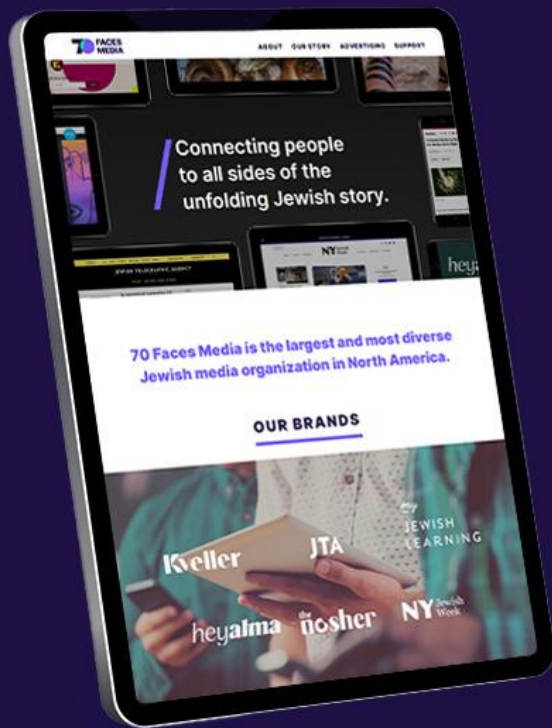




Partnerships Media Kit



INTRODUCTION

We are America's largest Jewish digital publisher.

70 Faces Media is a not-for-profit digital media company that operates six incredibly successful online publications, which reach core segments of the American Jewish community.

We are unique in the Jewish world for our technological sophistication as well as our broad editorial coverage of news, education, religious-learning, parenting, pop culture, food and sports.

Our commitment to excellence in digital media enables us to reach people wherever they are in their lives, level of Jewish knowledge, and sense of Jewish identity.

As a mission-driven nonprofit, we rely on advertisements and sponsorships, institutional funding, and grassroots donations to support our operations.

JTA

my

JEWISH
LEARNING

Kveller

NY Jewish
Week

the
nosher

*hey***alma**

A Visibility Advantage That Delivers Vast Reach

Our brands engage key segments of the American and global Jewish community. We earn our audience's loyalty and growth by putting user experience and content first while investing significantly in audience retention.

Our family of Jewish websites engage over

2.3

MILLION

Monthly Web Users

4

MILLION

Monthly Pageviews

380

THOUSAND

Unique Daily Email
Subscribers
(Excludes Specialty
Newsletters)

1.9

MILLION

Social Media Followers

70

Jewish Media Outlets
that Subscribe to JTA's
Syndication Service

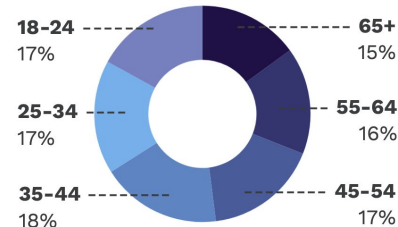
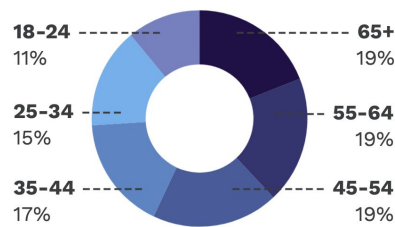
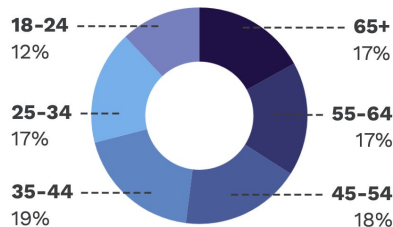
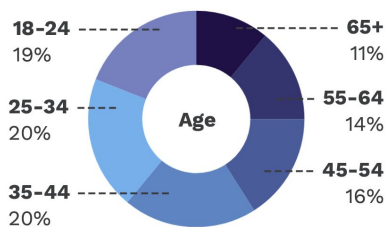
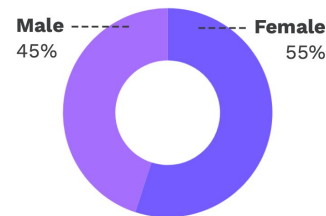
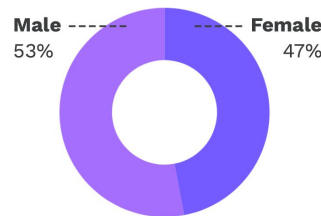
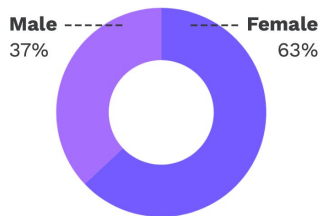
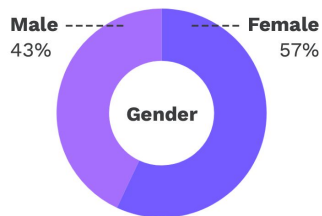
Audience Insights

