Who We Are

JTA IS...

The Jewish Telegraphic Agency (JTA) is American Jewry’s trusted source of Jewish news. An independent news and syndication service for more than 100 years, JTA is now the flagship brand of 70 Faces Media, the largest nonprofit, nondenominational Jewish digital media organization in North America. We’re governed by an independent Board of Directors and not affiliated with any specific branch of Judaism or political position.

- American Jewry’s premier source of news, analysis and features on issues of Jewish interest and concern
- A syndication service for about 70 Jewish publications worldwide
- Committed to nonpartisan, credible reporting
- Used by Jewish news outlets from left to right, haredi to secular
70 Faces Media

Our six brands collectively draw 4.4 million monthly pageviews, reach 2.3 million users, include 190,000 e-newsletter subscribers and have 650,000 Facebook followers. Our videos have been viewed 72M times, and through JTA’s newspaper syndication network, our content reaches more than 20 million eyeballs on five continents.

<table>
<thead>
<tr>
<th>Brand</th>
<th>Video Views</th>
<th>Newsletter Subscribers</th>
<th>Facebook Followers</th>
</tr>
</thead>
<tbody>
<tr>
<td>JTA</td>
<td>8.4M</td>
<td>87K</td>
<td>50K</td>
</tr>
<tr>
<td>The Nosher</td>
<td>14M</td>
<td>87K</td>
<td>370K</td>
</tr>
<tr>
<td>MyJewishLearning</td>
<td>38.1M</td>
<td>23K</td>
<td>1.8K</td>
</tr>
<tr>
<td>Kveller</td>
<td>140K</td>
<td>140K</td>
<td>1.8K</td>
</tr>
</tbody>
</table>

---

JTA is American Jewry’s premiere Jewish news brand and syndication service—a source of credible, nonpartisan reporting for 70 client publications and millions of readers.

The Nosher is a Jewish food blog with a massive social media following that features an array of recipes, videos, food, news, and modern twists to classic dishes.

MyJewishLearning is the web’s leading pluralistic Jewish educational resource, a How To guide for Jewish life & living that gets more than 70% of its traffic from organic search.

The Jewniverse is daily newsletter featuring extraordinary, inspirational, forgotten, and quirky dispatches from Jewish culture, tradition and history.

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

Alma is an up-and-coming online community at HeyAlma.com for millennial Jewish women to talk about careers, dating, spirituality and navigating the world as an adult.

---

**Launch Year:** Summer 2017
**Female Readership:** 80%
**Video Views:** 72M times
**Facebook Followers:** 650,000
**Newsletter Subscribers:** 87K
**Monthly Pageviews:** 2M
**Facebook Followers:** 140K

---

**Dispatches Produced:** 3K
**Female Readership:** 80%
**Video Views:** 14M
**Facebook Followers:** 140K
**Newsletter Subscribers:** 1.5K
**Launch Year:** Summer 2017
**Facebook Followers:** 1.8K

---

**Video Views:** 1.3M
**Monthly Pageviews:** 2M
**Facebook Followers:** 140K
**Newsletter Subscribers:** 87K
**Female Readership:** 80%
**Video Views:** 38.1M
**Facebook Followers:** 140K
**Newsletter Subscribers:** 23K
**Facebook Followers:** 14K
**Dispatches Produced:** 3K
**Launch Year:** Summer 2017
**Facebook Followers:** 1.8K
**Newsletter Subscribers:** 1.5K
Vital Stats

**IMPACT**

- **700K** Monthly unique visitors to JTA.org
- **1.3M** Monthly pageviews on JTA.org
- **20M** Eyeballs via client news sites and newspapers
- **70** Syndication partners (55 in US)
- **40K+** Daily newsletter subscribers
- **95 YRS** Fully digitized archives available for free
- **50K** Facebook followers
- **113K** Twitter followers
- **50M** Video views on 250+ videos across 70 Faces Media brands
OUR BEAT

JTA’s journalism is high-quality, compelling, credible, nonpartisan, independent and original. Headquartered in New York City, JTA has staff journalists on the ground in Washington, New York, Los Angeles, Europe and Israel, and correspondents in more than a dozen countries worldwide.

- Coverage of all major news events affecting Jews, including on-the-ground stories from reporters around the world.
- More than 80 holiday stories per year.
- A mix of breaking news coverage and in-depth reporting on politics, religion, features, arts & entertainment, business, food, etc.
- More than 800 full-length stories per year, including about 200 “evergreen” features.
- Videos on topics in the news (more than 75 per year).

