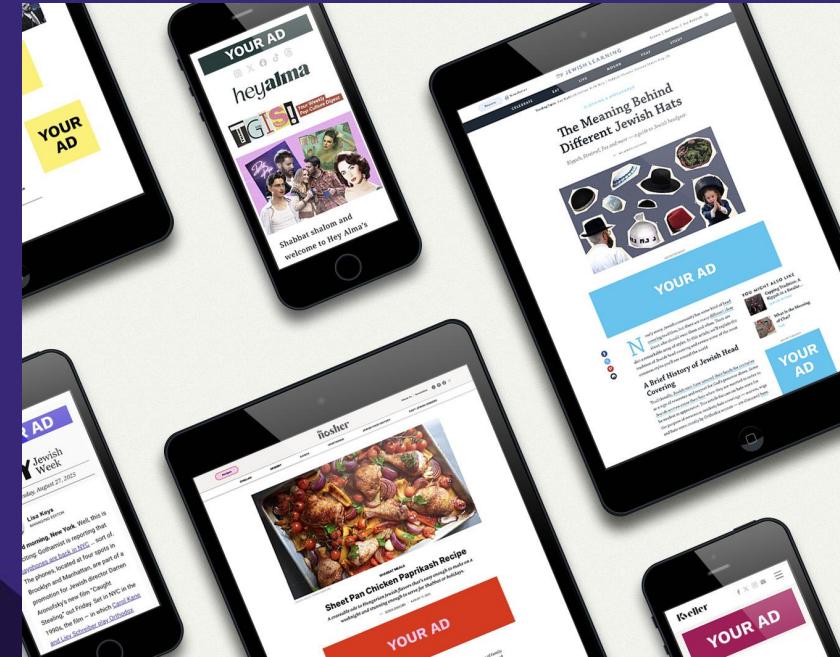




**PARTNERSHIPS MEDIA KIT**

REACH THE RIGHT JEWISH  
AUDIENCES

ADVERTISE  
WITH US.



# We are America's largest Jewish digital publisher.

**70 Faces Media is a not-for-profit digital media company that operates six successful and dynamic 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, ideas, 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, no matter their level of Jewish knowledge and experience.