heyalma

Kveller

JTA & NY Jewish Week

my JEWISH LEARNING & the nosher



Top Cities: New York, Los Angeles, London, Chicago, Ashburn
Top Countries: United States, Canada, United Kingdom, Israel, Australia



OUR NETWORK

The Power of Our Brands



Hey Alma is an online community for millennial Jews to talk about careers, dating, spirituality and navigating the world as an adult.

Avg. Monthly Pageviews: 250,000
Avg. Unique Monthly Visitors: 165,000
Social Media Followers: 230,000
Newsletter Subscribers: 32,000
39% of readers are ages 18-34



My Jewish Learning is a leading Jewish educational resource, a hub for learning and community, and a How-To guide for Jewish life & living. Over 70% of its traffic comes from organic search.

Avg. Monthly Pageviews: 1,500,000
Avg. Unique Monthly Visitors: 900,000
Social Media Followers: 325,000
Newsletter Subscribers: 189,000
35% of readers are ages 25-44



The Noshers is a standout food blog and an accessible, engaging source for Jewish culinary customs — offering a dazzling array of new & classic Jewish recipes and food news.

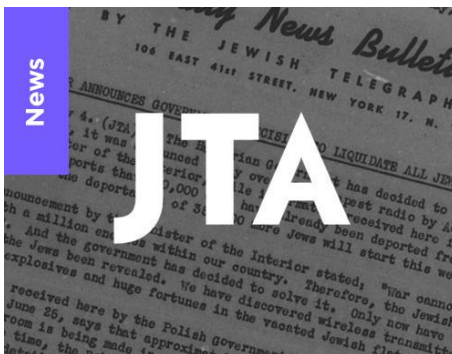
Avg. Monthly Pageviews: 440,000
Avg. Unique Monthly Visitors: 180,000
Social Media Followers: 655,000
Newsletter Subscribers: 137,000
30% of visitors from organic social

The Power of Our Brands



Kveller is a popular website and online community for hundreds of thousands of parents — mostly Jewish moms — to share, celebrate and commiserate about raising kids through a Jewish lens.

Avg. Monthly Pageviews: 500,000
Avg. Unique Monthly Visitors: 255,000
Social Media Followers: 305,000
Newsletter Subscribers: 77,000
36% of readers are ages 25-44



The Jewish Telegraphic Agency is American Jewry's premiere Jewish news brand and syndication service — a source of compelling journalism that explores the Jewish world we live in.

Avg. Monthly Pageviews: 1,100,000
Avg. Unique Monthly Visitors: 600,000
Social Media Followers: 255,000
Newsletter Subscribers: 75,000
70 syndication clients worldwide



The NY Jewish Week is a digital news service with a unique focus on Jewish New York, its people and its institutions. It also runs educational programs and public forums.

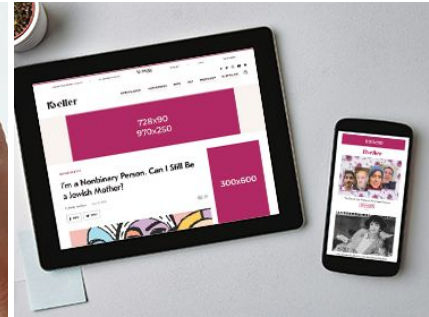
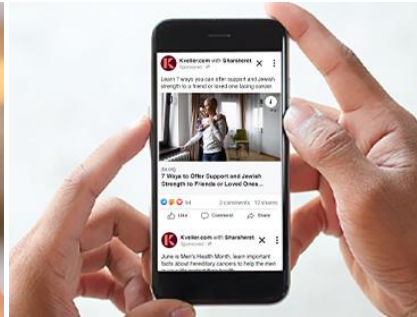
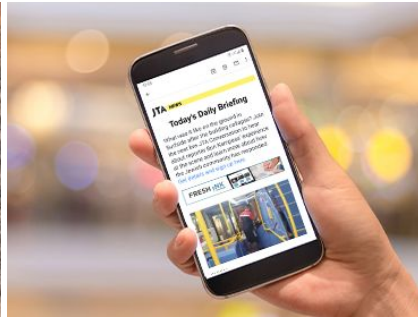
Avg. Monthly Pageviews: 225,000
Avg. Unique Monthly Visitors: 150,000
Social Media Followers: 200,000
Newsletter Subscribers: 50,000
32% of readers are ages 25-44

