

jewfolk | inc

2019
MEDIA KIT

jewfolk | inc

Jewfolk, Inc. is the premier Jewish engagement agent of the Twin Cities. **Jewfolk uses innovative methods, strategies and communication to connect, engage, and inspire the Twin Cities Jewish community.**

We at Jewfolk, Inc. envision a Jewish community that embraces diverse ways to be Jewish, offering wide-ranging entry points into Jewish life, fostering meaning and pride in personal and Jewish communal identity, and empowering people to experience Judaism in their own way.

We work towards our vision by connecting Jews to the community, the community to Jews, and Jews to one another.

Jewfolk, Inc. is comprised of multiple platforms, better enabling us to reach and engage a wide variety of individuals online and in real life.

folk | **media**

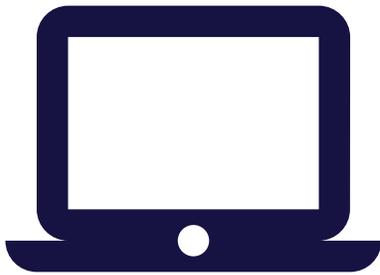
tc | jewfolk

mn | **mammalehs**

j | **link**

tc | jewfolk

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



| average **10,000** unique readers each month |



|4,617|



|1,181|



|2,116|

"TC Jewfolk is a community paper in the best of many senses. Not only is it an accessible hub for the different parts of the Minnesota Jewish community, but it also provides the opportunity to many people who, otherwise, wouldn't have a place to start writing. There aren't many Jewish places nowadays to get published or gain experience writing, and I'm personally grateful to TC Jewfolk for giving me that very opportunity, without which I would not be able to do many of the things I do now. Whether a way to stay up to date about local happenings while traveling thousands of miles away, an eventual friend in the dating game, or a home for various writings, TC Jewfolk is now a staple of the community and my Minnesota Jewish experience."

- Lev

DEMOGRAPHIC INFO



| gender |



| age |



| graduated college |

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



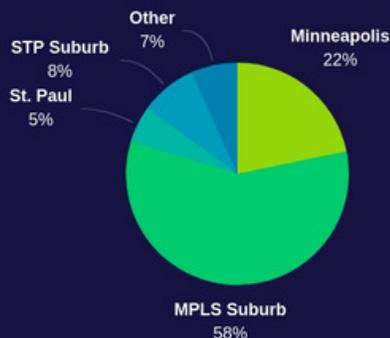
| married |

34% | interfaith

76% | have children



| 17% Jew by choice |
| 85% Jew by birth |
| 39% Culturally Jewish |



| 74% of readers read TC Jewfolk at least once a week |



| 54% of readers use social media to discover events in the Twin Cities |



| 75% of readers feel TC Jewfolk has increased their connection to other Jews and/or the local Jewish community |

Followers



| 4,617 |



| 1,181 |



| 2,116 |

| 78% of readers follow TC Jewfolk via social media |

| How do readers find our articles? |

78% | social media

45% | weekly newsletter



| 61% of readers believe TC Jewfolk has had a positive influence on their participation/involvement in the Jewish community |

| 60% of readers define engagement as following an organization on social media |



| 70% of readers use social media to find information about community organizations |



| 67% of readers use the TC Jewfolk directory to find information about Jewish agencies |

ADVERTISING

Connect with TC Jewfolk's engaged readership! **TCJewfolk.com** has **10,000 unique users each month** and **roughly 27,000 impressions on any given advertisement**. Our weekly e-newsletter has over **2,000 subscribers** and gets better-than-average open and click-through rates.

How To Follow Israeli Election Coverage

For many American Jews, having Israel be part of Jewish identity means an obsession with following the intimate details of a country 6,000 miles away. Whether good or bad, that's just the way it is, and even non-Jewish news sources spend a lot of time poring over Israel.

But what's the best way to be well informed about Israeli politics and broader trends in the region? Hint: not the *New York Times*, the *Washington Post*, or anybody else. If you want local, go local.

That's why I think it's so important to know about the different English-language Israeli news outlets that exist. So many conversations about Israel, amongst Jews and outside of the community, tend to be misinformed no matter the political view or opinion. America is, after all, a very large island far away from the rest of the world, and unfortunately, that means a lot of misunderstanding about things that aren't America.

So below is a personal, and unavoidably biased, guide to English-language Israeli news outlets to check out, recommended to anyone who feels that Israel is part of their identity (cause knowing things is good). The outlets span different politics, provide different voices of Israeli society in their opinion sections, and vary in their dedication to the "truth," whatever that may be.

