



my JEWISH LEARNING

2018 Media Kit

WHO WE ARE

My Jewish Learning is...

MJL is America's leading pluralistic Jewish life & living website, an educational resource that empowers Jewish discovery and provides encyclopedic information on how and why to do Jewish. The site is geared toward all backgrounds and levels of knowledge and includes thousands of articles, videos and other resources to help users navigate all aspects of Judaism and Jewish life.



●●● Guides readers through all major lifecycle events, from bris to funerals



●●● Explains the complex world of Jewish holidays, religious observance, and beliefs



●●● Hosts The Nosh, the world's most popular Jewish cooking blog



●●● Engages readers with reference articles, quizzes, blogs and multimedia content

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 72 million times, and through JTA's newspaper syndication network, our content reaches more than 20 million eyeballs on five continents.



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.

Video Views: 8.4M
Monthly Pageviews: 1.3M
Facebook Followers: 50K



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.

Newsletter Subscribers: 87K
Monthly Pageviews: 2M
Facebook Followers: 140K



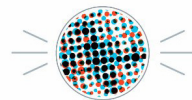
Kveller is a popular website and community for hundreds of thousands of parents—mostly Jewish moms—to share, celebrate and commiserate about raising kids through a Jewish lens.

Female Readership: 80%
Video Views: 38.1M
Facebook Followers: 140K



The Nosh 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.

Video Views: 14M
Newsletter Subscribers: 87K
Facebook Followers: 370K



JEWNIVERSE

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

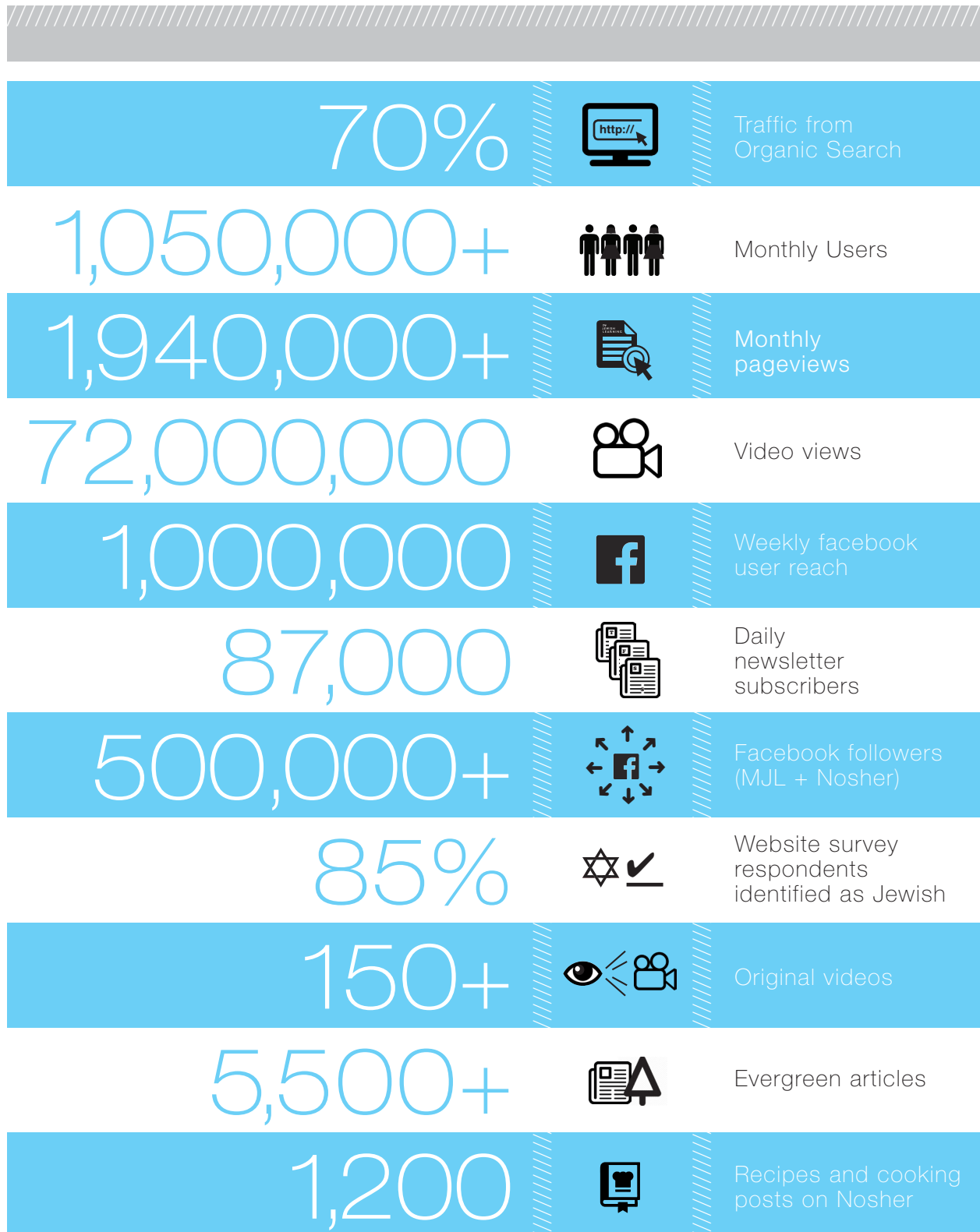
Newsletter Subscribers: 23K
Facebook Followers: 14K
Dispatches Produced: 3K



