



70/FACES  
MEDIA

# kveiler

MEDIA KIT 2018

# A Singular Brand

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**KVELL, verb, 'k'vell, to burst with pride, as over one's child.**

Founded in 2010, Kveller is the premiere Jewish parenting website where smart, active and savvy women come to share the joys and challenges of raising kids. Kveller's unique voice is crafted by our amazing editorial staff, led by Lisa Keys.

What started as a small website for parents of young, Jewish kids has grown into a thriving community of hundreds of thousands moms who convene online each month to share, celebrate, and commiserate - because raising kids is never easy.

Kveller is a part of 70 Faces Media, which is the largest digital publisher in the American Jewish non-profit space. 70FM brands collectively draw 4.4 million monthly pageviews, 2.3 million users, 190,000 e-newsletter subscribers, 650,000 Facebook followers and 72 million video views.

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**500,000** average monthly unique visitors

**90,000** Facebook likes

**42,000** daily newsletter subscribers

**38 million** video views

**57%** audience 18 - 44

**61%** metropolitan living

**84%** have children 0 - 18 at home

**81%** are female

**86%** are married



# Fresh Content, Unique Voices



## OUR FLAGSHIP BLOG

Featuring honest, personal essays spanning topics from pregnancy to career, holidays to celebrities, and so much more.



## EVERGREEN CONTENT

From life-cycle events and religious holidays to potty training and health.



## LOCAL COMMUNITY PAGES

Curated resources for local communities: preschools, synagogues, camps and more.



## JEWISH BABY NAME FINDER

The ultimate free resource to browse, research and choose Jewish names in Hebrew, English and Yiddish.



## VIDEO

Produced and live videos featuring a variety of Jewish and parenting topics.

# Winter 2016 User Survey: An Engaged Audience

## Usage

**67%**

of users visit more than once a week



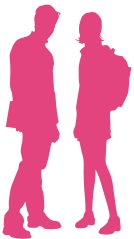
## Education

**75%**

have an undergraduate degree

**45%**

have also earned a graduate degree



## Gender

**81%**

of respondents are female



kveler

## Children at Home

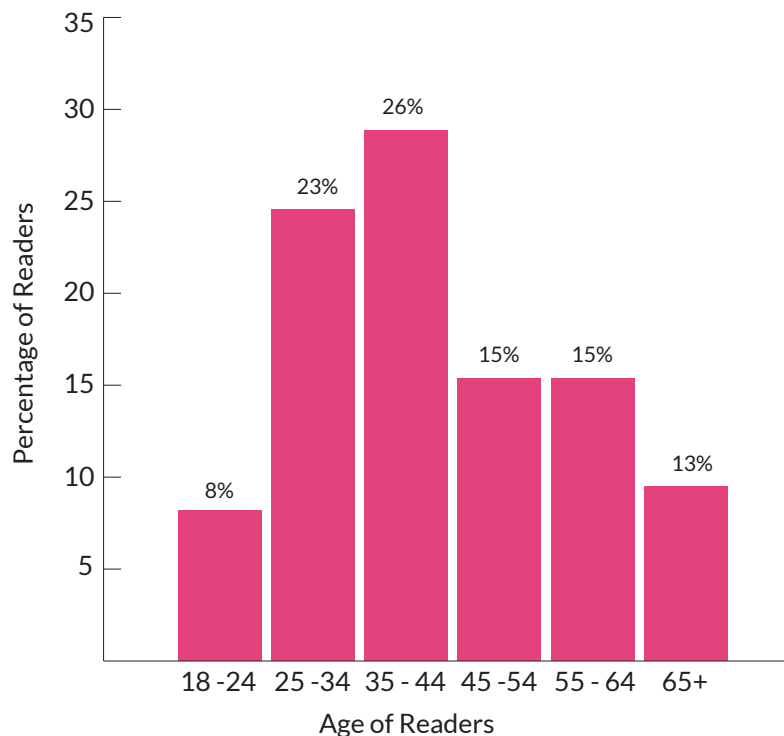


**84%**

have children at home 0 - 18 years old



## Age of Readers



## Income Distribution



**31%**

\$50K-\$99K



**25%**

\$100K-\$149K



**15%**

\$150K-\$250K



**7%**

>250K

**80%**

live in USA

**61%**

metropolitan living



# Winter 2016 User Survey: A Diverse Jewish Base

The majority of our readers don't read any other Jewish publications, but they do read other parenting sites. Kveller allows them to feel a part of the larger Jewish community, by offering non-prescriptive ideas and tips for raising Jewish kids, from the traditional to the wacky and everything in between.

