JUF NEWS HAS A NEW NAME—SAME AVID READERS.

WELCOME TO JEWISH CHICAGO!

The go-to news & lifestyle magazine for Chicago’s Jewish community

The largest circulation of any Jewish publication in Chicago—and the Midwest. For 50 years, we’ve been the first place the community goes for ideas and information on all facets of Jewish life—from Chicago to Israel and around the world. Now the name and look have evolved to reflect our readers’ interest in both news and lifestyle content.

“Jewish Chicago: a coffee-table staple in homes throughout the city and suburbs.”
There is something for every single one of our 200,000-plus readers.

If it’s a topic of conversation, you’ll see it in our table of contents. From events, films and recipes to covering critical issues at home and abroad—Jewish Chicago is the info hub for this interested and active community.
### OUR READERS | Jewish Chicago: The JUF Magazine

<table>
<thead>
<tr>
<th>Marital Status</th>
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<tbody>
<tr>
<td>Single: 55%</td>
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<tr>
<td>Married: 45%</td>
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<table>
<thead>
<tr>
<th>Gender</th>
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<tbody>
<tr>
<td>Female: 49%</td>
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<tr>
<td>Male: 51%</td>
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<table>
<thead>
<tr>
<th>Household Size</th>
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<tbody>
<tr>
<td>Single person: 35%</td>
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<tr>
<td>Multiple person: 65%</td>
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<table>
<thead>
<tr>
<th>Subscriber Base Average HHI</th>
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<tbody>
<tr>
<td>$225,000</td>
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<table>
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<tr>
<th>Bachelor’s Degree or Higher</th>
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<tbody>
<tr>
<td>Chicagoans 25+: 38%</td>
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<tr>
<td>Jewish Chicagoans 18+: 71%</td>
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<tr>
<th>Reader Loyalty</th>
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<tr>
<td>1-5 Years: 22%</td>
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<tr>
<td>5-9 Years: 15%</td>
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<tr>
<td>10+ Years: 63%</td>
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</table>
An affluent group with disposable income

Heavy consumers of entertainment & culture

75% regularly attend live plays and theater productions

53% eat three or more meals at a restaurant weekly

66% regularly attend live music and concerts

66% regularly go to museums and galleries

Motivated into action by the ads they see

44% attend events seen in the magazine

20% volunteer for causes found in the magazine

40% buy a product or service based on advertising
Subscriber Base: 40,000

Readership: 200,000

3,000 copies of each issue are shipped to area libraries, hotels, religious institutions, Chicago tourism offices and Jewish organizations.

CHICAGOLAND DISTRIBUTION MAP

GEOGRAPHY

City of Chicago: 54%
North Suburbs: 30%
Other Chicago Suburbs: 6%
Miscellaneous: 10%

HIGHEST DISTRIBUTION BY ZIP CODE

- 60035 Highland Park
- 60062 Northbrook
- 60015 Deerfield
- 60089 Buffalo Grove
- 60614 Lincoln Park
- 60076 Skokie
- 60645 West Ridge
- 60657 Lakeview
- 60606 Loop
- 60611 Streeterville
- 60610 Gold Coast
- 60654 River North
- 60201 Evanston
- 60091 Wilmette
- 60022 Glencoe
EDITORIAL CALENDAR | Jewish Chicago: The JUF Magazine

January/February
The Thank You Issue
12/17/21 AD SPACE & EDITORIAL DEADLINE
12/17/21 MATERIALS DEADLINE
2/1/22 IN HOMES

March
Home & Garden
Teens & Tweens, Bar & Bat Mitzvahs
1/28/22 AD SPACE & EDITORIAL DEADLINE
2/4/22 MATERIALS DEADLINE
3/1/22 IN HOMES

April
Passover
Parenthood
3/4/22 AD SPACE & EDITORIAL DEADLINE
3/11/22 MATERIALS DEADLINE
4/5/22 IN HOMES

