

# 2025

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# MEDIA

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# KIT

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Your guide to  
advertising with  
TC Jewfolk



# Who We Are

Jewfolk, Inc. maximizes the power of small and mid-sized communities to serve as welcoming, vibrant homes for Jewish life through independent journalism, strategic engagement, and digital media consulting.

Our purpose is to amplify opportunities for all Jews to discover communal, spiritual, educational, and cultural homes within their local Jewish community, no matter where they live.

## OUR PROJECTS

cincy | jewfolk

tc | jewfolk

folk | media

jewfolk | podcasts

### Cincy Jewfolk

Cincy Jewfolk is our community in Cincinnati, Ohio.

### TC Jewfolk

TC Jewfolk is our community in the Twin Cities, Minnesota.

### Folk Media

FolkMedia offers fee-for-service digital and social media management and coaching for Jewish organizations.

Curious about working with us?  
Contact [clients@jewfolk.com](mailto:clients@jewfolk.com), we'd love to hear from you.

### Jewfolk Podcasts

The Jewfolk Podcast Network is where you can find links to all the Jewish podcasts that Jewfolk is producing, both under the Jewfolk umbrella and for others in the community.

Interested in starting a podcast?  
Contact [galit@jewfolk.com](mailto:galit@jewfolk.com), we'd love to help.

## Reach the Jewish community in the Twin Cities with us!



**15,000+**  
UNIQUE SITE  
VISITORS PER  
MONTH



**11,200+**  
SOCIAL MEDIA  
FOLLOWERS



**3,200+**  
EMAIL  
SUBSCRIBERS

→ Contact [ads@jewfolk.com](mailto:ads@jewfolk.com) to get started!

tc | jewfolk

# Who We Reach

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

Here's who you reach when you advertise with us:

**72%**

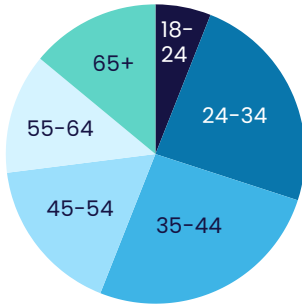
of readers feel TC Jewfolk has **increased their connection to the Jewish community**

- 66%** Jewish by birth
- 38%** Jewish by choice
- 70%** Culturally Jewish
- 39%** Interfaith household

## GENDER



## AGE GROUPS



## FAMILY STATUS

- 66%** Have children
- 38%** Have grandchildren
- 70%** Married or in a domestic relationship

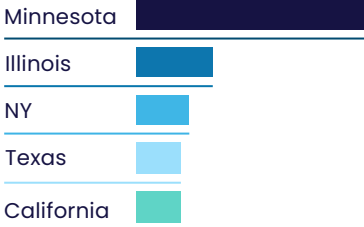
## INCOME

- 57%** Of households make over \$100K annually

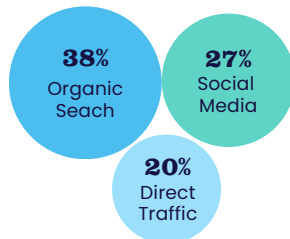
## EDUCATION

- 94%** Graduated college

## LOCATIONS



## TRAFFIC SOURCES



→ Contact [ads@jewfolk.com](mailto:ads@jewfolk.com) to get started!

# Our Offerings

Flexible. Targeted. Effective. Your Ad, Your Way.

## À La Carte Ads

\$50 - \$300 per week

Perfect if you know exactly what you want to advertise and have a graphic designer or create your own designs in JPG/PNG formats.

## Introductory Ads Bundle

\$500 for 8 weeks

Ideal if you have something to promote and need support. This bundle uses our most effective ad assets to ensure wide visibility for your product, event, or brand.

Includes graphic design help, ad formatting and resizing, and a strategy to maximize your campaign's impact.

## Long Term Ads Bundle

\$1000-\$5000  
for 3-12 months

Great for promoting big events, campaigns, or multiple promotions over 3-12 months. This bundle offers a strategic plan with multiple ad sets across various touch points for maximum visibility.

Includes graphic design assistance, ad formatting and resizing, and a tailored strategy to meet your long-term goals.

