



jewfolk | inc

2021
MEDIA KIT

jewfolk | inc

Jewfolk, Inc. is the **premier Jewish engagement agent** of the Twin Cities, comprised of multiple platforms which enable us to reach and engage a wide variety of individuals online and in real life.

tc | jewfolk

The Twin Cities' only independent **Jewish news, events, and culture online media hub**. TC Jewfolk is devoted to engaging, informing, and connecting.



| **11,000+** unique monthly readers |



| **5,203** |



| **1,635** |



| **2,200** |

mn | mammalehs

MN Mammalehs is a vibrant online community for mothers, grandmothers, and expectant mothers in the Greater Twin Cities Jewish community and a **platform for discussions on a wide range of topics, from politics to brisket recipes**.



| **2,095** members |



| **1,458** active members monthly |



| **789** posts monthly |

j | link

JLink is the only all-inclusive Jewish professional networking group in the Twin Cities. JLink consists of **developing and established Jewish business professionals of all ages and fields**.



| **1,136** members |



| **806** active members monthly |



| **46** posts monthly |

j | create

JCreate is an emerging Jewish creative networking group for the Twin Cities. Membership includes **amateur crafters, semi-professional artists, and creative professionals**.



| **107** members |



| **83** active members since August 2020 |



| **12** posts monthly |

folk | media

FolkMedia Consulting offers **quality, effective, and affordable social media management** for Jewish organizations.

TCJEWFOBK.COM

Connect with TC Jewfolk's engaged readership! TCJewfolk.com attracts **11,000 unique users** each month and roughly **26,000 impressions** on any given advertisement.

SIDE BAR AD

appears on the side bar throughout site

\$100/WK

PRICE BREAKS
AT 4&12 WKS

BANNER AD

appears on the bottom of page throughout site (except Calendar)

\$75/WK

PRICE BREAKS
AT 4&12 WKS

CALENDAR AD

appears as a banner ad on our Community Calendar, our second most visited page, with 400 average visitors per month

\$50/WK

PRICE BREAKS
AT 4&12 WKS

SPONSORED ARTICLE

\$200

Strategize with TC Jewfolk to develop a 500-800 word article or series, or sponsor existing content. Stories are independently reported and sourced. Topic will be approved by Jewfolk.

SPONSORED SECTION

\$600/MO

Your company's name and logo appear in the section and every tagged article. Minimum 3-month buy.

POST A JOB OR EVENT

\$36

Job openings are listed on our JLink Jobs Board and shared via social media. Events are listed on our perennially popular Community Calendar.

JEWFOLK NEWSLETTER

Our weekly e-newsletter reaches over **2,280 subscribers** and gets better-than-average open and click-through rates.

NEWSLETTER AD

feature in our weekly round-up of TCJewfolk.com articles, sent Sundays

\$50/WK

**PRICE BREAKS
AT 4&12 WKS**

SPONSORED NEWSLETTER

an email to our subscribers with content dedicated solely to your company. Must align with the Jewfolk mission.

\$1,000

JEWFOLK PODCAST NETWORK

Jewfolk Podcast Network offerings totaled over **13,900 plays and downloads** last year.

PODCAST AD

your 30-second ad read twice on the podcast of your choice: Who The Folk?!, The Jews Are Tired, LeaderFolk, or Spill The Soup: The Jewish Teen Podcast

\$150/EP

**PRICE BREAK
AT 1 YEAR**

CREATE-A-POD

TC Jewfolk will assist your organization in production of a monthly 30-minute podcast and distribute on our platforms. Limited & must align with Jewfolk mission.

\$1,500/YR

@TCJEWFOLK SOCIALS

Catch the attention of TC Jewfolk's **9,100+ followers** on social media!
Access public platforms or private communities of Jewish moms,
professionals, or artists.



| 5,203 |



| 1,635 |



| 2,200 |

SPONSORED POST

\$100

your image/video and message on the TC Jewfolk Facebook,
Instagram, Twitter, and LinkedIn

POST IN THE GROUPS

\$50

ADD-ON TO
ABOVE

your sponsored post shared to our Minnesota Mammalehs,
JLink, and JCreate communities

PINNED POST - MN MAMMALEHS

\$150/WK

your image/video and message pinned to the top of the
Minnesota Mammalehs community feed

PINNED POST - JLINK

\$75/WK

your image/video and message pinned to the top of the JLink
professionals community feed

PINNED POST - JCREATE

\$25/WK

your image/video and message pinned to the top of the
JCreate artists community feed

ANNUAL SPONSORSHIP

Your advertising **dollars go further** when you sign on as a TC Jewfolk Corporate Sponsor! We are happy to customize your package.

\$5000

publishers' circle
sponsor

- 12-month sidebar ad on TCJewfolk.com
- 1 Sponsored Newsletter
- 18-episode Podcast Sponsor
- 16-week newsletter ad
- 5 sets Social Media sponsored posts
- 3-week Pinned Post - MN Mammalehs
- Recognition in Jewfolk, Inc. annual report
- Recognition on TCJewfolk.com
- Brand presence at 2021 Jewfolk fundraiser

\$2500

editors' circle
sponsor

- 12-month sidebar ad on TCJewfolk.com
- 1 Sponsored Newsletter
- 3-episode Podcast Sponsor
- 15-week newsletter ad
- 6 sets Social Media sponsored posts
- Recognition in Jewfolk, Inc. annual report
- Recognition on TCJewfolk.com
- Brand presence at 2021 Jewfolk fundraiser

\$1000

journalists' circle
sponsor

- 6-month sidebar ad on TCJewfolk.com
- 8-episode Podcast Sponsor
- Logo/link in weekly newsletter for 2 weeks
- Recognition in Jewfolk, Inc. annual report
- Recognition on TCJewfolk.com
- Brand presence at 2021 Jewfolk fundraiser

\$500

founders' circle
sponsor

- 3-month sidebar ad on TCJewfolk.com
- 4-episode Podcast Sponsor
- Recognition in Jewfolk, Inc. annual report
- Recognition on TCJewfolk.com
- Brand presence at 2021 Jewfolk fundraiser

\$250

newsroom circle
sponsor

- 1-month sidebar ad on TCJewfolk.com
- Recognition in Jewfolk, Inc. annual report
- Recognition on TCJewfolk.com
- Brand presence at 2021 Jewfolk fundraiser

USER DEMOGRAPHICS

TC Jewfolk is proud to offer **10,000 ways** to be Jewish!

tc | jewfolk

OUR AUDIENCE



| **gender** |



| **age** |

| over **50%** of households make over **\$100,000** annually |



| **graduated college** |



| **married** |

34% | **interfaith**

76% | **have children**



| **17%** Jew by choice |

| **85%** Jew by birth |

| **39%** Culturally Jewish |