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 Date: Summer 2017
Facebook Followers: 1.8K
Newsletter Subscribers: 1.5K

Impact





Our Content

Today's Jewish experience is more rooted in personal exploration and discovery than ever before. If people have questions about Judaism, they will go online before they ask their relatives, their local rabbi or read a book. With over 5,000 evergreen articles on all aspects of Jewish life, religion, and history, My Jewish Learning is the web's leading pluralistic, nondenominational Jewish educational resource.

- Contemporary resources elucidating the practical, spiritual and historical aspects of Jewish holidays and religious practices
- Videos, FAQs, Myths & Facts, Pronunciation Guides,

- Definitions, Quizzes and other dynamic content types
- Weekly Torah Portions, featuring diverse contemporary commentaries, and access to searchable, annotated, full English/Hebrew texts

- Full integration of Sefaria and Hebcial platforms, providing state of the art, dynamic, digital Jewish libraries
- Hundreds of traditional and kosher Jewish Recipes

The Nosh

The Nosh is MyJewishLearning's flagship blog, edited by celebrated cookbook author Shannon Sarna, featuring guest posts and recipes from top food writers and cookbook authors. The Nosh offers a dazzling array of new and classic Jewish recipes and food news, marrying today's rich Jewish and culinary cultural innovations in one lively area, with gorgeous photography and finely crafted recipes.



●●● Explores diverse Jewish food traditions, from the Middle East to the American South