## NEXT STEPS:

Email [ads@jewfolk.com](mailto:ads@jewfolk.com), and we'll help you pick the right offer for you.

→ Contact [ads@jewfolk.com](mailto:ads@jewfolk.com) to get started!

te | [jewfolk](http://jewfolk.com)

# À La Carte Ads Website Options

## ESSENTIAL EXPOSURE ADS

### Sidebar on our site

Your ad in the sidebar rotation of our main page and every article page.

**\$100 per week**

### Banner on our site

Your ad along the bottom of our main page and every article page banner rotation.

**\$100 per week**

### Featured event on our site

Your event featured in our community calendar with an image, on our homepage, and a standalone sharable page.

**\$100 per week**

### Job posting on our site

Your job posting shared on our site for 60 days, on social media, and inside JLink, our social group for local Jewish professionals.

**\$50 per ad**

## PREMIUM ADS

### Above the fold banner on our site

Your ad prominently placed in the only above the fold ad space rotation we offer.

**\$250 per week**

### Sponsored article on our site

Your message in article form published on our site and written by one of our staff writers. This article is also shared on our social media to amplify your exposure.

**\$300 per article**

### Sponsored section on our site

Your message featured on the bottom of every article in a section, such as TC Jew News. These are the only ads on site that do not rotate.

**\$1250 per quarter**

# À La Carte Ads

## Additional Media Platforms

### SOCIAL MEDIA ADS

#### Sponsored post on our social media

Your message on our most popular social media properties amplified in our social stories to reach even more of our audience.

\$200 per post

#### Sponsored post on social media and inside our micro-communities

Your message shared directly into our highly engaged and targeted groups.

\$250 per post

#### Pinned and featured post inside our micro-communities

Your message pinned to the top of our micro-communities so that they're visible anytime someone comes into the group.

\$300 per week

### PODCAST & NEWSLETTER ADS

#### 30 second ad read on our podcast

Your message read by our podcaster in the beginning of one of our podcasts, reaching our loyal audience directly.

\$200 per ad

#### Newsletter ad in our direct email newsletter

Your message right in the inboxes of our loyal and engaged newsletter subscribers.

\$200 per week

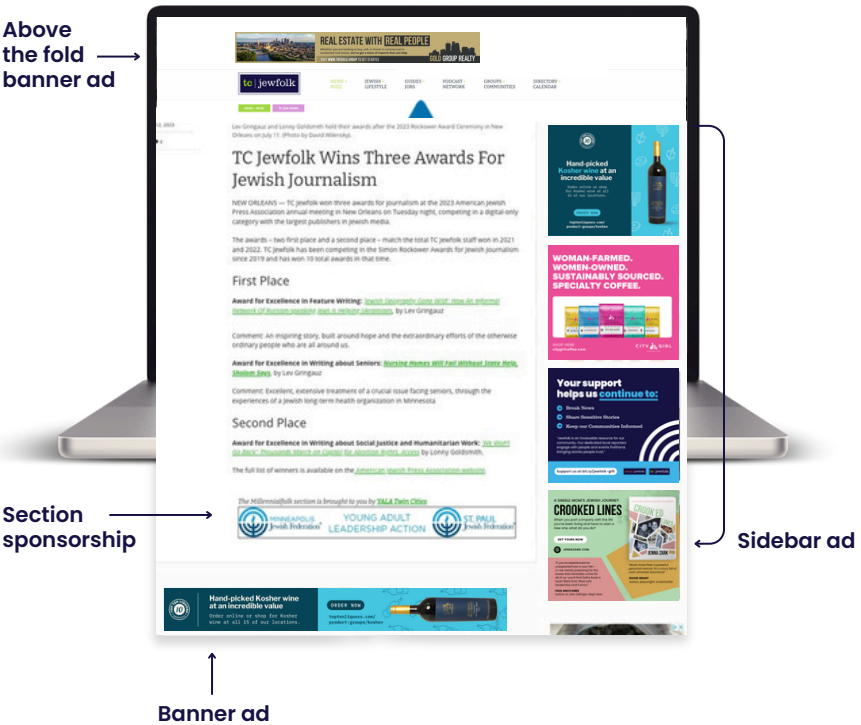
#### Featured newsletter ad in our direct email newsletter

Your message featured in the second slot of our newsletter. This spot is limited to only one ad per newsletter.