The background is an abstract composition of numerous overlapping squares and rectangles in various shades of purple, blue, and teal. The squares are arranged in a way that creates a sense of depth and movement, with some appearing to float above others. The lighting is soft, highlighting the edges of the squares and creating a subtle gradient across the scene.

OUR MEDIA MIX & PLATFORMS

Digital Ads: Varied Products to Suit Your Needs

We offer premium digital advertising in a variety of forms. [Click here](#) to see examples of ad placements.



Dedicated Emails (Eblasts)

Reach all – or some – of our newsletter subscribers, with dedicated emails sent directly from our email servers. Geo-targeted eblasts available.

Newsletter Ads

Newsletter ads are sold by the week. For each week, an advertiser receives 100% share of voice – i.e. exclusive use of the ad slots in each daily newsletter.

Social Media Ads

We sell ads (not posts) on Facebook and Instagram across each of our properties' accounts. Ads go out on both platforms and include \$100 in Facebook/Instagram boosting.

Banner Ads

All of our websites are mobile-responsive and provide flexible IAB placements, sold on a CPM basis. Each one of our websites offers targeting based on user location.

Native Content: Blending Your Brand Seamlessly with Ours

Native content offers a unique way to leverage our brands' strength, syndication reach, and journalistic expertise to engage a broad audience not necessarily reachable through traditional advertising. This is an excellent way to share with our audience the full breadth of stories your institution wants to tell.

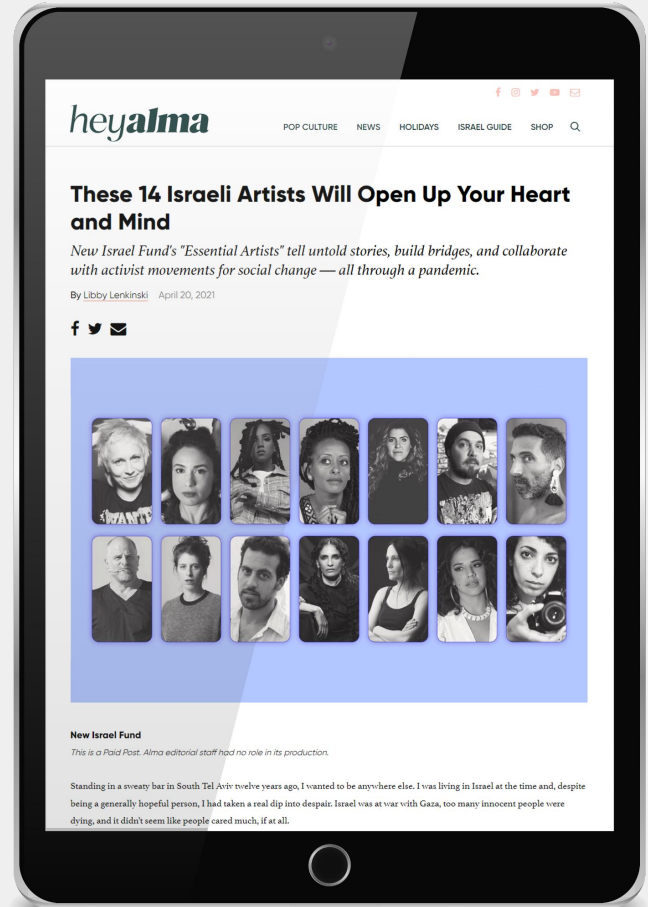
Sponsored Content

We brainstorm story ideas with you designed to promote your goals while engaging readers with our storytelling tone and style. We use experienced journalists/writer to produce the stories, and you get to preview the content before it is published on our brand.

