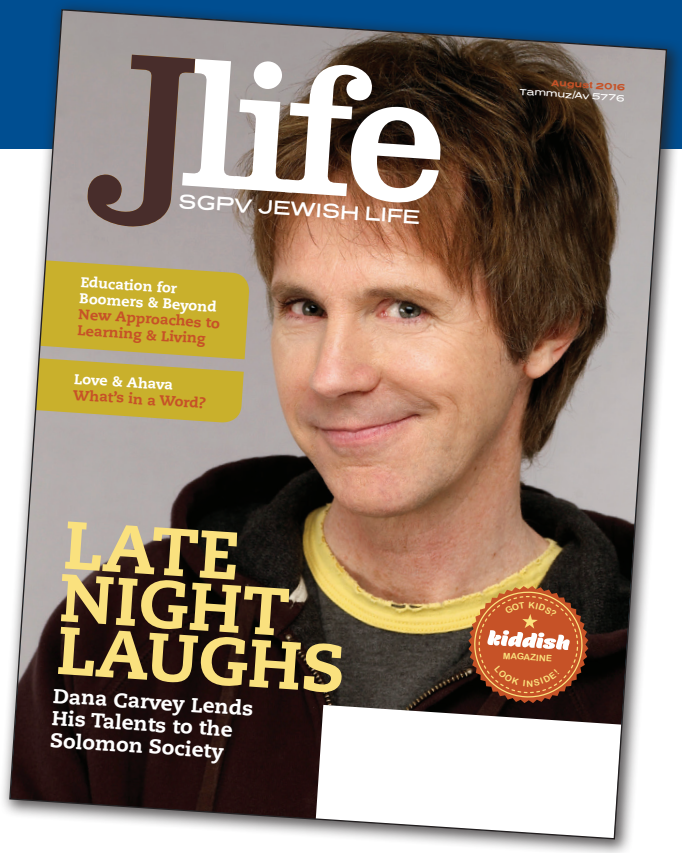
JEWISH FEDERATION

Jlife
SGPV JEWISH LIFE

Media Kit 2017



Jlife SGPV aims to strengthen and engage the Jewish community in the Greater San Gabriel and Pomona Valleys. We do that by featuring the variety and vitality of Jewish life in these communities through original human interest features and previews of Jewish cultural events, with an emphasis on topical and timely local and international Jewish issues. All is packaged in a beautifully designed perfect bound, full-color, glossy monthly magazine.

Each issue contains several pages exclusively dedicated to the news and events from our Jewish Federation of the Greater San Gabriel and Pomona Valleys. We also feature local events, human interest stories, local community members and businesses, along with regular features on food, books sports, the arts, singles life, seniors travel and more – all from a Jewish perspective.

About Our Readers

CIRCULATION
4,000 • Copies/month
3,000 • Home circulation
1,000 • High traffic drops

San Gabriel and Pomona Valleys are defined as:

- Western San Gabriel Valley, including Glendale, Eagle Rock, La Crescenta
- Greater Pasadena Area, including Pasadena, La Canada, South Pasadena, San Marino, Sierra Madre, Arcadia, Monrovia, and Duarte
- Greater Claremont Area, including, Claremont, Pomona, Glendora, San Dimas, La Verne, Upland, Alta Loma, Rancho Cucamonga, and Ontario
- South San Gabriel and Pomona Valleys, including Whittier, West Covina, Chino, and Chino Hills

Income

- Average persons/household – 3.25
- Median household income – $75,000
- 75% have disposable income

Generic Data

- Homeowners – 70%
- Population
  11,000 Jewish households
- Gender
  Men – 49%
  Women – 51%
- College/Post Graduate degree – 80%

Age Breakdown

- 0-49 – 35%
- 50-64 – 40%
- 65+ – 25%

Marital Status

- Married – 65%
- Divorced/Single/Widowed – 35%

Employment Status

- Work Full time – 60%
- Retired – 20%
- Self-employed/part time work – 20%

Religious identification

- Orthodox – 6%
- Conservative – 21%
- Reform – 37%
- Just Jewish – 30%

Philanthropic Giving in the past year

- Gave to Jewish Charity – 48%
- Gave to Non–Jewish Charity – 48%

Cultural Activities (Attendance past 12 months)

- Attend movie theaters – 88%
- Attend live theater (Music/Theater/Dance/Art) – 67%
- Attend cultural venues (e.g: Museums) – 62%
- Belong to a health/fitness club – 41%

Jlife SGPV JEWISH LIFE
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artsgpv@gmail.com · www.jlifesgpv.com
JEWISH FEDERATION

Editorial Calendar **2017**

JLife
SGPV JEWISH LIFE

JANUARY
Culture & Judaism

FEBRUARY
Food

MARCH
Celebrations

APRIL
Passover

MAY
Camps

JUNE
Weddings & Other Simchas

JULY
Travel & Leisure

AUGUST
Education

SEPTEMBER
High Holy Days

OCTOBER
Seniors

NOVEMBER
Arts & Entertainment

DECEMBER
Chanukah

kiddish

JANUARY
Culture & Judaism

FEBRUARY
Food

MARCH
Celebrations

APRIL
Passover

MAY
Camps

JUNE
Summer Vacations

JULY
Travel & Leisure

AUGUST
Back to School

SEPTEMBER
High Holidays

OCTOBER
Welcoming Fall

NOVEMBER
Arts & Entertainment

DECEMBER
Chanukah

For more information, please contact 949-734-5074
Email the editor: tarmstrong24@gmail.com • sales: mody.gorsky@gmail.com or visit www.jlifesgpv.com