\$300 per week

# Advertise On Our Website

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



## Website Ad Submission Guidelines

Please follow these guidelines when submitting your files.

### IMAGE FILE TYPE

- JPG or PNG

### FILE DIMENSIONS

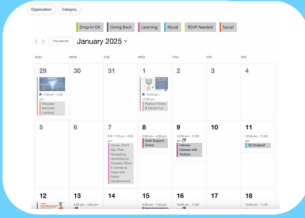
- Above The Fold Banner: 970 x 250px
- Section Sponsorship: 2046 x 253px
- Banner: 2046 x 253px
- Sidebar: 450 x 375px

→ Contact [ads@jewfolk.com](mailto:ads@jewfolk.com) to get started!



# Feature Your Upcoming Event On Our Website

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



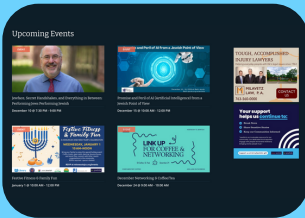
## Get featured on the event calendar

Featured events stand out in our community calendar with a clickable image.



## Get featured on a standalone page

The clickable image opens into its own standalone + sharable event page on site.



## Get featured on the upcoming events section in the homepage

Featured events are also listed prominently on our homepage under "Upcoming Events" with your clickable image.

## Website Ad Submission Guidelines

Please follow these guidelines when submitting your files.

### IMAGE FILE TYPE

- JPG or PNG

### FILE DIMENSIONS

- Featured Event: 1125 x 600 px

→ Contact [ads@jewfolk.com](mailto:ads@jewfolk.com) to get started!





# Types of Social Media Ads

Catch the attention of TC Jewfolk's 11,200+ followers across public platforms and private communities



## Instagram Post

Your message with an image, copy, and link shared on our Instagram channel.



## Facebook Post

Your message with an image, copy, and link shared on our Facebook page.



## Instagram Story

Your message with an image, a call to action, and a direct clickable link amplified in our Instagram stories to reach even more of our audience.



## Facebook Story

Your message is posted as a Facebook story with an image, a call to action, and a direct link to amplify your message and reach.

## Website Ad Submission Guidelines

Please follow these guidelines when submitting your files.

### IMAGE FILE TYPE

- JPG or PNG

### FILE DIMENSIONS

- Facebook: 940 x 788
- Instagram: 1080 x 1350
- Sponsored Story: 1920 x 1080

→ Contact [ads@jewfolk.com](mailto:ads@jewfolk.com) to get started!

# Advertise Inside Our Micro-Communities

Catch the attention of TC Jewfolk's 4,700+ community members inside our private Facebook groups

## JLink

JLink™ is a group that directly reaches emerging and established Jewish business professionals in the Twin Cities.



## MN Mammalehs

Minnesota Mammalehs is a group that directly reaches moms, grandmas, and expectant mothers in the Minnesota Jewish community.



## JCreate

JCreate is a group that directly reaches Jewish creatives in Minnesota.



→ Contact [ads@jewfolk.com](mailto:ads@jewfolk.com) to get started!



# Advertise Inside Our Micro-Communities

Catch the attention of TC Jewfolk's 4,700+ highly engaged community members inside our private Facebook groups.



## Website Ad Submission Guidelines

Please follow these guidelines when submitting your files.

### IMAGE FILE TYPE

- JPG or PNG

### FILE DIMENSIONS

- Facebook: 940 x 788

→ Contact [ads@jewfolk.com](mailto:ads@jewfolk.com) to get started!



# Advertise In Our Newsletter

Your ad right in the inboxes of our loyal and engaged newsletter subscribers.