●●● Profiles Jewish chefs, from stars to the obscure



●●● Covers Jewish food trends, from shakshuka to rainbow bagels

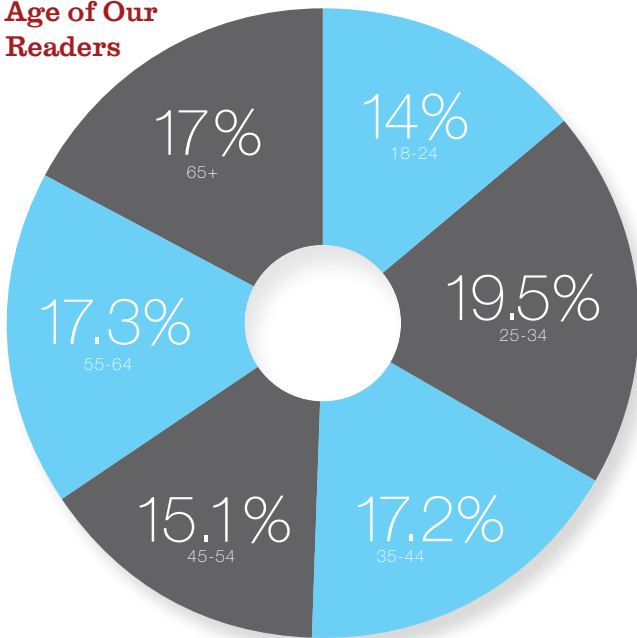


●●● Jewish holiday food, timed to the Jewish calendar

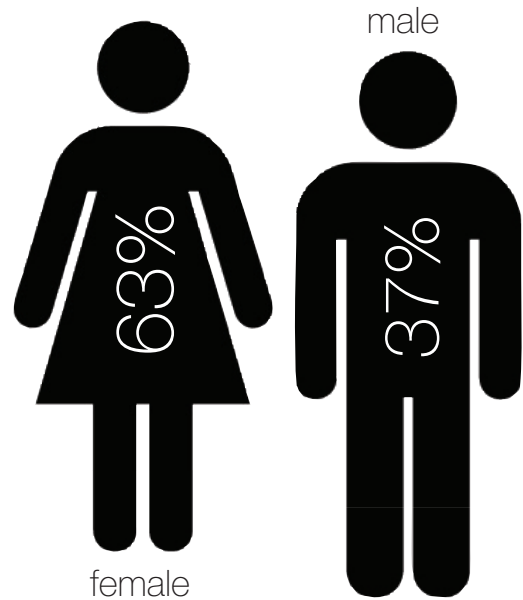
Readership

MyJewishLearning's audience represents a uniquely rich and engaged demographic. Through MyJewishLearning, advertisers reach the most prominent leaders and educators of progressive American Judaism, in addition to millions of Jews and non-Jews seeking to understand Jewish traditions, culture and religious practice.

Age of Our Readers



Readers by Gender



By Country



Top Ten Cities for MJL Traffic



* Based data from Google Analytics.

DEMOGRAPHICS



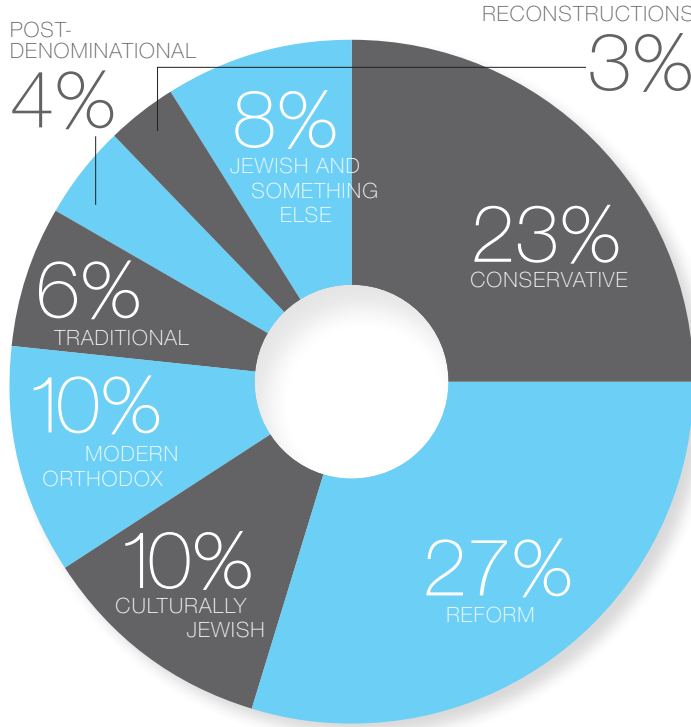
Education

67%
have an undergraduate degree

42%
have also earned a graduate degree

Religion Affiliation of Jewish Visitors

85% of survey respondents identified as Jewish



Religious Observance



69%
have donated time or money to a Jewish organization in the last year



70%
participate in Jewish life through institutions at least monthly Religious Observance



85%
Observe Passover



67%
Have some form of Jewish education



71%
Attend High Holiday services



37%
Keep kosher at home Jewish Education

Income Distribution

30%
\$50k-\$99k

16%
\$100k-\$149k

10%
\$150k-\$250k

6%
\$250k+

85%
OF USERS IDENTIFY AS JEWISH

* Based on reader surveys

READER INSIGHTS



31% do not read Jewish publications other than MyJewish-Learning

90%

say MyJewish-Learning has influenced their understanding of Jewish religion and spirituality

“MyJewish-Learning is a one-stop Jewish education on a high level. It's like going to college and taking courses in topics that interest me.”

87%

say MJL has influenced their desire to engage in further Jewish learning

“I love that it covers all aspects of Jewish life and also touches on modern relevant topics.”

93%

would recommend MyJewish-Learning to a colleague or friend



88%

say MJL has influenced their ability to feel comfortable talking about Jewish things

“Before I discovered MJL, I relied on another website that constantly frustrated me with its dogmatic, absolutist approach to history and worship. I vastly prefer your tone and style.”