Advertising Rates

JEWISH FEDERATION

Jlife SGPV JEWISH LIFE

PRINT

Offset Web Process printing. For full page bleed, please use the following specs:
Trim size: 8.125 x 10.875 (This is the absolute edge of the magazine.)
Safe area: 7.375 x 10.25 (Keep all pertinent info INSIDE this area.)
Bleed size: 8.375 x 11.125 (Add .125 to the trim area)

Ad size	Width x Height	1x Rate	3x Rate	6x Rate	12x Rate
Biz card	3.6 x 2	$175	$150	$125	$100
1/8	3.6 x 2.45	$225	$175	$150	$125
1/6	3.6 x 3.3	$250	$200	$175	$150
1/4	3.6 x 4.9	$325	$300	$275	$250
1/3	3.6 x 6.6	$450	$400	$350	$300
1/2 Vert	3.6 x 10	$600	$550	$500	$450
1/2 Horiz	7.4 x 4.9	$600	$550	$500	$450
Full page	8.375 x 11.125	$1000	$900	$800	$750
Inside Back	8.375 x 11.125	$1250	$1100	$900	$800
Back cover	8.375 x 11.125	$1500	$1300	$1100	$900

10% discount on prepaid ads
All premium ad placements • 15% surcharge

ADVERTISING AGENCIES

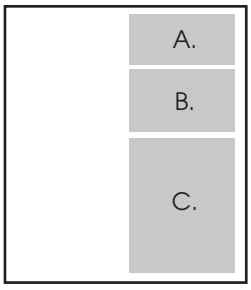
All open rates commisionable to recognize advertising agencies

POLITICAL ADS

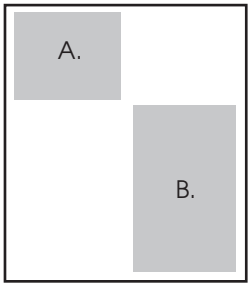
Payable in Advance

ALSO AVAILABLE

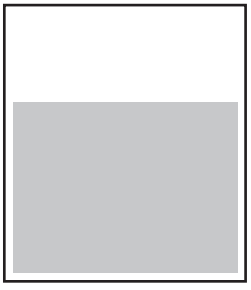
Inserts • Starting at $1400
Double Trucks •
create as two seperate full pages with the above single page spec above

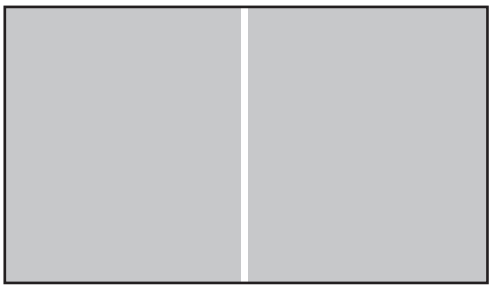


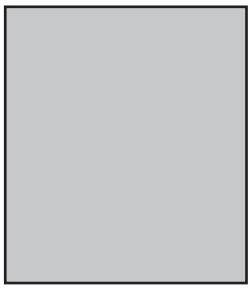
A. Biz Card
B. Eighth Page
C. Quarter Page

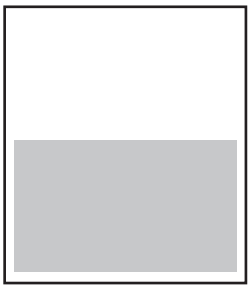


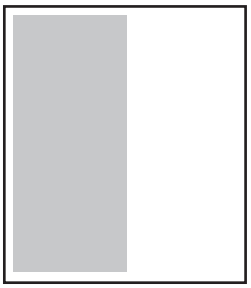
A. Sixth Page
B. Third Page


Two-Thirds Page


Spread


Full Page


Half Page (Hor.)


Half Page (Vert.)

Advertising Specifications

WEB ADS - Unlimited clicks

Sizes shown not to scale

1. SPONSOR PAGE - DIGITAL EDITION
Your logo displayed opposite the digital cover:
$250/mo

2. LARGE RIGHT SIDE
TOP PLACEMENT:
$200/mo
BOTTOM PLACEMENT:
$150/mo
300 pixels wide x
250 pixels high

3. LONG BOTTOM
$75/mo - 468 pixels wide x 60 pixels high

Publication Dates
San Gabriel Pamona Valley Jewish Life is published monthly and distributed on the 1st of every month

Ad Production
Art deadlines are the 15th of each month.

Send camera ready ads
300 dpi, CMYK JPEG, TIF, EPS or PDF.

Questions or artwork?
Rachel Bellinsky, Art Director
at artsgpv@gmail.com

Place an ad
Mody Gorsky at 949-734-5074 or
mody.gorsky@gmail.com

MORE AD INFO

- All artwork (logos, product photos and graphics) must be supplied by the advertiser. It is the Advertiser's responsibility to make sure all copyright issues with logos, photos, etc. are cleared up before submitting to SGPV.
- Ad proofs will be provided upon request to advertisers who submit all ad copy and artwork prior to deadline.
- Ads produced by SGPV are copywrited by the SGPV magazine and are property of SGPV. Requests for duplicate of an ad produced by SGPV for use outside of the publication will incur a graphic design charge for ad production.
- All ads MUST adhere to the purchased size and vertical and horizontal proportions. If they extend beyond the purchased size, they will be fit to size.
- Ads sent as Word document will be recreated by the SGPV.