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

JTA

NY Jewish Week

the nosher

Kveller

hey alma

*my*  
JEWISH  
LEARNING

# 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.

## WE ENGAGE

# 400K

newsletter subscribers  
daily

## WE REACH

# 4M

page views each month

## WE CONNECT

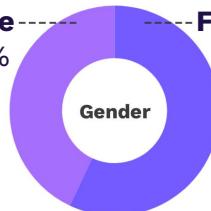
# 1.9M

social followers across  
platforms

# AUDIENCE INSIGHTS

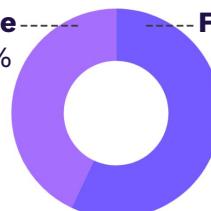
**heyalma**

Male 42%  
Female 58%



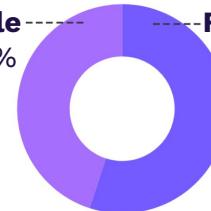
**Kveller**

Male 42%  
Female 58%



**JTA & NY Jewish Week**

Male 44%  
Female 56%

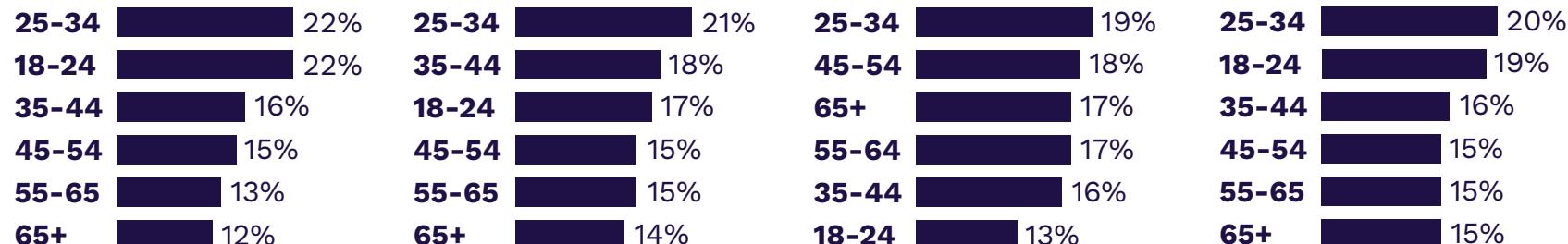


*my*  
**JEWISH**  
**LEARNING** & **the nosher**

Male 44%  
Female 56%



## Ages



**Top Cities:** New York, Los Angeles, London, Chicago, Toronto

**Top Countries:** United States, Canada, United Kingdom, Israel, Australia

# OUR NETWORK

# THE POWER OF OUR BRANDS



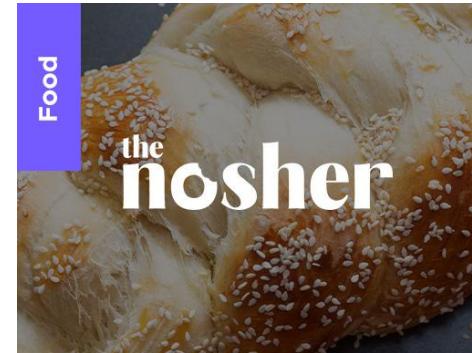
Deeply Jewish and endlessly scrollable. Hey Alma covers identity, culture, and humor for the chronically online, bringing strong opinions, real feelings and a fresh perspective to everything from pop culture to politics.

**Avg. Monthly Pageviews:** 200,000  
**Social Media Followers:** 185,000  
**Newsletter Subscribers:** 31,000  
**44% of readers** are ages 18-34



A guide to Jewish life and learning for anyone, anywhere. From holidays and history to belief and big questions, we help people explore Judaism's traditions and ideas, and how they shape modern Jewish life.

**Avg. Monthly Pageviews:** 1,000,000  
**Social Media Followers:** 275,000  
**Newsletter Subscribers:** 185,000  
**55% of readers** are under age 45



A celebration of all things Jewish food. The Nosher delivers recipes, history and bold new takes that bring Jewish flavors to life for your table and beyond.

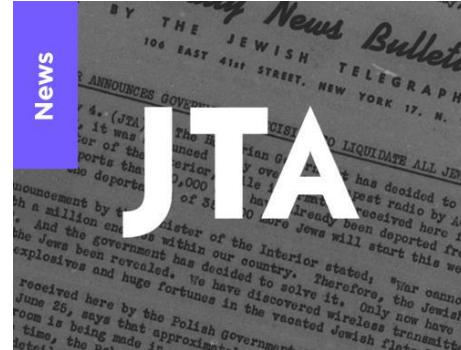
**Avg. Monthly Pageviews:** 400,000  
**Social Media Followers:** 655,000  
**Newsletter Subscribers:** 128,000  
**30% of visitors** from organic social

# THE POWER OF OUR BRANDS



Kveller is a welcoming space for kvelling — about being Jewish, raising Jewish kids and finding joy in culture, identity and community. We celebrate the messy, meaningful moments that make Jewish life something to be proud of.

**Avg. Monthly Pageviews:** 430,000  
**Social Media Followers:** 280,000  
**Newsletter Subscribers:** 74,000  
**39% of readers** are ages 25-44



Urgent, trusted reporting on Jewish news, antisemitism and the forces shaping our world. We stay vigilant so our readers can stay informed with the depth and clarity they need.

**Avg. Monthly Pageviews:** 820,000  
**Social Media Followers:** 100,000  
**Newsletter Subscribers:** 66,000  
**60+ syndication clients** worldwide



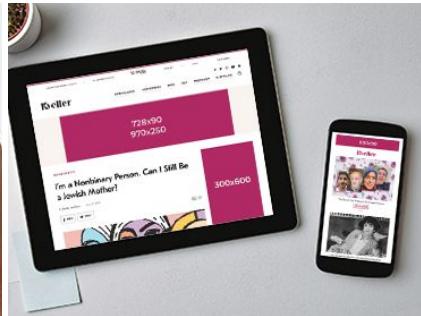
A window into Jewish New York. The New York Jewish Week covers the culture, people, politics and pulse of the city, spotlighting the events and ideas that make Jewish life here vibrant, complex and always changing.

**Avg. Monthly Pageviews:** 150,000  
**Social Media Followers:** 145,000  
**Newsletter Subscribers:** 45,000  
**35% of readers** are ages 25-44

# 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

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.

# SPOTLIGHT ADS

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 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:** \$850 per day per newsletter  
Bundles are available.

