

Media Kit 2020

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 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



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
- Average household income - \$110,000
- 75% have disposable income



Generic Data

- Homeowners - 70%
- 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%



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%



One Federation Way, Suite 200 · Irvine, CA 92603-0174
949-734-5074 · Fax 949-435-3435
mody.gorsky@gmail.com · www.jlifesgpv.com



JEWISH FEDERATION

Editorial Calendar 2019



JANUARY

Culture & Judaism

FEBRUARY

Food, Beverages & Celebrations

MARCH

Health & Seniors

APRIL

Passover

MAY

Camps

JUNE

Weddings & Other Simchas

JULY

Travel & Leisure

AUGUST

Education

SEPTEMBER

High Holy Days

OCTOBER

Seniors

NOVEMBER

Arts & Entertainment

DECEMBER

Chanukah



JANUARY

Culture & Judaism

FEBRUARY

Food, Beverages & Celebrations

MARCH

Health & Seniors

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.jlifessgpv.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				
1/8	3.6 x 2.45				
1/6	3.6 x 3.3				
1/4	3.6 x 4.9				
1/3	3.6 x 6.6				
1/2 Vert	3.6 x 10				
1/2 Horiz	7.4 x 4.9				
Full page	8.375 x 11.125				
Inside Back	8.375 x 11.125				
Back cover	8.375 x 11.125				

10% discount on prepaid ads

All premium ad placements • 15% surcharge

ADVERTISING AGENCIES

All open rates commisionable to recognize advertising agencies

POLITICAL ADS

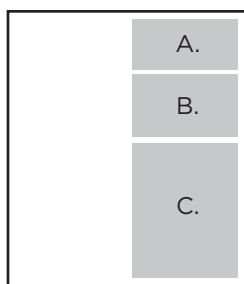
Payable in Advance

ALSO AVAILABLE

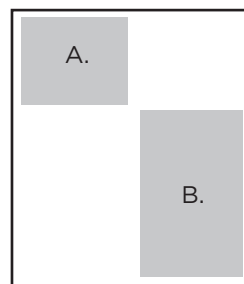
Inserts • Starting at \$1400

Double Trucks •

create as two seperate full pages with the above single page spec above



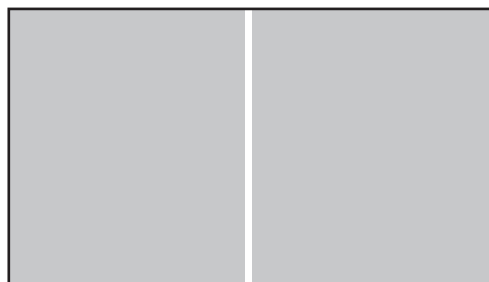
A. Biz Card
B. Eighth Page
C. Quarter Page



A. Sixth Page
B. Third Page



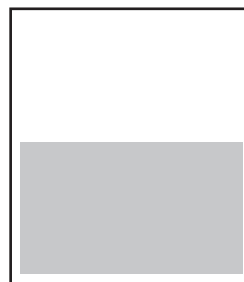
Two-Thirds Page



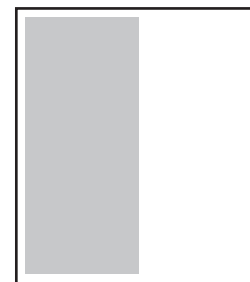
Spread



Full Page



Half Page (Hor.)



Half Page (Vert.)

Advertising Specifications

WEB ADS - Unlimited clicks

Sizes shown not to scale

The diagram shows a large orange rectangle representing a digital cover. Inside, there are three white boxes representing ad placements:

- 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?

laurie@lauriemillerdesign.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.



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JEWISH FEDERATION

TRACK PRINT ADS

5 WAYS TO TRACK YOUR PRINT AD EFFECTIVENESS

1 ASK FOR PATRICK/PARKER/PAMELA

Include an "Ask for (name)" line with your contact information. For example, the ad in the magazine will direct readers to "Call Group Specialist Pat for more information". Then, when a prospect calls and asks, "May I speak to Pat?" you'll know the magazine led them to you.

2 DIAL A UNIQUE PHONE NUMBER

Similar to the "Ask for Pat" trick, use a unique phone number in the ad. Online call-tracking services like CallRail.com can tell you which print ads are driving your calls for \$30/month. A low tech solution is to buy a prepaid cell phone specifically for the ad campaign or simply provide an individual's cell phone number for the purpose of this ad campaign.

3 OFFER UNIQUE PROMO CODES

Offer a coupon code with your print advertisement. Add an enticing call to action like, "Get 25% OFF by mentioning coupon code 'ROCKINJUMP25'" to your ad. If a customer uses the coupon code, you'll know they responded to the ad in the magazine.

4 USE A QR CODE

Not only do QR codes drive traffic to your landing page, they can store data, location, and text. This means, by including QR codes in your ad, you will be able to track relevant data in real-time.

5 RUN UNIQUE CONTENT IN MAGAZINE'S AD

Feature different content in each print ad to better gauge results. It can be as simple as offering a specific service only in a specific ad. For example, "Ask about our new Bar Mitzvah packages".