



# 2023 MEDIA KIT

**tc** | jewfolk

# WHO WE ARE

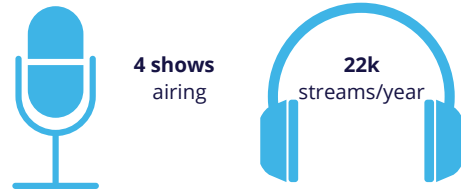
Jewfolk, Inc. is a growing nonprofit **media hub for local Jewish communities**. Jewfolk cultivates multiple platforms where we reach and engage a wide variety of individuals, online and in real life, through high quality, independent, local journalism.



TC Jewfolk is the **award-winning, independent, online media hub in the Twin Cities**, where we engage, inform, and connect the Jewish community.



The Jewfolk Podcast Network hosts a **diverse roster of Jewish-interest shows**. Interested in starting a podcast? We can help!



Jewfolk's newest project launched in 2023, Cincy Jewfolk, is **Cincinnati's only independent Jewish online media** hub. Reach the Cincinnati Jewish community [here](#).



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

**Disclaimer: Jewfolk, Inc. reserves the right to determine whether any prospective advertiser or advertisement aligns with its mission and decline to run ads based on that decision.**

# WHO WE REACH

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 our readers come from |

35% | **organic search**

27% | **direct traffic**

25% | **social media**



| **74%** graduated college |



**70%**

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

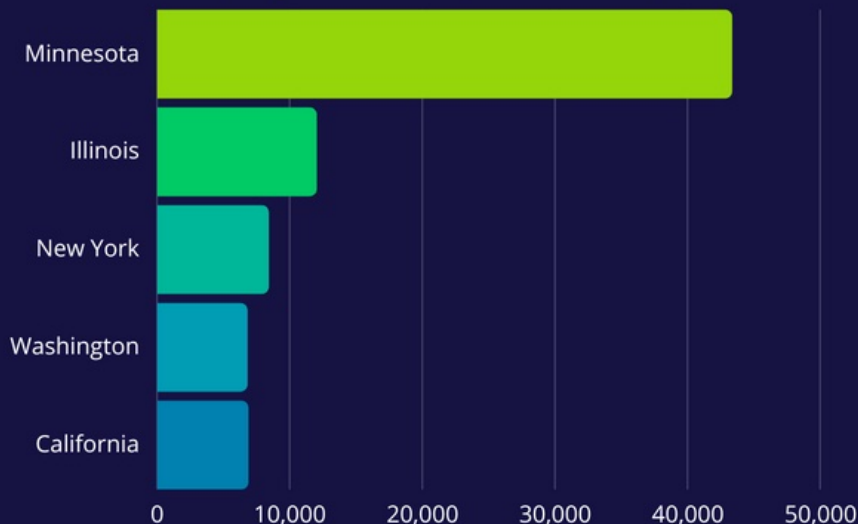
32% | **interfaith**

78% | **have children**



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

| **top audience locations** |



| **gender** |

43% of readers are **25-44**

| **age** |

# BUNDLE AND SAVE

Your advertising **dollars go further** when you plan ahead for the coming year and buy a bundle! Below are examples of how ad credit may be used toward any of the ad elements on the following pages, in any combo.

We're happy to customize your bundle.

SPEND  
**\$5000**  
GET \$9000  
IN AD CREDIT

- full year section sponsorship
- 8-month website ad
- 2 sponsored articles
- 4 sponsored social posts

SPEND  
**\$3000**  
GET \$4800  
IN AD CREDIT

- 6-month website ad
- 4-month newsletter ad
- 1 sponsored newsletter

SPEND  
**\$1000**  
GET \$1400  
IN AD CREDIT

- 2-month website ad
- 1-month podcast ad
- 2-week pinned post in MN Mammalehs

SPEND  
**\$500**  
GET \$600  
IN AD CREDIT

- 1-month featured event
- 3-week newsletter ad
- 2 sponsored social stories

INCLUDED IN ANY  
BUNDLE:

- logo & link on our website
- free posts to our job board
- live coverage at one event of interest to the Jewish community (with 2 weeks+ notice & dependent on staff availability)

# ADVERTISE ON TCJEWFOBK.COM

Connect with TC Jewfolk's engaged readership! tcjewfolk.com attracts an average **11.3k users** each month with roughly **7.4k impressions per week** on any given advertisement and a **.04% average click-thru rate**.

## ON-SITE ADS

Sidebar ad appears on the sidebar; Banner ad appears on the bottom of page throughout site. See next page for display/specs.

**\$100/WK**

SIDEBAR

**\$75/WK**

BANNER

## FEATURED EVENT

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

**\$50/WK**

## SPONSORED ARTICLE

Consult with staff to produce a 500–800 word article or series. Stories are independently reported/sourced. Topic must be approved and 2 week+ lead time is needed.