“YOU DON'T PREACH. I APPRECIATE THAT.”

90% say MJL is different from all other Jewish publications

“As a rabbinical student it has helped me considerably with sermon topics and content, adult education programs, and general knowledge.”

* Based on reader surveys

AD POSITIONS

Leaderboard

my JEWISH LEARNING Search DONATE

CELEBRATE EAT LIVE MOURN PRAY STUDY

FAQ

A Guide to Jewish Acronyms and Abbreviations

Common Hebrew (and Aramaic) shorthand translated and explained.

BY MJL STAFF

NOV 12-14 BE PART OF SOMETHING **BIG** GA17 VENTURE FURTHER

[Learn More](#)

Facebook Twitter Pinterest Email

For centuries before text-messaging and emailing birthed ubiquitous linguistic shorthand terms like LOL, TTYL and IMHO, Jews were not just the People of the Book, but the People of the Acronym.

Acronyms — in Hebrew, Aramaic and transliteration — appear frequently in Jewish correspondence, books, spoken conversation and even on gravestones. Famous rabbis are frequently referred to by their acronyms. Even books themselves, like the Hebrew Bible are often identified in this abbreviated manner.

Modern Hebrew has its own ever-growing roster of acronyms, such as its FBI equivalent, *Shabak* (שב"כ), also known as the *Shin Bet*. (Stands for for *Sherut Habitakhon Haklali*, or General Security Service.)

Below are some of the most common acronyms and abbreviations organized alphabetically (in English transliteration) by category. If no English initials appear, that means English initials aren't used for this term. Did we miss an important one? Leave it in the comments below or email us at community@myjewishlearning.org.

[General Acronyms and Abbreviations](#)
[On Gravestones](#)
[Rabbis and Sages](#)
[Modern Hebrew](#)

General Acronyms and Abbreviations

YOU MIGHT ALSO LIKE

- [How to Learn Hebrew](#) HERREW
- [Common Prayer Words](#) PRAY

GA17 VENTURE FURTHER

NOV 12-14 BE PART OF SOMETHING **BIG**

[Learn More](#)

My Jewish Learning is a not-for-profit and relies on your help

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Right Rail

Banner and display ads 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.

Leaderboard \$8 CPM

(728x90)
(970x250)

Mobile Super Leaderboard \$8 CPM

(320x100)

Right Rail \$8 CPM

(300x250)
(300x600)

CPM MARKUPS

Geotargeting +50%

Holiday Periods +25%

Holiday Calendar 2017/'18

Hanukkah
December 13th thru 20th

Purim
March 1st

Passover
March 31st thru April 7th

Shavuot
May 20th thru 21st

Holocaust Remembrance Day
April 12th

Israeli Independence Day
April 19th

Rosh Hashanah
September 10th thru 11th


Yom Kippur
September 19th

Sukkot
September 24th thru October 2nd

Hanukkah
December 3rd thru 10th


DEDICATED EMAIL ADS

NEWSLETTER
AD SLOT 1



mjL Empowering Jewish Discovery

CELEBRATE
9 Things You Didn't Know About Yom Kippur



Yom Kippur, which starts at sundown on Friday, is famous for fasting, repentance — and killer caffeine headaches. But there are some less commonly known aspects of the Day of Atonement.

[LEARN MORE](#)

TODAY'S MUST READS


Yom Kippur Is a Reminder of the Awesome and Awful Power of Words
What Happens on the Days Between Rosh Hashanah and Yom Kippur

WORD OF THE DAY
Gmar Chatima Tova

Pronounced guh-MAHR khah-tee-MAH toh-VAH, this means "may you have a good inscription" in the Book of Life. It is a traditional greeting on Yom Kippur and in the days leading up to it. [Learn more.](#)

EATS
Bagel Chips and Lox: An Easy Dish for Yom Kippur Break Fast

[CLICK HERE](#)



NEWSLETTER
AD SLOT 2

EMAIL

Send a dedicated email to our lists:



E-BLAST TO DAILY NEWSLETTER SUBSCRIBERS: **87K recipients**

PRICE: **\$4,785**

NEWSLETTER ADS

Get exclusive use of the 2 ad slots in our daily newsletter for 1 week (6 consecutive days)