**INTERESTING**  
**PROVOKING** **ENGAGING**  
**SAVVY** **INFORMATIVE** **JEWISH**  
**CONNECTING** **HUMOROUS**  
**HONEST** **RELEVANT** **AMAZING**  
**EDUCATIONAL** **CREATIVE**  
**SASSY** **UNDERSTANDING**

## Modern Jewish Families

**12%**

have converted or are converting to Judaism

**26%**

identify as members of an interfaith family

## Celebrating Major Holidays

**92%**

light Hanukkah candles

**83%**

attend a Passover Seder

**74%**

attend High Holiday services

## Jewish Education for Children

**23%**

send their children to Jewish day school

**34%**

send their children to Hebrew School

**24%**

send their children to Jewish preschool

**38%**

send their children to Jewish summer camp

## Support of Jewish Organizations

**62%**

participate in Jewish arts and cultural activities

**60%**

belong to a synagogue

## Winter 2016 User Survey: In Their Words

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“ I feel less alone as a Jewish mother, educator & citizen when I read your stories. They're thought-provoking and often enlightening ”

“ It's made me laugh and cry, while giving me info on raising a Jewish-centered home ”

“ Kveller has given me new and interesting ways to approach ancient traditions in a way that makes me want to incorporate them into my everyday life ”

“ It's comforting to know that there are other women out there with similar ideas as I do about parenting and Judaism ”

“ New to the Tribe. I consider Kveller a huge part of learning! I just love it! It's clever, sassy and informative! ”

“ I am uncomfortable being questioned about how Jewish I am by anyone. Kveller helps me work through these natural feelings of identity ”

“ When people share their experiences & I can relate to them I feel connected ”

“ I 'meet' many Jewish women I would never encounter in my small Midwestern Jewish community ”