Paid Posts

Paid posts are content posts created by your institution and published unedited on our brands with labeling indicating it is client-produced content.

[Click here](#) to see different placements.



Sponsored Content Examples

JEWISH TELEGRAPHIC AGENCY
EST. 1917

SPONSORED HEALTH

Here are 6 favorite Jewish foods you should stop eating

BY ALIX WALL JULY 8, 2019 1:39 PM



A bagel with fox and cream cheese is supremely unhealthy. The bagel alone has the nutritional equivalent of five slices of white bread. (Fudis/Getty Images)

With summer barbecue season finally here, Americans everywhere will be firing up their grills and feasting on their favorite foods.

But many of our culinary indulgences come with a cost. We're not just talking about foods that are overly salty, fatty and sugary. There are foods that actually raise your risk for developing cancer — including some much-loved American Jewish classics.

"You want to have a diet of mostly healthy whole foods, and you want to proceed with caution and have a smaller portion of these Jewish delicacies that do not promote health," says nutritionist and author Liza R. Young.

It may be hard to avoid such foods entirely, Young says, but exercising portion control is essential.

TRENDING ON JTA

A kosher baker rejected a synagogue's order for rainbow Pride treats. The firestorm has been fierce.

David Beckham says he's proud to be 'part of the Jewish community' at



Rabbi Stephen S. Wise addresses the crowd at a D-Day rally outside Madison Square Garden, New York, June 1944. (Library of Congress)

The next day a Chicago Tribune headline read: "2 million Jews Slain by Nazis, Dr. Wise Avers." At that point, the true number was actually over 4 million.

On December 2, 1942, Jewish organizations worldwide declared a day of mourning. On December 8, Wise and three other Jewish leaders met with the president in the White House to warn that unless action was taken, the Jews of Europe were doomed. Roosevelt reportedly said he was aware of the Nazi horrors but had no immediate remedy. His government's policy was "rescue through victory."

Stewart Ain



[This story was sponsored by and produced in collaboration with PBS, which will air "The U.S. and the Holocaust" on three consecutive nights beginning Sunday, September 18 at 8 P.M. Eastern. This article was produced by Kvell's native content team.](#)

Look and feel of a regular article but includes a "Sponsored" label and a tagline at the bottom.

Maximize Exposure for Your Event

My Jewish Learning Featured Event Package

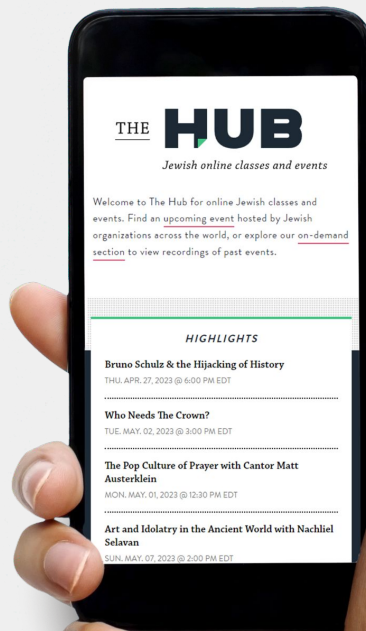
Maximize exposure for your event with a sponsored My Jewish Learning (MJL) featured event package, which includes:

- One guaranteed featured event slot in an MJL newsletter with 189,000 subscribers
- Placement on the HUB website with an event page and a feature in the “Highlights” section of the HUB homepage for at least 24 hours
- A newsletter sponsorship ad in the HUB daily newsletter with 45,000 subscribers for one week
- One Facebook/Instagram ad post with \$100 of ad boosting (\$850 value)

Price: \$2,000

**HUB partners receive the Facebook/Instagram ad post at no cost. To become a HUB partner, contact partnerships@70facesmedia.org*

[Click here](#) for examples of event placements.



*Featured placement
in the “Highlights”
section of the HUB
homepage along
with an event page*

Jewish Digital Summit

***The premier annual online event for
Jewish professionals***

Jewish Digital Summit Sponsorship Opportunities

Elevate your brand and interact with attendees of the Jewish Digital Summit and other 70 Faces Media online events. The Summit's audience includes Jewish professionals and lay leaders from JCCs, Federations, Foundations, Synagogues, Day Schools, Higher Education, Adult Learning, and many other types of Jewish organizations.