May
Healthy Living
Israel Independence
3/25/22 AD SPACE & EDITORIAL DEADLINE
4/1/22 MATERIALS DEADLINE
4/25/22 IN HOMES

June
Love & Relationships
Summer Fun
4/29/22 AD SPACE & EDITORIAL DEADLINE
5/6/22 MATERIALS DEADLINE
6/1/22 IN HOMES

July/August
Young Adult Life, 36 Under 36
Travel
6/24/22 AD SPACE & EDITORIAL DEADLINE
6/24/22 MATERIALS DEADLINE
8/2/22 IN HOMES

September
High Holidays
Back to School
7/29/22 AD SPACE & EDITORIAL DEADLINE
8/5/22 MATERIALS DEADLINE
8/31/22 IN HOMES

October
Entertainment & Pop Culture
Early Childhood
8/26/22 AD SPACE & EDITORIAL DEADLINE
9/2/22 MATERIALS DEADLINE
10/5/22 IN HOMES

November
Visual & Performing Arts
Jewish Book Month
9/30/22 AD SPACE & EDITORIAL DEADLINE
10/7/22 MATERIALS DEADLINE
11/1/22 IN HOMES

December
Food
Chanukah, Summer Camp
10/28/22 AD SPACE & EDITORIAL DEADLINE
11/4/22 MATERIALS DEADLINE
11/30/22 IN HOMES

In Every Issue: Culture, Food, Israel
ADVERTISING SPECS | Jewish Chicago: The JUF Magazine

AD SIZES

Full page with bleed
10.875” x 12” (trim size)
Please include .125” bleed and .5” safety from trim.

Full page no bleed
10.3” x 11.4”

3/4 page
10.3” x 8.48”

1/2 page horizontal
10.3” x 5.55”

1/2 page vertical
5” x 11.4”

3/8 page
5” x 8.48”

1/4 page
5” x 5.55”

1/8 page
5” x 2.63”

PRODUCTION REQUIREMENTS

• Send ads without crop marks.
• Send ads without bleed unless specified above.
• File format: PDF/x-1a. Adobe PDF is the preferred format for artwork. PDF files should be sent with fonts embedded and transparent objects flattened.
• Color: CMYK or grayscale (no spot or PMS colors)
• Resolution: Color images 300 dpi, grayscale images 200 dpi

If your ad requires formatting: Email text and any graphics to SubmitAds@juf.org. Send clear instructions along with files. Charges may apply.

Questions? Contact our production team at SubmitAds@juf.org.

Email ad files to SubmitAds@juf.org.
Jewish-Chicago.org

7,500 average monthly visitors
Website of Jewish Chicago. Covers local, national and international news stories, features and profiles on a wide array of topics facing the Jewish community.

BANNER AD: $1,145/month, 1 ad space available/month
BOX AD: $285/month, 3 ad spaces available/month

OyChicago.com

8,000 average monthly visitors
Oy!Chicago—a special project of the Jewish United Fund—is a living journal of personal stories, a catalog of Jewish (and Jew-ish) perspectives on a variety of interests and a showcase of up-and-coming local Jewish young adults and ideas.

BANNER AD: $545/month, 1 ad space available/month*
BOX AD: $130/month, 3 ad spaces available/month*

AD SIZES
(width x length)

Banner
728 pixels x 90 pixels (desktop)
320 pixels x 100 pixels (mobile)

Box
380 pixels x 320 pixels

MATERIAL REQUIREMENTS

• Send banner ads in both desktop and mobile sizes.
• File format: JPEG, GIF or PNG
• Color: RGB
• Resolution: 72 dpi
• Maximum file size: No more than 150 kb

Due to space limits sometimes more than one ad will be placed in the same space and they will appear at random when the page refreshes.

*July advertising on Oy!Chicago available only as part of a special annual package for 36 Under 36. Please inquire for details.