Lifehack: Follow at least two different newspapers that are listed here to get a more accurate perspective on the news. Also, go to their Facebook pages, click on the "follow" tab, and select "see first" to have the news be visible in your news feed. Reading headlines is an easy way to stay updated, and it takes only a second to scroll past the stories.

+972 Magazine

I won't lie here: I don't read +972 Magazine, other than the rare article that comes across my Facebook feed. But I do think they're an important voice, unabashedly on the political left, born to do progressive activist journalism that focuses almost exclusively on problems in Israel. Be it refugee issues, the Israeli-Palestinian conflict, or any other social justice-related issue, +972 covers it with a critical angle.

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HARRY KAY LEADERSHIP SUMMIT
 APRIL 29 | 7:30 PM | MUSE EVENT CENTER
 FREE COMMUNITY EVENT - OPEN TO EVERYONE

St. Paul Jewish Federation
2019 Campaign KICKOFF
 Sunday, April 28 • 6 pm
 Crowne Plaza Aire
 Bloomington



Side Bar Ad (300x250) -
 Your ad appears on the side bar of our homepage and run of site.
\$100 / Week
\$250 / Month
\$500 / Three Months

Banner Ad (728x90) -

Your ad appears on the bottom of our homepage and run of site.

\$75 / Week
\$200 / Month
\$400 / Three Months



2019 jewfolk ine
 Passover Seder Matching

COPPERWING DISTILLERY

Arts & Culture Jewish Learn

ADVERTISING

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front
page

roundup



[Who The Folk?! Kris Cramer](#)



[Beresheet: In the Beginning, the Landing Didn't Stick](#)



[Minnesota Hillel Wins Award, Kicks Off Jewish Culture Week](#)



[How To Follow Israeli Election Coverage](#)



[Who The Folk?! Avi Aharoni](#)

[Who The Folk?! David Lauer](#)

[Who The Folk?! Angelica Sirotin](#)



[Jewfolk Hiring Summer 2019 Interns](#)

[JLink™ Feature Friday: March Edition](#)

E-newsletter Ad (750x400) -

Your ad will be featured in our weekly round-up of TCJewfolk.com articles, sent directly to over 2,000 subscribers every Sunday.

\$50 / Week

\$180 / Month

Calendar Ad (728x90) -

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

\$75 / Week

\$200 / Month

\$400 / Three Months

Podcast Ad - We'll read your 30 second ad on our weekly podcast that reaches our audience every week.

\$50 / Read

SPONSORSHIPS

CORPORATE

Sponsored Article - Strategize with TC Jewfolk to develop an idea for an article or series, or sponsor existing content. Stories are 500-800 words with independent reporting and sourcing. Topic will be approved by TC Jewfolk.

\$200 / Article

Sponsored Section - Sponsor a section of TCJewfolk.com and have your company's name and logo appear in the section and every article tagged in that screen.

\$7,200 / Year

Throwback Thursday - Use TC Jewfolk's popular weekly Throwback Thursday post as sponsored content for your brand or organization.

\$100 / Post

Shabbat Shalom Post - Use TC Jewfolk's popular weekly Shabbat Shalom post as sponsored content for your brand or organization.

\$100 / Post

Sponsored Newsletter (whenever you want!) - Send an email to our entire email list with content dedicated solely to your company. Has to align with the Jewfolk mission.

\$1,000 / Newsletter

SOCIAL MEDIA

CORPORATE

TC Jewfolk Package - Includes two sponsored tweets, 2 Facebook posts, and 2 Instagram posts.

\$200

Mammalehs Package: Includes 2 sponsored posts in the MN Mammalehs group*.

\$100

JLink™ Package: Includes two sponsored posts in the JLink™ Group*.

\$50

PODCAST

CORPORATE

Who The Folk?! - Become an official sponsor of our Who The Folk?! Podcast and get an ad every week.

\$1,500 / Year

*More info on our groups on pages 11 & 12



FolkMedia Consulting offers affordable, quality, and effective social media management for Jewish organizations. Having worked with 9 Twin Cities Jewish organizations and 1 national organization, we continue to work with the community to expand their reach and connection through social media.

Total Increase in Community Agencies



|+2,000|



|+700|



|+500|

"Working with FolkMedia has helped us to improve the ways in which we use social media. It has no longer become a place to just post events. FolkMedia has helped us find more creative ways to engage with our congregation on a deeper level. We now use our social media feeds as a way to let people know what is happening with other members, our staff, and to let them see more of what we do and why it matters."

- Mount Zion Temple

Packages

Starter Pack

For organizations with little to no social media expertise.

Strategy & Consulting: Create a social strategy that works for your brand.

Account Management: Guide and manage your organizational social media platforms.