Depending on sponsorship level, opportunities include:

- Presenter slot in a featured panel discussion
- Access to full registrant list with contact information
- Complimentary or discounted tickets for your staff or constituents
- A Paid Post or Sponsored Story on a 70 Faces Media brand
- Logo on conference website and marketing materials

Price: \$3,600 to \$10,000

Additional opportunities are available for virtual Vendor Booths



JEWISH DIGITAL SUMMIT

The next Summit is February 25-27, 2025.

Tickets on sale now:

[jewishdigitalsummit.org](https://www.jewishdigitalsummit.org)





EMERGING PRODUCTS

Specialized Newsletters



The Hub

Your hub for Jewish online classes and events

45,000 subscribers

Tuesday, Thursday, Sunday



Jewish Sport Report

Your weekly guide to the fun and fascinating sports news and conversations happening in the Jewish world

81,000 subscribers

Every Friday



Hebrew Word of the Day

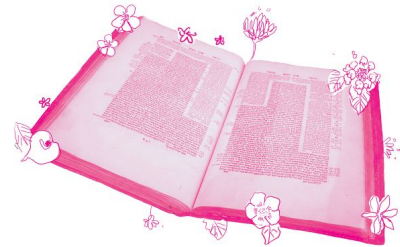
Boost your Hebrew vocabulary, learn a new word every day

23,000 subscribers

Daily

A Daily Dose of Talmud

Daf Yomi for Everyone, from My Jewish Learning



Daily Dose of Talmud

Thousands of Jews around the world read the entire Talmud one page at a time on a set schedule called Daf Yomi (literally “a page a day”). The new Daf Yomi cycle has begun, and My Jewish Learning is excited to help you dive into this worldwide Jewish learning project.

38,000 subscribers

Daily

**Interested in ad placements for these newsletters?*

Please contact partnerships@70facesmedia.org for more information.

White-Labeled Products

Content tailored to your brand

White-labeled products constitute content we develop for your organization that carries your branding and voice. This is an excellent way to build, engage, retain your audience, spread awareness and acquire new email subscribers.

Among our flagship white-labeled products:

- **Newsletter journeys:** multi-part email series developed around a central theme that provide recipients with compelling original content.
- **E-books:** cookbooks or other compilations of original online content.

Pricing begins at \$15,000 for E-books; \$20,000 for Newsletter Journeys. Timing and cost varies based on the size and scope of the project.



Shabbat

Shabbat is referred to as "an island in time" by the Rabbi and philosopher Abraham Joshua Heschel. It can be a time to take a step away from the hustle and bustle of everyday life and recharge and refocus on the things that are most important like friends, family, and rest! This email focuses on ways you can incorporate Shabbat into your life in a meaningful way and includes a delicious (and easy!) recipe and video tutorial for making your own fluffy and delicious challah.

This is the last email in your MyZuzah email series. We hope you have found these emails to be informative and enriching. Thanks for joining us on this email journey!



Shabbat 101

Did you know Shabbat is considered a Jewish holiday? Learn about the origin

*8-part newsletter journeys
curated and designed for
MyZuzah (left) and the
Milken Archive of Jewish
Music (below)*

MILKEN
ARCHIVE
of Jewish Music
The American Experience

A Journey Through American Jewish Music



Yiddish Theater

Welcome to the first installment of The Milken Archive's email journey through the American Jewish musical experience. This eight-part series will explore some of the major themes and eras of American Jewish music, including a visit to some of the earliest Jewish musical ensembles, the intersection of jazz and Jewish musical traditions, musical reflections on the Holocaust and more. This first email takes you on a virtual tour of Yiddish musical theater.

Yiddish musical theater is one of the great cultural legacies of 20th century American Jewish immigrants. Blending the shared language of music, theater and melody, it spoke to the common struggles faced by millions of Jews who poured in from Russia, Poland, Slovakia, Romania and elsewhere starting in the 1880s. It was a vital source of joy and respite for Jews who struggled to adapt to life in America, and came to terms with the oppression and poverty left behind in Europe.