---

70 Client publications  55 Clients in the US  7 Countries on 5 continents

---

GLOBAL PRESENCE

Syndication

Australian Jewish News

The Jerusalem Post

The Jewish Week

Arutz Sheva

Mid-Atlantic Media

Jewish Report

JMore

Jewish News

Jewish Journal

Jewish Chronicle

The Canadian Jewish News

CJN

Forward

Haaretz
**READERSHIP**

**Age of Readers**
Approximately 50% of all JTA readers are between the ages of 25 and 54.

- 24% 65+
- 20% 55-64
- 17% 35-44
- 16% 25-34
- 16% 45-54
- 7% 18-24
- 7% 18-24

**Religion**
92% of users identify as Jewish

**Support Jewish Organizations**
78%

**Education**
- 84% have an undergraduate degree
- 61% have also earned a graduate degree

**Politics**
- 27% Republican
- 26% Independent
- 43% Democrat
**Religion Affiliation of Jewish Visitors**

- 28% Conservative
- 20% Reform
- 12% Other
- 11% Culturally Jewish
- 8% Traditional
- 9% Modern Orthodox
- 87% Observe Passover
- 43% Keep Kosher at Home
- 70% Attend Synagogue Other Than High Holidays
- 82% Attend High Holiday Services

**Social Use**

33% of visitors to JTA.org come through social media.

**Readers by Gender**

- Female: 49%
- Male: 51%

**Income Distribution**

- $50k-$99k: 28%
- $100k-$149k: 19%
- $150k-$250k: 16%
- $250k+: 14%

*Based on reader surveys and data from Google Analytics.*
Insights from Our Reader Surveys

87% use what they read on JTA to influence discussions.

89% feel more connected to Jews in other parts of the world when they read JTA.

93% say JTA is different from all other Jewish publications.

93% often find themselves reading JTA articles on topics they do not follow elsewhere.

87% feel more connected to Judaism or Jewish life when they read news from JTA.

95% would recommend JTA.org to a colleague or friend.

It’s the AP of the Jewish people.

Nowhere else would I have such a thorough understanding of what’s going on with the Jewish communities, whether in the US or elsewhere.

We rely on JTA to feel connected to the diaspora, to feel connected to what’s happening in Israel, to keep tabs on the political climate.

Without JTA I would have to spend so much time getting the same information.

Somebody’s got to report the basic facts. There’s still room for facts in our world.

I like the authenticity of JTA, and I can rely on what’s being written and posted as true.

Without JTA I would have to spend so much time getting the same information.

Based on reader surveys and data from Google Analytics.
Email and Social Media Advertising

**EMAIL**
Send a dedicated email to our lists:

---

**E-BLAST TO DAILY NEWSLETTER SUBSCRIBERS:**

**PRICE:** $2,280

---

**NEWSLETTER ADS**
Get exclusive use of the 3 ad slots in our Daily Briefing newsletter

---

**SUN-FRI** $880 per week

---

**JTA DAILY BRIEFING**

Trump again blames both sides for deadly Charlottesville violence

"You have some pretty bad dudes on the other side also," the president reiterated.

**READ MORE**

Device explodes on London train, at least 22 injured
British Jews said the blast, which was believed to have been a terrorist attack, strengthened their resolve to fight extremists.

**READ MORE**

**JTA100**

94 YEARS AGO IN JTA
Jewish immigrants may be deported because their ships arrived seconds before new quota period
The 500 immigrants from Russia and Estonia who arrived in New York had to be counted in a quota that had already been filled.

**READ MORE**

**What We’re Reading**

Israel finds an unlikely buyer for its lab-grown meat: China (Quartz)

Why are rabbits throwing away their shot to speak to Trump? (Daily Beast)

Does Ionesco’s ‘Rhinoceros’ lose something in Yiddish translation? (Forward)

**Advertise with JTA**
Advertise your organization’s announcements and opportunities in JTA’s daily email. Special rates for long-term buys. Email advertise@jta.org for details.

**SUPPORT JTA NOW**
SOCIAL MEDIA

Use our Facebook channel (50,000+ followers) to reach new audiences.

$500 PER POST (includes $50 in boosting)
Banner and display ads on JTA.org are sold on a CPM basis. Clients are expected to provide their own creatives. We offer geotargeting down to the zip code level. We do not provide editorial targeting.

<table>
<thead>
<tr>
<th>Ad Positions</th>
<th>CPM</th>
<th>Geotargeting Markups</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard (728x90)</td>
<td>$8 CPM</td>
<td>+50%</td>
</tr>
<tr>
<td>Mobile Super Leaderboard (320x100)</td>
<td>$8 CPM</td>
<td></td>
</tr>
<tr>
<td>Medium Rectangle (300x250)</td>
<td>$8 CPM</td>
<td>+25%</td>
</tr>
</tbody>
</table>

### Holiday Calendar 2017-'18

- **Hanukkah**: December 13 - 20, ‘17
- **Purim**: March 1, 2018
- **Passover**: March 31 - April 7
- **Shavuot**: May 20 thru 21
- **Holocaust Remembrance Day**: April 12
- **Yom Kippur**: September 19
- **Rosh Hashanah**: September 10 - 11
- **Sukkot**: September 24 - October 2
- **Hanukkah**: December 3 - 10
REACHING OUR AUDIENCE

Native content offers a unique way to leverage JTA’s brand 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 JTA’s large audience the full breadth of stories your institution wants to tell.

SPONSORED CONTENT

WHAT IS IT?
Stories produced and published by JTA designed to promote your institution’s goals while engaging readers with content that employs the storytelling tone and style of journalism (but labeled as sponsored).