Content Creation: Create content collaboratively to produce engaging and creative posts.

Social Analytics: Monitor your organization's platforms, providing regular reports and suggestions for optimization/improvement so you can measure the return on your marketing investment and realize maximum results.

\$350 / Month: minimum of 6 months

\$300 / Month: minimum of 12 months

FolkMedia 2.0

For organizations that have one year or more of social media training.

Monthly

FolkMedia will meet with your organization staff once a month for two hours to help you plan content, strategize on a particular issue or event, or solve social media issues. Reports will be prepared and presented quarterly.

\$300 / month or \$3,000 for 1 year

Bi-Monthly

FolkMedia will meet with your organization staff once every other month for two hours to help you plan content, strategize on a particular issue or event, or solve social media issues. Reports will be prepared three times during the year.

\$300 / month or \$1,500 for 1 year

Quarterly

FolkMedia will meet with your organization staff once per quarter to help you plan content, strategize on a particular issue or event, or share best practices for your specific social media strategy. Reports will be prepared twice per year.

\$1,200 for 1 year

FolkMedia Plus

Additional services that can be selected based on the needs of the organization.

Prices vary based on organization's needs.

Paid Ads

Target the audience you want to reach and create a customized, integrated, and strategic paid marketing plan to get your content in front of a larger audience through paid promotions. This includes boosting posts, advertising on social media platforms, and the option to utilize TCJewfolk's social platforms.

Community Management

Social Interaction: Use social media (comments, polls, inbox) to interact with audience.

Jewfolk Package - Customizable

Includes ads, sponsored content, and/or exposure on Jewfolk's social media.

Pre-Event Promotion

"You're Invited" social posts, feature article, links to event registration.

Live Event Support

Cover live events with the appropriate social media. Also use social media to promote future events. Includes coverage on organizational social media as well as TCJewfolk's.

Post-Event Recap

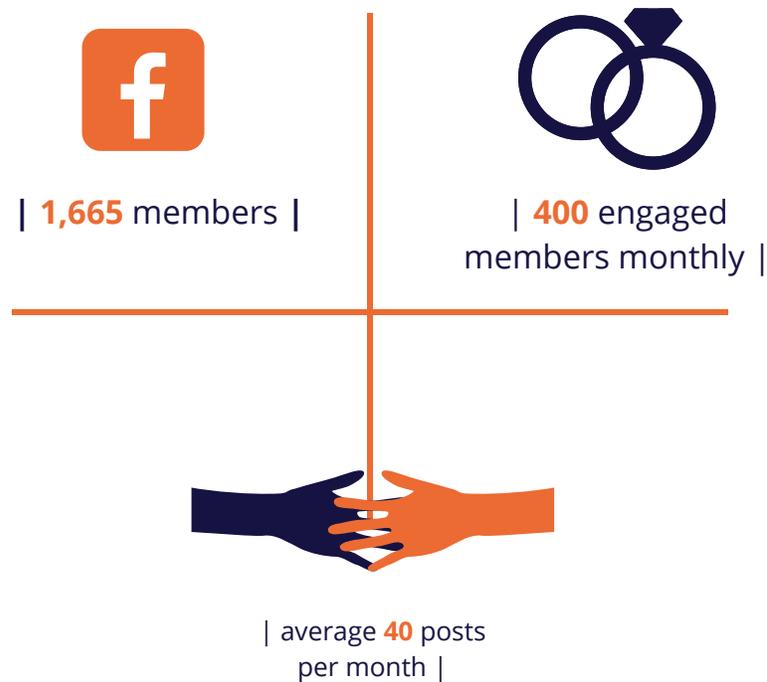
Who was there, sharing of photos, post-event article.

Social Media Management

We'll handle your social media platforms for you! We'll create a customized plan for your specific needs and price it accordingly.



JLink™ is the only all-inclusive Jewish professional networking group in the Twin Cities. **JLink™ consists of emerging and established Jewish business professionals of all ages and fields in the Twin Cities.** JLink™ hosts events with speakers and panels 3 to 4 times a year, and monthly IRL networking opportunities.