Yiddish theater started with staged musicals, but eventually expanded to vaudeville and radio. It became known as "Second Avenue" after the New York City street with its most famous theaters. In a few decades, it produced timeless songs, legendary stars and made renowned playwrights, while paving the way for Jewish composers and performers in the American mainstream.

EXPLORE THE EXHIBIT

Spotlight Ad

Spotlight ads are high-profile feature slots in newsletters that provide more space, flexibility and visibility for your creative than a typical newsletter ad.

The Spotlight ad is featured as a content slot in the newsletters and includes:

- A featured image
- Headline - max. 95 characters
- Short blurb - max. 260 characters
- CTA button that links to the URL of your choice

Price: \$500 per day per newsletter
(\$1,000 minimum buy)

FROM OUR SPONSOR
AMERICANS FOR BEN-GURION UNIVERSITY



David Ben-Gurion's message of resilience takes center stage

Americans in search of hope and optimism amid Israel's multifront war as well as surging antisemitism on the home front can find it on Dec. 8 through "Ben-Gurion Day in the USA," Americans for Ben-Gurion University's (A4BGU).

[READ MORE](#)

Integrated into newsletter content with a "From our sponsor" label. Spotlight placement varies between brands.

TO ADVERTISE WITH US
JEWISH TELEGRAPHIC AGENCY
Today's Daily Briefing
Friday, February 1, 2025

ADVERTISMENT
JEWISH
DIGITAL
SUMMIT
FEB 26 - 27, 2025 [REGISTER NOW](#)

NYC 100
Hakness Union College's New York campus will relocate to
the Upper West Side
[READ MORE](#)

ARTIST PROFILE
Kanye embarks on a new artistic journey on X, saying, "I'm
never apologizing for my Jewish heritage"
[READ MORE](#)

ADVERTISMENT
JEWISH
DIGITAL
SUMMIT
FEB 26 - 27, 2025 [REGISTER NOW](#)

CLUBS
Author John Irving's new novel, "Queen Esther" deals with
Israel and antisemitism
[READ MORE](#)

FROM OUR SPONSOR
David Ben-Gurion's message of resilience takes center
stage
Americans in search of hope and optimism amid Israel's multifront war as well as
surging antisemitism on the home front can find it on Dec. 8 through "Ben-
Gurion Day in the USA," Americans for Ben-Gurion University's (A4BGU).
annual observance that focused on the remarkable resilience of Ben-Gurion,
founding father and first prime minister
[READ MORE](#)

NYC 100
Trump orders evictions on International Criminal Court
personal
[READ MORE](#)

A white rectangular tag with a brown string tied around its left side, set against a blue background. The tag has a slightly irregular, hand-cut appearance. The word "PRICING" is printed in a bold, dark blue, sans-serif font in the center of the tag. The background is a solid, textured blue surface.

PRICING

70 Faces Media 2025 Digital Rate Card

Banner Advertising

\$8 CPM standard

\$12 CPM geo-targeting

\$3 CPM text ads

Sponsored Content

Sponsored Story: \$4,250

Paid Post: \$2,850

Social Media

\$850 per ad (includes \$100 in
Facebook/Instagram boosting)

\$1,500 per lead generation campaign per
brand

MJL Featured Event Package

\$2,000 per event

**Minimum ad buy \$850*

***Non-NY geo-targeting upon request*

Brand	Daily Email Subscribers	Newsletter Ad Rates	Dedicated Email Rates	Geo-targeted NY Email***
Hey Alma	32,000	\$1,500 (3 emails/week)	\$2,500	\$1,000
Kveller	77,000	\$3,000 (7 emails/week)	\$4,000	\$2,000
The Noshier	137,000	\$1,500 (3 emails/week)	\$4,000	\$3,000
My Jewish Learning	189,000	\$3,000 (5 emails/week)	\$5,000	\$3,000
JTA News	75,000	\$3,000 (7 emails/week)	\$4,000	\$2,500
NY Jewish Week	50,000	\$2,500 (6 emails/week)	\$2,500	N/A
The HUB on MJL	45,000		\$2,500	
All Subscribers (de-duplicated)	380,000	\$11,000	\$11,000	\$7,000

Let us help you.

We partner with organizations large and small.

Reach us at partnerships@70facesmedia.org and let us help you reach your goals.



my JEWISH LEARNING

Kveller

*hey***alma**

JTA

the
nosher

NY Jewish
Week