HOW IS IT PRODUCED?
JTA brainstorms the story ideas with you, experienced journalists produce the stories and you get pre-publication review.

PROMOTION/DISTRIBUTION
- Article is published in perpetuity on JTA.org (homepage placement guaranteed for 24 hours)
- All sponsored stories are promoted on JTA’s Facebook feed ($50 paid boost included)
- Your piece is included in JTA’s Daily Briefing newsletter
- Stories are syndicated to JTA’s 70 clients

PRICE: $3,590 per story (bulk discounting if you purchase 5, more if you purchase 10)
PAID POSTS

WHAT IS IT?
Paid posts are content posts created by clients and published unedited on JTA.

HOW IS IT PRODUCED?
You produce the content, and we distribute it on our channels, with a look & feel and labeling that makes clear it is client-produced content.

PROMOTION/DISTRIBUTION
- Article is published in perpetuity on JTA.org (homepage placement guaranteed for 24 hours)
- All Paid Posts are promoted on JTA’s Facebook feed ($50 boost included)
- Your piece is included in JTA’s Daily Briefing newsletter
- Stories are syndicated to JTA’s 70 clients

PRICE: $1,450 per post

LOOK & FEEL DIFFERS FROM STANDARD JTA AND CARRIES PAID POST LABELING
UNDERWRITTEN CONTENT

WHAT IS IT?
Underwritten Content is stories created by JTA staff and published by JTA in the subject area of your choice.

HOW IS IT PRODUCED?
You choose a broad area of JTA editorial coverage to support. JTA produces the stories with complete editorial independence: JTA retains sole discretion over individual story topic selection, you do not get pre-publication story review and you cannot interfere with the JTA editorial process. The stories may carry a tagline noting the funder.

PROMOTION/ DISTRIBUTION
- Article is published in perpetuity on JTA.org (homepage placement guaranteed for 24 hours)
- All underwritten stories are promoted on JTA’s Facebook feed ($50 boost included)
- Your piece is included in JTA’s Daily Briefing newsletter
- Stories are syndicated to JTA’s 70 clients

PRICE: $2,800 per story (Min. 3 stories required. Bulk discounting available.)
SPONSORED VIDEOS

- Videos optimized for Facebook viewing
- Length: 1-3 min.
- Text overlays so video can be consumed w/out audio — on phone during commute, on desktop at work, etc.
- Paid boosting applied
Creative materials must be submitted one full business day before campaign launch. Animated creatives must be sent two days before campaign launch due to increased testing pre-launch. Banner ads are served through DFP (Double Click for Publishers), and E-Blasts and Newsletters through Maropost.

---

**DEDICATED EMAIL + EBLAST SPECS**

If your email consists of a simple image:
- Message dimensions: Message must be 600 pixels wide, and can be 600 to 1600 pixels tall.
- JPG / PNG / GIF format (no animated GIFs), 72 DPI, RGB Color, 1MB Max.

- Your chosen subject line and super-subject line
- The URL / link you’d like us to direct to [custom tracking links welcome, except for redirects]
- If your creative is HTML based: Clients are expected to host their own images
- Creative must conform to best-practices from MailChimp (notably no CSS)

---

**SPONSORED FACEBOOK / TWITTER / SOCIAL MEDIA POST**

- Provide a URL, as well as any tagged pages / hashtags you’d like mentioned or included in the post
- Provide any geographic targeting you would like us to apply to the boost
- Your suggested wording for the post. NB, our writers have final say on said phrasing, so that the voice / tone is consistent with our properties
- Your suggested images, at least 800pix wide, bearing in mind that FB prevents art with more than 20% of text to run on newsfeeds

---

**BANNER ADS**

- We serve our ads through DFP for Small Business. For all sites, basic images ads should meet these specs: JPG / PNG / GIF format, 72 DPI, RGB Color, 1MB Max.
- Please also provide which URLs to link.
- The following ad-sizes are available on JTA: 300x250; 728x90; 320x100.
- Multiple-creatives per position are permitted: FLASH ADS / SWF / HTML5: Please note that DFP no longer supports Flash (SWF). If a client wants to serve animated creative through 70 Faces Media accounts, files cannot exceed 1MB, must be GIF or HTML5 and creative materials are expected two business days before campaign launch at a minimum.

---

**NEWSLETTER SPONSORSHIP SPECS**

- 1 banner size: 600x90, but it appears three times so feel free to submit up to three different designs.
- Image requirements: RGB color scheme, 72 DPI, 1MB max, PNG / JPG / GIF [no animated/multi-slide GIFs]
- Please also provide your designated click-through URLs for ads we use MailChimp, which automatically creates Google-Tracking URLs in the e-letter if needed, so no redirect URLs, or in-house tracking if possible.

**CONTACT:** adops@70facesmedia.org
JTA
24 W. 30th St, 4th Floor
New York, NY 10001
212-643-1890

Leo Lazar
Associate Publisher
VP Business Development & Strategy
LLazar@70facesMedia.org
646-577-1230

Uriel Heilman
Director of Business Development
UHeilman@70facesMedia.org
646-778-5535

www.jta.org