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.*

JEWISH TELEGRAPHIC AGENCY  
**Today's Daily Briefing**

FRI, FEB 24, 2023

FEB 25 - 27, 2023 [REGISTER NOW](#)

  
NEWS  
Hebrew Union College's New York campus will relocate to the Upper West Side  
[REGISTER](#)

  
NEWS  
Kanye embarks on a new antisemitic spree on X, saying, 'I'm never apologizing for my Jewish comments'  
[REGISTER](#)

  
NEWS  
Author John Irving's new novel, 'Queen Esther,' deals with Jewish themes  
[REGISTER](#)

  
NEWS  
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).  
[REGISTER](#)

  
NEWS  
Trump orders sanctions on International Criminal Court president

# 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 readers the full breadth of stories your institution wants to tell.

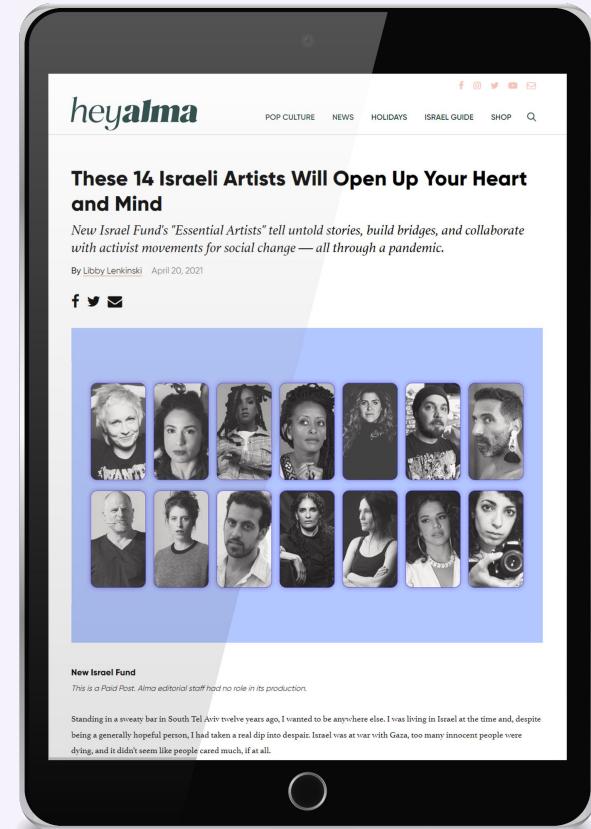
## Sponsored Content

Our staff, along with your team, will ideate stories that will promote your goals and engage our audience with trusted and compelling storytelling. We use experienced journalists/writer to produce the stories, and you get to preview the content before it is published on our brands.

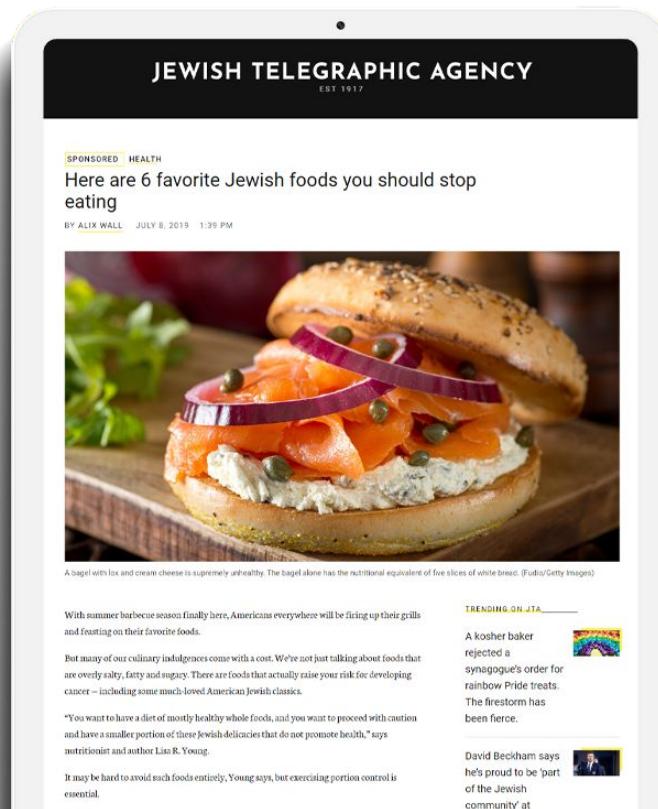
## Paid Posts

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

With summer barbecue season finally here, Americans everywhere will be firing up their grills and foaming 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 Lisa 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

**PBS** **PBS**

*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 Kyeller's native content team.*



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 Kyeller's native content team.*

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

# 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 on a 70 Faces Media brand
- Logo on conference website and marketing materials
- Virtual vendor booth with any sponsorship

**Price:** \$1,800 to \$25,000

# JEWISH DIGITAL SUMMIT

*The next Summit is February 24-26, 2026.*

**Tickets on sale now:**

[jewishdigitalsummit.org](http://jewishdigitalsummit.org)



# SPECIAL PRODUCTS

# SPECIALIZED NEWSLETTERS



## The Hub

Your hub for Jewish online classes and events.

