



2024 MEDIA KIT

tc | jewfolk

WHO WE ARE

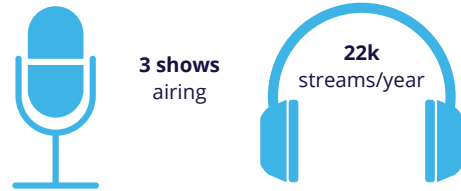
Jewfolk, Inc. is a growing nonprofit **media hub for local Jewish communities**. Jewfolk cultivates multiple platforms where we reach and engage a wide variety of individuals, online and in real life, through high quality, independent, local journalism.



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!

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** |

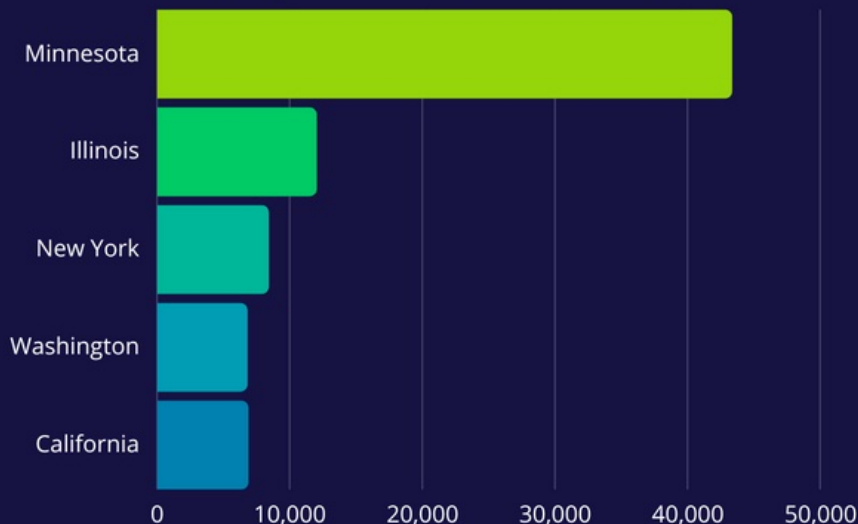
32% | **interfaith**

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 **14.7k users** each month with roughly **6.4k impressions per week** on any given advertisement and a **.05% 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 **29.2k 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](#)

MINNEAPOLIS Jewish Federation | YOUNG ADULT LEADERSHIP ACTION | ST. PAUL Jewish Federation



← Sidebar Ad



← Section Sponsorship



← Banner Ad



Guidelines

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

Sidebar 450x375 px
Banner 1092x135 px

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

ADVERTISE IN NEWSLETTER

Our weekly newsletter is delivered to **2.7k subscribers** with an average **49% open rate** and a **.43% CTR on ads**.

NEWSLETTER AD

\$100 /WK

feature in our TC weekly news digest, sent Sundays.

SPONSORED NEWSLETTER

\$350 /WK

feature in the entire TC Jewfolk newsletter, filling up all 3 ad spots.



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.

ADVERTISE ON SOCIAL MEDIA

Catch the attention of TC Jewfolk's **11.2k followers** across public platforms and private communities



|5.9k|



|2.5k|



|2.4k|



|465|



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.**



| 2.9k members |



| 92% members active last year |



| 18 posts every day |



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



| 1.4k 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