PRICE: **\$1,305**

SOCIAL MEDIA

Jewish Food with Jewish National Fund - JNF.
September 8 · Paid ·

This lamb stew is easy, delicious, and sweet, just in time for the New Year!
Full recipe here: <http://bit.ly/pomlambstewrecipe>

54K Views

Like Comment Share

495

389 Shares

View 1 more comment

David Rubin Norma Yabeta Rubin !!!!
Like · Reply · September 8 at 12:04pm ·

CO-BRANDED
FACEBOOK
POST

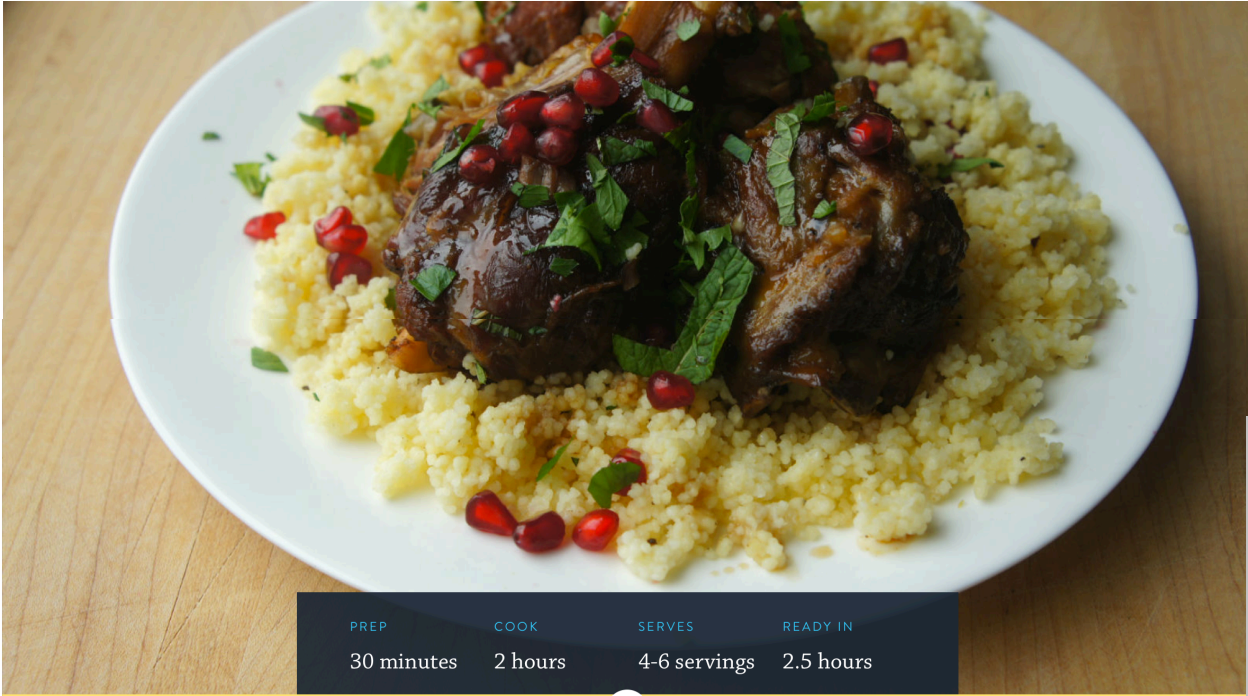
SOCIAL MEDIA

Use our Facebook channel (500,000+ followers) to reach new audiences.

\$800 PER POST (includes \$50 in boosting)



SPONSORED VIDEOS



FOOD VIDEOS SPONSORED

Lamb Stew with Pomegranate Recipe

A luscious yet easy lamb stew perfect for the New Year.



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

Reaching Our Audience

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

SPONSORED CONTENT

WHAT IS IT?

Stories produced and published by MJL 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?