**3,200+**

Subscribers

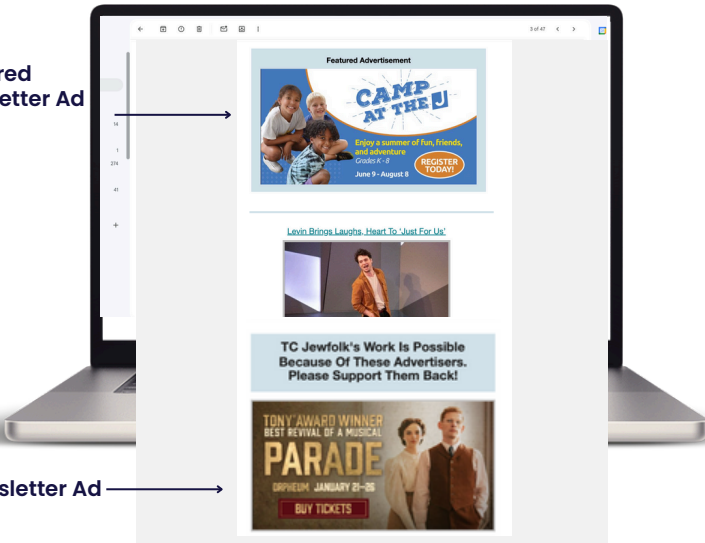
**54%**

Avg. Open Rate

**9.5%**

Avg. Click Through Rate

**Featured  
Newsletter Ad**



## Featured Newsletter Ad

Your message in the inboxes of our loyal and engaged newsletter subscribers as the only featured advertisement of the week.

**\$300**

## Newsletter Ad

Your message right in the inboxes of our loyal and engaged newsletter subscribers.

**\$200**

## Newsletter Submission Guidelines

Please follow these guidelines when submitting your files.

### IMAGE FILE TYPE

- JPG or PNG

### FILE DIMENSIONS

- 1125 x 600px

→ Contact [ads@jewfolk.com](mailto:ads@jewfolk.com) to get started!




# Advertise on the Jewfolk Podcast Network

This is where you can find links to all the shows that Jewfolk is producing, both under the Jewfolk umbrella as well as for others in the community.

In 2024, the Jewfolk Podcast Network had:

50+ Episodes

10,700+ Downloads and Plays



The image shows a sample podcast advertisement for the show 'MNMAMMALEHS'. It features a portrait of a woman on the left, the show title in a white banner on a blue background, and the text 'Stories from the Tribe'. A 'PODCAST' icon with a microphone is at the bottom right. The ad is framed by a blue border with 'jewfolk' logos in the top corners.

**Podcast Ad**

**\$200 per ad**

Your message read by our podcaster in the beginning of one of our podcasts, reaching our loyal audience directly.

## Podcast Ad Submission Guidelines

Please follow these guidelines when submitting your information.

- Content for our podcaster to read
- This often reads like a longer social media caption
- This should tell the audience who you are, what you do, and where to find out more information, like your website

→ Contact [ads@jewfolk.com](mailto:ads@jewfolk.com) to get started!



# Thank You

## Reach the Jewish community with us!

We're so excited to work with you to amplify your message, product, event, or brand.

**Don't just take it from us.**

**Here's what our clients have to say:**

"How many likes can I react with!!!! I am beyond pleased. Thank you for the work that it took to create this!!!"

**TALMUD TORAH  
OF ST PAUL**

"I appreciate your willingness to work out something so great for me. I will take it."

**THE DAKOTA**

"Thank you so much for being so attentive and patient with this! We really appreciate it."

**ST PAUL  
FEDERATION**

"Very nice - thank you for getting that up so quickly!"

**HODROFF EPSTEIN**

"Amazing! This was a quick turnaround and I really appreciate it!!"

**BETH EL SYNAGOGUE**

"Thanks for the screengrab, looks great! Thanks for all your help and support."

**MINNESOTA JCC**

"All look great! Yay!"

**YOUR JEWISH**

"They look fantastic! Thank you so much!"

**BETH JACOB**

"It's lovely and so much fun to work with you on this!"

**ZARK WRITING LLC**



**Next steps:**

Send us an email at [ads@jewfolk.com](mailto:ads@jewfolk.com)

**tc | jewfolk**