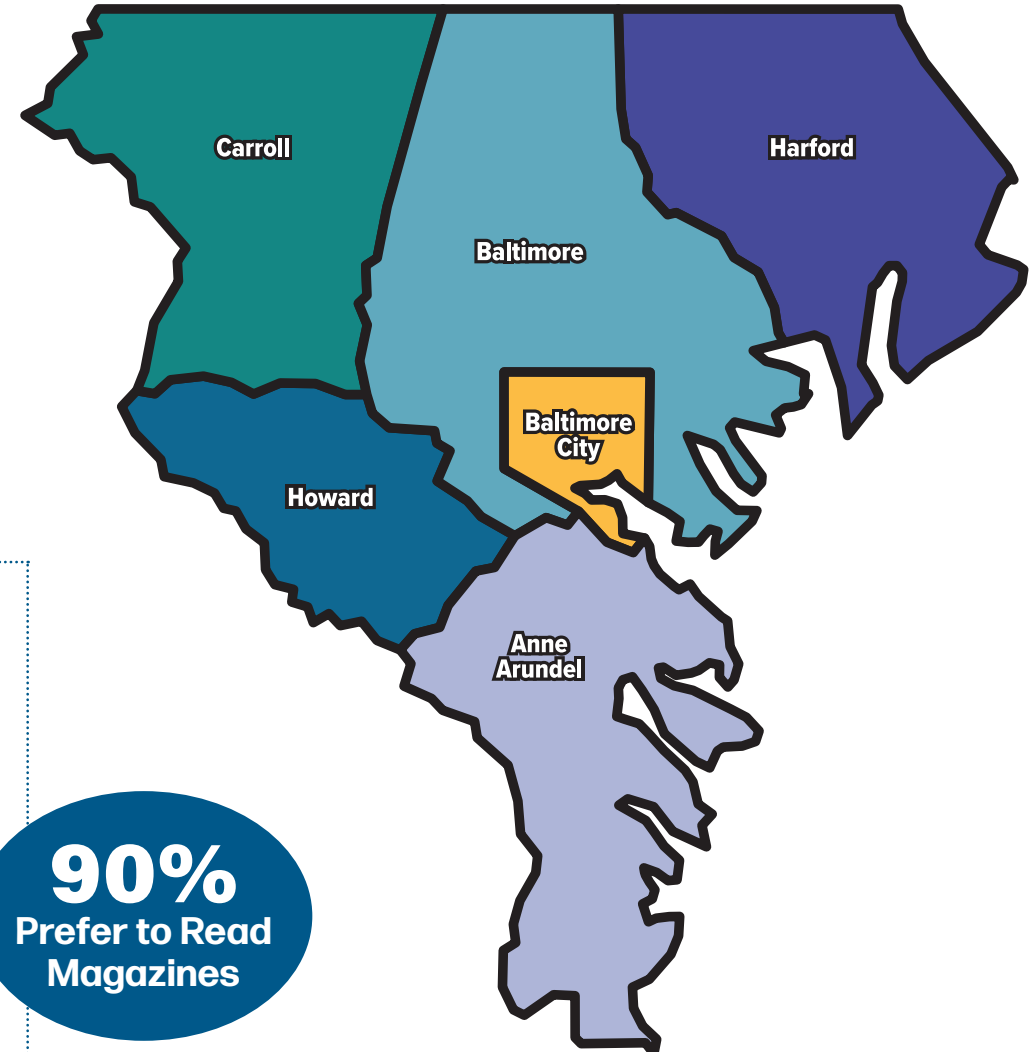
Magazine Audience Reach: 44,000

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

Dining/Food*

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

Healthy Living

Ask The Expert*

Publication Date

January 2

January 9

January 16

January 23

January 30

Space Reservation Date & Materials Due

Friday, December 26, 2025

Friday, January 2

Friday, January 9

Friday, January 16

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 6

February 13

February 20

February 27

Friday, January 30

Friday, February 6

Friday, February 13

Friday, February 20

March

Passover, Senior Lifestyle

Passover, **Dining/Food***

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

Passover, Healthy Living, **Ask the Expert***

March 6

March 13

March 20

March 27

Friday, February 27

Friday, March 6

Friday, March 13

Friday, March 20

April

Senior Lifestyle

Dining/Food*

Home Services*

Yom Ha'Atzma'ut, Healthy Living, **Ask The Expert***

April 3

April 10

April 17

April 24

Friday, March 27

Friday, April 3

Friday, April 10

Friday, April 17

May

Senior Lifestyle

Special Focus: Women, **Dining/Food***

Home Services*

Wonderful Weddings, Healthy Living

Ask The Expert*

May 1

May 8

May 15

May 22

May 29

Friday, April 24

Friday, May 1

Friday, May 8

Friday, May 15

Friday, May 22

June

Senior Lifestyle, Primary Election Preview

Graduates*, Dining/Food*

Best of Jewish Baltimore part 1, **Home Services***

Best of Jewish Baltimore part 2, Healthy Living, **Ask the Expert***

June 5

June 12

June 19

June 26

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 3

July 10

July 17

July 24

July 24

July 31

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 Lifestyle

Dining/Food*

Home Services*

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

August 7

August 14

August 21

August 28

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 4

September 11

September 18

September 25

Friday, August 28

Thursday, September 3

Friday, September 11

Friday, September 18

October

Senior Lifestyle, Breast Cancer Awareness, Camp & School Guide

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

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

Healthy Living, General Election Preview

Camp & School Guide, **Ask The Expert***

October 2

October 9

October 16

October 23

October 30

Friday, September 25

Friday, October 2

Friday, October 9

Friday, October 16

Friday, October 23

November

Senior Lifestyle

Remember When, **Dining/Food***

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

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

November 6

November 13

November 20

November 27

Friday, October 30

Friday, November 6

Friday, November 13

Friday, November 20

December

Chanukah, Charitable Giving, Senior Lifestyle

Dining/Food*

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

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

December 4

December 11

December 18

December 25

Wednesday, November 25

Friday, December 4

Friday, December 11

Friday, December 18