**38,000 subscribers**

**Tuesday, Thursday, Sunday**



## Jewish Sport Report

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

**7,700 subscribers**

**Every Friday**



## Hebrew Word of the Day

Boost your Hebrew vocabulary, learn a new word every day.

**30,000 subscribers**

**Daily**



*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”). My Jewish Learning is excited to help you dive into this worldwide Jewish learning project.

**33,000 subscribers**

**Daily**

*\*Interested in ad placements for these newsletters?*

*Please contact [partnerships@70facesmedia.org](mailto:partnerships@70facesmedia.org) for more information.*

# WHITE-LABELED PRODUCTS

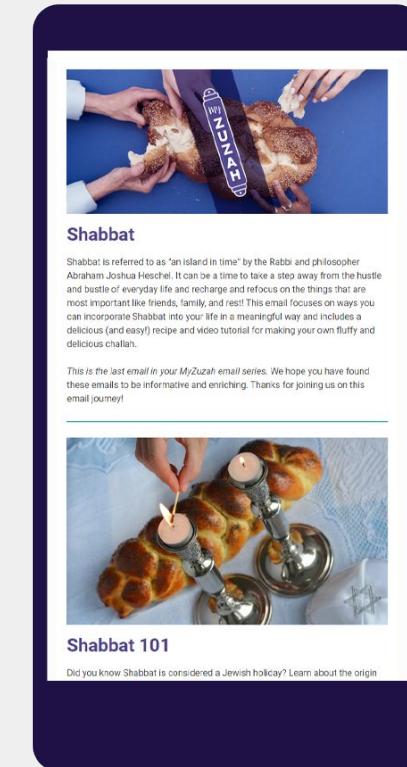
## Content tailored to your brand

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

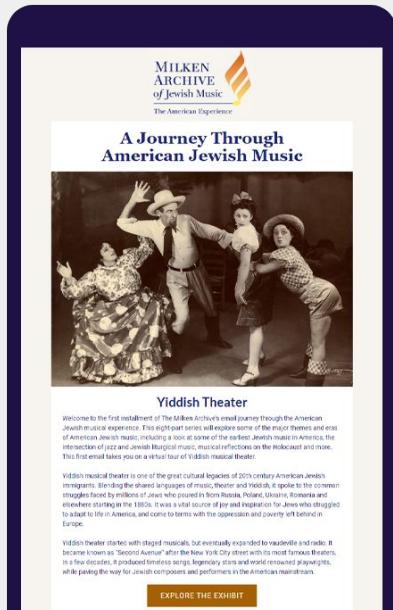
Among our flagship white-labeled products:

- **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. \*Custom events are also available.



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



# PRICING

# 70 FACES MEDIA 2026 DIGITAL RATES

## 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)

## Spotlight Ads

\$850 per ad

*Minimum ad buy \$850*

*Bundles available*

*Premium pricing during holiday periods*

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

Brand	Daily Email Subscribers	Newsletter Ad Rates	Dedicated Email Rates	Geo-targeted NY Email*
<b>Hey Alma</b>	31,000	\$1,500 (3 emails/week)	\$2,500	\$1,000
<b>Kveller</b>	74,000	\$3,000 (7 emails/week)	\$4,000	\$2,000
<b>The Nosher</b>	128,000	\$1,500 (3 emails/week)	\$4,000	\$3,000
<b>My Jewish Learning</b>	185,000	\$3,000 (5 emails/week)	\$5,000	\$3,000
<b>JTA News</b>	66,000	\$3,000 (7 emails/week)	\$4,000	\$2,500
<b>NY Jewish Week</b>	45,000	\$2,500 (6 emails/week)	\$3,000	N/A
<b>The HUB on MJL</b>	39,000	\$1,500 (3 emails/week)	\$2,500	
<b>All Subscribers (de-duplicated)</b>	<b>358,000</b>	<b>\$11,000</b>	<b>\$11,000</b>	<b>\$7,000</b>

# *Let us help you.*

**We partner with organizations large and small.**

Reach us at [partnerships@70facesmedia.org](mailto:partnerships@70facesmedia.org) and let us help you reach your goals.



JTA

NY JEWISH WEEK

THE NOSHER

KVELLER

HEY ALMA

MY JEWISH LEARNING