



# 2023 MEDIA KIT

jewfolk | inc

# jewfolk | inc

Jewfolk, Inc. is a **unique Jewish media & engagement organization**, based in the Twin Cities, and newly expanding to Cincinnati. Jewfolk cultivates multiple platforms which enable us to reach and engage a wide variety of individuals online and in real life.

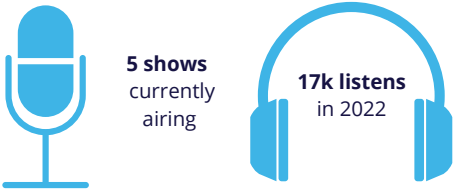
## tc | jewfolk

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



## jewfolk | inc

The **Jewfolk Podcast Network** hosts a diverse roster of Jewish-interest shows. We produce our own shows as well as programs based in/for other Jewish communities.



## 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**.



## 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**.



## cincy | jewfolk

Jewfolk is expanding our **unique media-as-engagement model** to the Cincinnati Jewish community! Reach out to learn about opportunities to sponsor content.

## folk | media

FolkMedia Consulting offers **quality, effective, and affordable social media management** for Jewish organizations. Visit [jewfolkmedia.com](http://jewfolkmedia.com) for more info!

# TCJEWFOBK.COM

Connect with TC Jewfolk's engaged readership! TCJewfolk.com attracts **11.5k users** each month and roughly **40.7k impressions** on any given advertisement with a **.05% average CTR**.

## SITE ADS

Sidebar ad (300x250 px) appears on the side bar throughout site.  
Banner ad (728x90 px) appears on the bottom of page throughout site (except on Community 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 700 average visitors per month

**\$50/WK**

**PRICE BREAKS  
AT 4&12 WKS**

## SPONSORED ARTICLE

Consult with staff to produce a 500–800 word article or series.  
Stories are independently reported/sourced. Topic must be approved.

**\$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. 25% discount for non-profits.

**\$72**

## FEATURED EVENT

Your event appears prominently on Community Calendar and is featured on the homepage (within a month of date)

**\$25**

# JEWFOLK NEWSLETTER

Our weekly e-newsletter is delivered to **2.6k subscribers** with an average **46% open rate** and a **.37% CTR on ads**.

## NEWSLETTER AD

**\$100/WK**

750 x 400 px feature in our TC weekly news digest, sent Sundays.

**PRICE BREAKS  
AT 4&12 WKS**

Ads also available in our monthly podcast roundup and the 3-on-1-off weekly Cincinnati news digest, sent Tuesdays

## 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 **17k 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 Not Your Bubbe's Nosh

**PRICE BREAKS  
AT 3&6 MOS**

# @TCJEWFOLK SOCIALS

Catch the attention of TC Jewfolk's **10.1k followers** on social media! Access public platforms or private communities of Jewish moms or professionals.



|5.4k|



|2k|



|2.4k|



|260|

## SPONSORED POST

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

**\$150**

PRICE BREAK  
AT 4 POSTS

## POST IN THE GROUPS

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

**\$100**

ADD-ON TO  
ABOVE

## PINNED POST - MN MAMMALEHS

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

**\$200/WK**

PRICE BREAK  
AT 4 WEEKS

## PINNED POST - JLINK

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

**\$100/WK**

PRICE BREAK  
AT 4 WEEKS

## SPONSORED STORY

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

**\$50**

PRICE BREAK  
AT 5 STORIES

# ANNUAL SPONSORSHIP

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

*Are you a **Jewish agency**? Ask about our **agency bundles**!*

## All Sponsors receive:

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

**\$5000**

publishers' circle  
sponsor

### 100% extra value

Example elements:

- 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 elements:

- 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 elements:

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

**\$500**

founders' circle  
sponsor

### 40% extra value

Example elements:

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

**\$250**

newsroom circle  
sponsor

### 20% extra value

Example elements:

- 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 in Minnesota! Some more specific detail about our audience:

| **55%** of readers feel TC Jewfolk has **increased** their **connection** in the Jewish community |

| **45%** of households make over **\$100,000** annually |



| Where to our readers come from? |

28% | **social media**

10% | **weekly newsletter**



| **74%** graduated college |



70%

| **married or in a domestic partnership** |

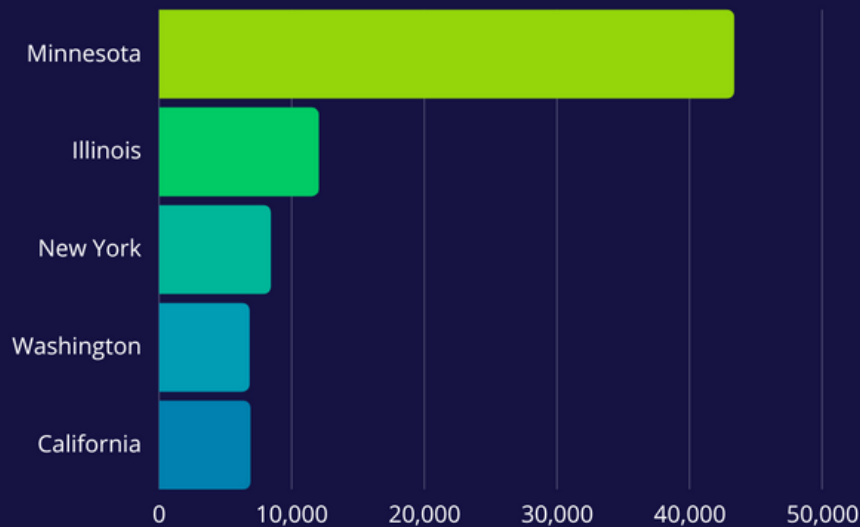
32% | **interfaith**

78% | **have children**



| **34%** Jew by choice |  
| **64%** Jew by birth |  
| **31%** Culturally Jewish |  
| **22%** Jew by association |

| **top audience locations** |



| **gender** |

42% of readers are **25-44**

| **age** |