Email ad files to SubmitAds@juf.org.

ADVERTISING CONTACT
Mary Cox, Advertising Sales
MaryCox@juf.org
312-357-4883
The Jewish United Fund appreciates the trust of companies and organizations that advertise in Jewish Chicago and JUF’s other media channels. JUF publications are intended to serve the community and reflect JUF’s mission. JUF reserves the right to determine what messaging, in whole or in part, is appropriate for our media and will reject advertisements deemed in conflict with or detrimental to JUF’s mission. The following policies have been established by JUF’s Resource Development Policy and Marketing & Communications committees:

POLICIES FOR FUNDRAISING GROUPS

- Given the primacy of JUF’s community-based fundraising objectives, advertisements with a fundraising purpose will be evaluated according to JUF’s current Resource Development Policy Guidelines. (juf.org/rdpg)
- To reinforce the centrality of the community campaign and minimize overlap, we will not accept advertisements from JUF-funded organizations for fundraising events that take place during the JUF Campaign Period (April 1–May 31, 2022 for Day Schools and April 1–June 15, 2022 for Agencies). If an agency’s event falls within eight weeks after the end of the JUF Campaign period, they may promote their event up to eight weeks before the event date in Jewish Chicago, even if the advertisement falls during the JUF Campaign period.
- Advertisements that appear outside the JUF Campaign Period may list ticket or meal prices, minimum donation and giving level to attend an event up to $100. Advertisements may never solicit sponsorships, tickets or meal prices, or giving levels over $100.
- We do not accept advertisements that solicit limited or unlimited donations.
- Advertisements cannot solicit membership in a giving society/group or include a list of participants and/or their gifts to the organization.

OTHER POLICIES

- Jewish Chicago does not accept advertorials, i.e., any advertisement that appears similar to editorial copy and layout. If there is any question about whether an ad’s content meets our guidelines, it should be submitted for review one week prior to the placement deadline.
- Advertisements are prohibited from disparaging any person or persons, organization, or business—including one’s competition or any member or members of the community.
- Jewish Chicago reserves the right not to run any image or wording that the publication deems offensive, disturbing, or problematic.
- We do not accept election-connected political advertisements.
- Food/restaurant advertisements should not mention or show images that flout kosher practices.
- Funeral home advertisements may mention cremation—as long as cremation isn’t called out in the headline nor the primary focus of the ad.
- Advertisements for JUF agencies and beneficiaries must adhere to JUF brand standards and include the following language: “A partner with the Jewish United Fund in serving our community,” per JUF’s Resource Development Policy Guidelines.
- Ads placed by clergy that promote services related to Jewish ritual and practice can only be placed by those who are members of the Chicago Board of Rabbis, Chicago Rabbinical Council, Cantors Assembly, and equivalents in other locales.
- Synagogues can list membership rates and High Holiday ticket prices, and day schools can list tuition prices. Other kinds of memberships may not be listed if they exceed $100 per person annually.

TERMS

Payment:

- As timeliness is critical for the publication’s production, advertisers must adhere to firm art deadlines:
  » As a courtesy, a reminder email will be sent to all advertisers two business days before the art deadline.
  » A 10% late charge will apply to art received more than two business days after the art deadline, unless negotiated in advance.
- Pre-payment is required for an advertiser’s first placement in Jewish Chicago, after which normal credit procedures may be established.
- Payment is due within 30 days.
- Jewish Chicago reserves the right to cancel future advertising for non-payment on past due accounts. Advertisers will be short-rated for previous placements, and will need to prepay future ads until credit is re-established.

Placement:

- Ads are accepted and positioned at the discretion of the publisher.
- The advertiser assumes full responsibility for the content of all advertising space. We will be under no liability for failure, regardless of circumstances, to insert any advertising.
- Ads and copy that arrive after our published deadlines may not be allowed. This includes all ads and copy that fail to meet policies and standards.