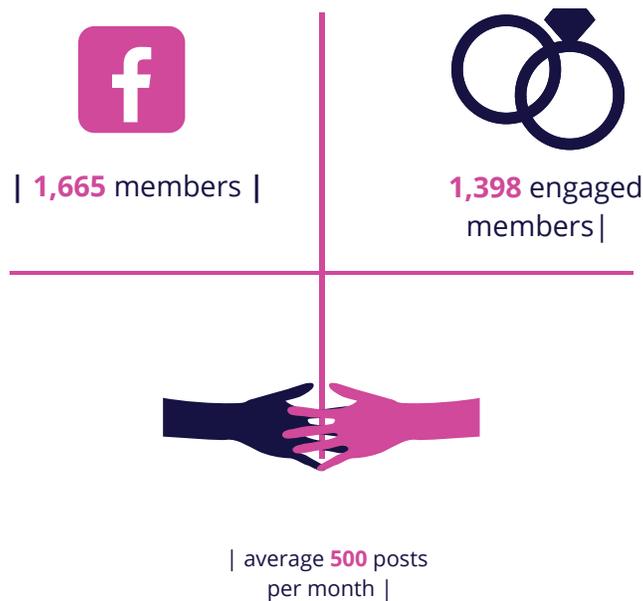


"I see amazing potential with JLink™. I personally check it daily to see what people are looking for and connect them quickly. I see JLink™ to be a great resource in finding members from our community who are experts in their field."

- Tom

mn | mammalehs

MN Mammalehs is a vibrant online community for mothers, grandmothers, and expectant mothers in the Greater Twin Cities Jewish community. **Consisting of over 1,500 members, the group is a platform for discussions on a wide range of topics, from politics to brisket recipes.** Along with the online community, MN Mammalehs hosts a series of IRL events such as pop-up park Shabbats.



"[Mammalehs] helped me choose an area to live, synagogues/temples to explore, doctors, schools, and all the rest... even a pro-bono real estate lawyer connection for a non-profit I lead. The community was a secret weapon in helping me navigate what could have been a horrifically difficult transition."

- Anonymous

PARTNERSHIPS

Full Service

\$5,400/yr

Monthly exposure to TC Jewfolk's engaged audience

- **Sidebar Ad** - Your ad will appear on the side of our homepage and articles - **12 / year**
- **Sponsored articles** - Strategize with TCJewfolk to develop an idea for an article or series. Topic will be approved by TCJewfolk - **12 / year**
- **Event Coverage** - Enjoy the Jewfolk Social Media Package for pre and post event coverage (includes 2 sponsored tweets, 2 sponsored FB posts, and 2 sponsored Instagram posts), along with full live-event coverage on your organization's social media.* - **2 / year**
- **Job Postings** - Have your job postings appear on TCJewfolk.com, social media, and our E-newsletter - **unlimited**
- **Annual Summary** - Receive a summary of metrics related to your articles and advertisements.
- **Advertising Menu** - **50% off**

Mid-Level

\$3,600/yr

Regular exposure to TC Jewfolk's engaged audience

- **Sidebar Ad** - Your ad will appear on the side of our homepage and articles - **6 / year**
- **Sponsored articles** - Strategize with TCJewfolk to develop an idea for an article or series. Topic will be approved by TCJewfolk - **6 / year**
- **Event Coverage** - Enjoy the Jewfolk Social Media Package for pre and post event coverage (includes 2 sponsored tweets, 2 sponsored FB posts, and 2 sponsored Instagram posts), along with full live-event coverage on your organization's social media.* - **1 / year**
- **Job Postings** - Have your job postings appear on TCJewfolk.com, social media, and our E-newsletter - **6 / year**
- **Annual Summary** - Receive a summary of metrics related to your articles and advertisements.
- **Advertising Menu** - **40% off**

***any other Social Media packages can be purchased at the listed prices on page 15**

PARTNERSHIPS

Base Level

\$1,800/yr

Monthly exposure to TC Jewfolk's engaged audience

- **Sidebar Ad** - Your ad will appear on the side of our homepage and articles - **3 / year**
- **Sponsored articles** - Strategize with TCJewfolk to develop an idea for an article or series. Topic will be approved by TCJewfolk - **3 / year**
- **Job Postings** - Have your job postings appear on TCJewfolk.com, social media, and our E-newsletter - **6 / year**
- **Annual Summary** - Receive a summary of metrics related to your articles and advertisements.
- **Advertising Menu** - **30% off**

SOCIAL MEDIA

NPO

Jewfolk Package - Includes two sponsored tweets, 2 Facebook posts, and 2 Instagram posts.

\$200

Mammalehs Package: Includes 2 sponsored posts in the MN Mammalehs group.

\$100

JLink™ Package: Includes two sponsored posts in the JLink™ group.

\$50

PODCAST

NPO

Create your own - Utilize TC Jewfolk's resources to create your very own podcast! TC Jewfolk will assist your organization in the production of a monthly 30 minute podcast and distribute it on our various social media platforms.

\$250 / year

(Limited opportunities available)

jewfolk | inc

**Please direct inquiries to:
Libby@tcjewfolk.com**

**www.tcjewfolk.com
@tcjewfolk**