



jewfolk | inc

2022
MEDIA KIT

jewfolk | inc

Jewfolk, Inc. is a **unique Jewish media & engagement agent**, based in the Twin Cities. Jewfolk cultivates 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.



| 11.7k unique monthly readers |



| 5.2k |



| 1.8k |



| 2.3k |



| 200 |

mn | mammalehs

Minnesota Mammalehs is a vibrant online community for mothers, grandmothers, and expectant mothers; and a **platform for discussions on a wide range of topics, from politics to brisket recipes**.



| 2.4k members |



| 72% membership active monthly |



| 1 post every hour, every day |

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**.



| 1.2k members |



| 69% membership active monthly |



| 1 post a day |

j | create

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



| 140 members |



| 40% membership active monthly |



| 3 posts a week |

folk | media

FolkMedia Consulting offers **quality, effective, and affordable social media management** for Jewish organizations. Visit jewfolkmedia.com for more info!

TCJEWFOBK.COM

Connect with TC Jewfolk's engaged readership! TCJewfolk.com attracts **11.7k unique users** each month and roughly **33.5k impressions** on any given advertisement with a **.04% average CTR**.

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)

\$100/WK

PRICE BREAKS
AT 4&12 WKS

CALENDAR AD

appears as a banner ad on Community Calendar—our second most visited site feature—with 650 average visitors per month

\$50/WK

PRICE BREAKS
AT 4&12 WKS

SPONSORED ARTICLE

Consult 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.

\$200

SPONSORED SECTION

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

\$600/MO

POST A JOB

Listed on our JLink Job Board and shared via social media. Job postings **MUST** include salary range. 50% discount for non-profits.

\$72

JEWFOLK NEWSLETTER

Our weekly e-newsletter is delivered to **2.5k subscribers** with an average **40% open rate** and a **.52% CTR on ads**.

NEWSLETTER AD

feature in our weekly news digest, sent Sundays

\$100/WK

PRICE BREAKS
AT 4&12 WKS

PODCAST NEWSLETTER AD

feature in our monthly podcast roundup

\$100/MO

FEATURED EVENT

special feature for your calendar event

\$100/WK

PRICE BREAKS
AT 4&12 WKS

SPONSORED NEWSLETTER

\$1,000

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

JEWFOLK PODCAST NETWORK

Jewfolk Podcast Network offerings had over **16k streams and downloads** last year.

PODCAST ADS (30/60 SEC) **\$200/300/MO**

your ad read on each episode of the podcast(s) of your choice: Who The Folk?!, The Jews Are Tired, Kuumba Hineni, and Spill The Soup: The Jewish Teen Podcast

PRICE BREAKS AT 3&6
MOS

@TCJEWFOLK SOCIALS

Catch the attention of TC Jewfolk's **9.5k followers** on social media! Access public platforms or private communities of Jewish moms, professionals, or artists. Price breaks at 4 posts / weeks.



|5.2k|



|1.8k|



|2.3k|



|200|

SPONSORED POST

\$125

your image/video and message on the TC Jewfolk social properties

POST IN THE GROUPS

\$75

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

ADD-ON TO ABOVE

PINNED POST - MN MAMMALEHS

\$200/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

SPONSORED STORY

\$25

your image/video and message on TC Jewfolk's IG & FB story

ANNUAL SPONSORSHIP

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

All Sponsors receive:

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

\$5000

publishers' circle
sponsor

100% extra value

Example items:

- 12-month sidebar ad
- 6-month sponsored section
- 3-month newsletter ad
- 2 sponsored newsletters
- 3-month 30-sec ad across podcast network
- 2 sets sponsored social posts shared to groups

\$2500

editors' circle
sponsor

80% extra value

Example assets:

- 6-month sidebar ad
- 4-month newsletter ad
- 1 sponsored newsletter
- 3 sponsored articles
- 4 sets sponsored social posts & 4 social stories

\$1000

journalists' circle
sponsor

60% extra value

Example assets:

- 3-month sidebar ad
- 1-month newsletter ad
- 1-month pinned post in MN Mammalehs

\$500

founders' circle
sponsor

40% extra value

Example assets:

- 3-month banner ad
- 1-month 30-sec ad across podcast network

\$250

newsroom circle
sponsor

20% extra value

Example assets:

- 1-month sidebar ad
- OR 1-month 60-sec ad across podcast network

USER DEMOGRAPHICS

TC Jewfolk showcases and celebrates
10,000 ways to be Jewish!

tc | jewfolk

OUR AUDIENCE

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

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



| Where to our readers come from? |

32% | **social media**

18% | **weekly newsletter**



| **80%** graduated college |



68%

| **married** |

34% | **interfaith**

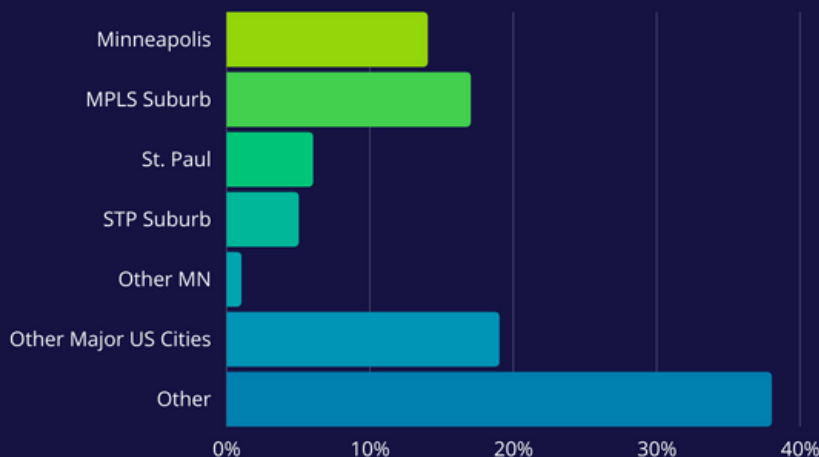
76% | **have children**



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



| **gender** |



25-44

| **age** |