**\$200**

## SPONSORED SECTION

Your company's name, logo, and link appear in every article in the content category (e.g. TC Jew News, Art + Culture, etc.). See next page for display.

**\$1200/QR**

## POST A JOB

Listed on our Job Board and shared via social media. MUST include salary range. Free with any ad bundle & for FolkMedia clients.

**\$50**

## DISPLAY & SPECS NEXT PAGE

# ADVERTISE ON TCJEWFOLK.COM

## WEBSITE AD SPECS



Our site attracts community-minded readers who turn to TC Jewfolk for news and matters of interest to the Jewish Twin Cities and Greater Minnesota.

We average **23.3k pageviews per month.**

y 12, 2023

Lev Gringauz and Lonny Goldsmith hold their awards after the 2023 Rockower Award Ceremony in New Orleans on July 11. (Photo by David Wilensky).

### TC Jewfolk Wins Three Awards For Jewish Journalism

NEW ORLEANS — TC Jewfolk won three awards for journalism at the 2023 American Jewish Press Association annual meeting in New Orleans on Tuesday night, competing in a digital-only category with the largest publishers in Jewish media.

The awards – two first place and a second place – match the total TC Jewfolk staff won in 2021 and 2022. TC Jewfolk has been competing in the Simon Rockower Awards for Jewish Journalism since 2019 and has won 10 total awards in that time.

#### First Place

**Award for Excellence in Feature Writing:** [Jewish Geography Gone Wild: How An Informal Network Of Russian-speaking Jews is Helping Ukrainians](#), by Lev Gringauz

Comment: An inspiring story, built around hope and the extraordinary efforts of the otherwise ordinary people who are all around us.

**Award for Excellence in Writing about Seniors:** [Nursing Homes Will Fail Without State Help, Sholom Says](#), by Lev Gringauz


Comment: Excellent, extensive treatment of a crucial issue facing seniors, through the experiences of a Jewish long-term health organization in Minnesota

#### Second Place

**Award for Excellence in Writing about Social Justice and Humanitarian Work:** [We Won't Go Back: Thousands March on Capitol for Abortion Rights Access](#) by Lonny Goldsmith.

The full list of winners is available on the [American Jewish Press Association website](#).

The Millennialfolk section is brought to you by [YALA Twin Cities](#)



A sidebar advertisement for 'mn | mammalehs', a group for moms, grandmas, and expectant mothers in the Minnesota Jewish community. The ad features a pink background with stars and a heart.

← Sidebar Ad

A section sponsorship advertisement for 'j link', an online community for emerging and established Jewish professionals in the Twin Cities. The ad features a sunburst background.

← Section Sponsorship

A banner advertisement for Temple Israel Minneapolis, featuring a Star of David and a photo of people at a community event. The text says 'Begin the new year with community, inspiration, and joy. Temple Israel welcomes you. JOIN US'.

← Banner Ad

A banner advertisement for vimeo pro, featuring a photo of people walking on a beach. The text says 'vimeo PRO take your videos further Get started'.

### Guidelines

Submit content in **.jpg** or **.png** format. For best display send:

**Sidebar** 450x375 px  
**Banner** 1092x135 px

A banner advertisement for Temple Israel, featuring a photo of children. The text says 'Temple Israel's inclusive and dynamic Hebrew school is now enrolling! Join us for a year of fun, friends, and Jewish learning.' and 'TO LEARN MORE'.

# ADVERTISE IN NEWSLETTER

Our weekly newsletter is delivered to **2.6k subscribers** with an average **48% open rate** and a **.43% CTR on ads**.

## NEWSLETTER AD

**\$100/WK**

feature in our TC weekly news digest, sent Sundays.

## SPONSORED NEWSLETTER

**\$1,000**

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



**Guidelines:** Submit **Newsletter ad** content in .jpg or .png format. For best display send 1125 x 600 px

# ADVERTISE ON PODCASTS

Jewfolk Podcast Network shows had **22k streams** and downloads last year.

## PODCAST AD

**\$200/MO**

30-second 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

# ADVERTISE ON SOCIAL MEDIA

Catch the attention of TC Jewfolk's **10.7k followers** across public platforms and private communities



|5.7k|



|2.3k|



|2.4k|



|360|



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.**



| 2.8k members |



| 92% members active last year |



| 16 posts every day |



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



| 1.3k members |



| 72% members active last year |



| 5 posts every week |

## SPONSORED POST

**\$150**

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

## SHARE TO MICROCOMMUNITIES

**\$100**

your sponsored post shared to our MN Mammalehs, JLink, and/or TC Jewish Educators communities on Facebook

**ADD-ON TO ABOVE**

## PINNED COMMUNITY POST

**\$200/WK**

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

**MN MAMMALEHS**

**\$100/WK**

**JLINK**

## SPONSORED STORY

**\$50**

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