Desktop

Mobile

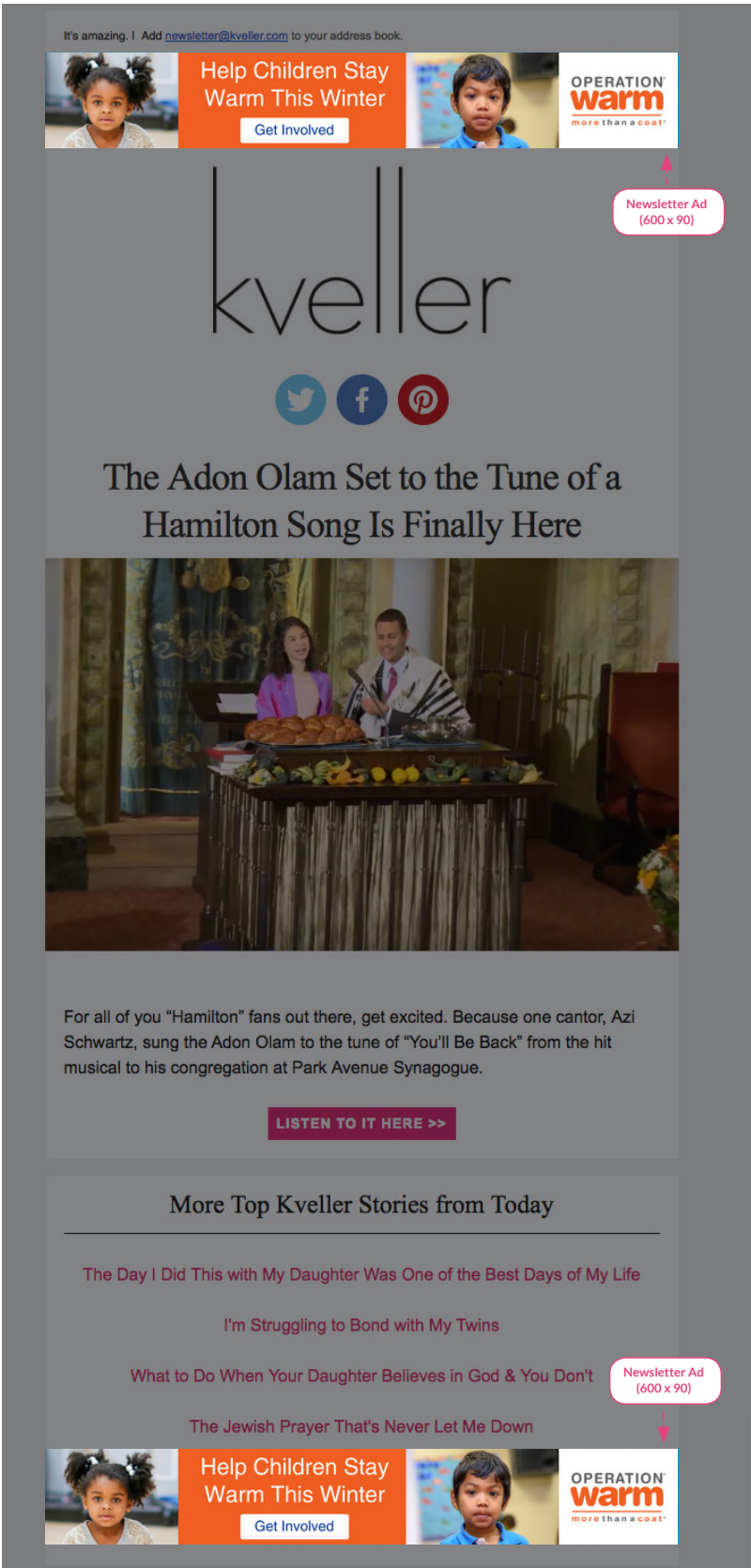
# Web Advertising

## Standard Ad Positions

Half Page (300x600)	\$8 CPM
Mobile Super Leaderboard (320x100)	\$8 CPM
Leaderboard (728x90)	\$8 CPM
Medium Rectangle (300x250)	\$8 CPM

## CPM Markups

- +50% for Geo-targeting
- +25% Holidays
- +50% Home page



# E-mail and Social Media Advertising

## Email

Kveller offers the opportunity to send a dedicated email to our daily newsletter subscribers (e-blast) or to have exclusive use of the ad slots on its daily newsletter (sponsorship).

<b>E-blast</b>	<b>\$2,795</b>
<b>Sponsorship</b>	<b>\$1,075</b>
(covers seven consecutive days)	

## Social Media

Dedicated Social Media post: \$800  
 Our writers can editorialize a post and promote it to our 90K+ social media users

<b>Giveaways</b>	<b>\$1,200</b>
Kveller staff crafts a dedicated, permanent blog entry promoting the giveaway and sponsor	

- \$100 of giveaways cost applied to Facebook ads for duration of contest
- Can be offered in conjunction with on-site and email advertising
- Allow advertisers to collect email opt-ins, introduce new products, announce sales, share coupon codes or get social media followers



# Specs Sheet

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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 / Newsletters through Maropost.

## Banner Ads Specs:

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 Kveller: 300x250; 728x90; 300x600, 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 twice so feel free to submit up to two different designs.

Image requirements: RGB color scheme, 72 DPI, 1MB max, PNG / JPG / GIF

Please also provide your designated click-through URLs for the ads– we use Maropost, which automatically creates Google-Tracking URLs in the e-letter if needed, so no redirect URLs, or in-house tracking if possible.

## Dedicated Email / Eblast Specs:

If your email consists of a simple image:

- Message dimensions: Message must be 600 pixels wide, and can be 600-1600 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 Post:

- Your suggested wording for the post – NB: our writers have final say on said phrasing.
- Provide the URL, as well as any tagged pages / accounts / hashtags you'd like mentioned or included in the post
- Provide which geographic targeting you'd like us to apply to the boost
- Your suggested images - at least 1200 x 630 pixels for the best display on high resolution devices.
- Images must pass Facebook's text-overlay test.
- The image and post must adhere to Facebooks guidelines for advertising
- 70FM does not accept videos or video urls (Youtube; Vimeo) as creative for FB posts.

**For questions, contact [AdOps@70facesmedia.org](mailto:AdOps@70facesmedia.org)**

# Key Dates

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## 2018

Tu Bishvat	January 31
Purim	March 1
Passover	March 31-April 7
Holocaust Remembrance Day	April 12
Israeli Independence Day	April 19
Mother's Day	May 13
Shavuot	May 20-21
Rosh Hashanah	September 10-11
Yom Kippur	September 19
Sukkot	September 24-October 2
Hanukkah	December 3-10

# Contact Information

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