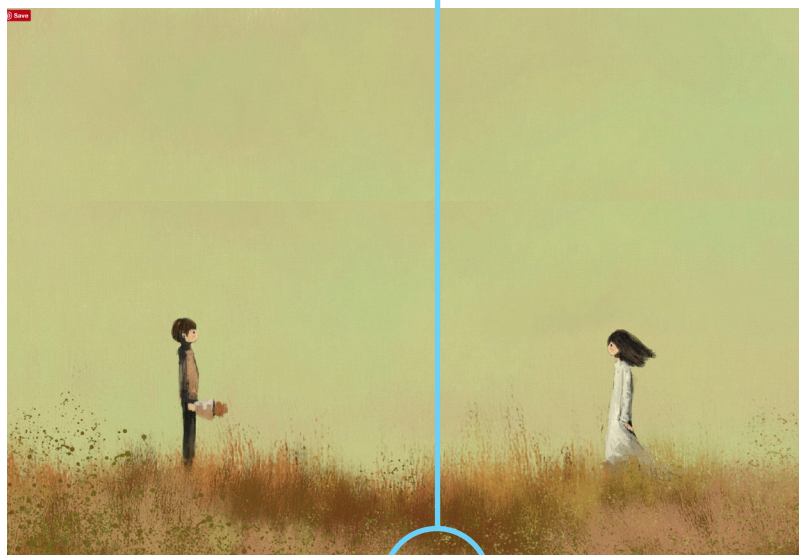
MJL brainstorms the story ideas with you, experienced journalists produce the stories and you get pre-publication review.

PROMOTION/DISTRIBUTION

- Article is published in perpetuity on MyJewishLearning.com (homepage placement guaranteed for 24 hours)
- All sponsored stories are promoted on MJL's Facebook feed (\$50 paid boost included)
- Your piece is included in MJL's Daily Newsletter

PRICE: \$2,900 per story (bulk discounting if you purchase 5, more if you purchase 10)

LOOK & FEEL OF A MJL ARTICLE BUT INCLUDES A "SPONSORED" LABEL



Unhealthy Relationships: The Signs & What to Do About It

BY HERE.NOW.



HERE.NOW.

Here.Now. is teen-driven Jewish movement to provide support, build connections, increase wellbeing and resilience, and reduce stigma around mental health. Made possible by UJA-Federation of New York and The Jewish Board

Zach's girlfriend has become his whole world, but it doesn't seem like she feels the same way. She's constantly putting him down in front of his friends, and she throws a fit every time he even asks another girl for the math homework. Zach's friends never see him anymore and wish that he could wake up and see how miserable she makes him. But Zach isn't sure if his relationship is unhealthy or just intense — and he's afraid to do anything about it.

I think I might be in an unhealthy relationship. What do I do? A relationship doesn't need to be physically violent in order to be abusive. If your partner puts you down, violates your boundaries,

YOU MIGHT ALSO LIKE



Understanding Eating Disorders
LEARN



How to End the Stigma of Mental Illness
LEARN



#1 Reason Men Pull Away

The Biggest Mistake Women Make, That Kills A Man's Attraction

Learn More

PAID POSTS

WHAT IS IT?

Paid posts are content posts created by clients and published unedited on MJL.

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 MyJewishLearning.com (homepage placement guaranteed for 24 hours)

- All Paid Posts are promoted on MJL's Facebook feed (\$50 boost included)

- Your piece is included in MJL's Daily Newsletter

PRICE: \$1,450 per post



PAID POST

Urban Foraging: What You Need To Know

BY HAZON | JUNE 19, 2017



You may not know it, but tasty, nutritious food is all around you. Here is a list of herbs and greens that you can find in an urban setting while on your way to grab your morning coffee or your way home from work.

I'll also emphasize that while urban foraging is a fairly accessible activity that can be done with very little experience, you do want to make sure that you are confident with your identifications, and to also make sure to forage and harvest in environments that are free of chemical/ or anti-weed spray.

Dandelions – Perhaps this is the plant that you picked at some point in your childhood to blow the white puffball of seeds off, before making a wish. Turns out the plant is also incredibly beneficial to our health, and you can find it pretty much everywhere you look. When harvesting dandelion you can eat the roots, stem, leaves, and the bright yellow flower. The leaves are where you stand to gain the most benefit nutrient wise. They are

YOU MIGHT ALSO LIKE



Is It Safe to Eat Your Etrog?
[SUKKOT](#)



The Best Seinfeld Episodes About Jewish Food
[NOSHING](#)



CARRIES PAID POST LABELING

SPECS

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 width must be 600 pixels. Height can be anywhere between 800 and 1600 pixels. 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].**
- For HTML based creatives, clients are expected to host their own images. No CSS coding permitted.

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 MJL: **300x250, 320x100, 300x600, 970x250, 970x90, 300x600.**
- 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.**

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.

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.

CONTACT: adops@70facesmedia.org



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