

circulation

35,000 households quarterly. *American Jewish Spirit* reaches 1,500 to 5,000 homes in each of 10 key Jewish markets (and counting).

Use Us Any Way You Need Us

We are here for you. Low price, high circulation and outstanding quality-per-dollar make *American Jewish Spirit's* national reach ideal for introducing new products, building established brands, presenting promotions - you name it.

testimonials

"We've heard excellent comments from people. Advertising response has been phenomenal! It should grow from strength to strength."
- Frumster.com

Our first Return on Investment was more than 300%
- Shlomo Stilerman, Camp Negeela

We've gotten calls from all around the country and look forward to advertising again
- Gary Rosenthal

The magazine was unbelievably well received in L.A. even by Hollywood standards!
- Antony Gordon, LAJS

Good Looks Mean Great Business

American Jewish Spirit features beautiful, professionally designed ads. They draw the consumer in and spur the desired action. You want to maximize your return on investment. *American Jewish Spirit* creates solid bonds with committed readers.

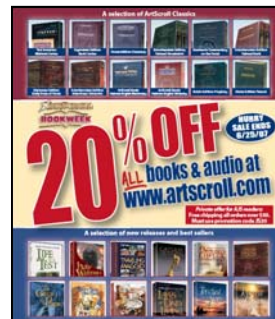
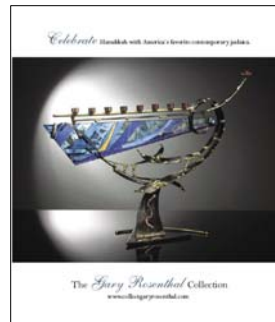
- Reach affluent men 45-54 with household incomes over \$120,000
- Target business influencers (professional/managerial, graduated college)
- Touch women age 35 plus who are concerned about their health and family home
- Affect families age 25-54, married and home owners
- Talk to moms and business women

join these elite advertisers

"More Bang For Your Buck"
Fifteen Markets — One Buy

Our stand-out magazine format and our Kollel-connection direct-mail delivery give your message targeted impact. **No other single ad-buy in the Jewish market** reaches this many qualified, active Jewish consumers outside the New York area. And you can reach them for pennies per household.

Passionate readers are more valuable readers. People read our magazine to relax, think and focus - reasons in line with attentiveness to your ad.



THE ONLY NATIONAL
JEWISH OUTREACH MAGAZINE
IN AMERICA

advertise in
american jewish spirit
magazine

2010/11 rates & schedule



See the current issue at
www.ajspirit.com

Jewish Spirit Media
6516 N 7th Street, Suite 201
Phoenix, AZ 85014
602-424-0102
rmeyerson@ajspirit.com

a national reach with a local touch

American Jewish Spirit is published quarterly in **ten regional editions** (with several more pending) as the voice of Jewish outreach and education groups in key Jewish markets around the country. Developed by Community Kollels as a source of community and inspiration, *AJS* is now the **media of choice** for a growing number of popular Jewish organizations nationwide.

AJS, appearing as *New Jersey Jewish Spirit*, *Los Angeles Jewish Spirit*, etc., combines local and national content in a unique and attractive package.



regional editions

Arizona	Boca Raton	Bucks Cty, PA
Colorado	Detroit	Georgia
Los Angeles	Milwaukee	New Jersey
St Louis		

The Solution for Inspired Living

The unique audience represents the most Jewishly active segment of the population who are most likely to be interested in Judaica, kosher products and supporting Jewish businesses.

American Jewish Spirit brings the ideas and inspiring words of today's most popular writers and speakers offering contemporary wisdom for living to highly-educated, successful men and women.



A Very Loyal Audience

This collective distribution of a national magazine to the Jewish market offers advertisers the ability to reach consumers who are above average in economic clout and purchasing power.

- Almost 100,000 readers (based on two-and-a-half time pass-along).
- Thousands of Jews attend workshops, lectures, and community events through Kollels each year, a market segment that tends to be loyal to and place value on the brands they select.

Put Your Company In Great Company

"You're known by the company you keep". Advertising in *American Jewish Spirit* puts you in the best possible company. Readers know your ad supports their local organization. Ads include both direct-response offers and image advertising by some of America's best-known and most prestigious consumer brands. Besides a great medium for your message, you get enhanced credibility and consumer acceptance.

Year-Round Exposure For Your Message

A marketer's dream: an ad that never stops advertising. With *American Jewish Spirit's* schedule and shelf-life your ads could be in consumers' homes 24-7-365. All it takes is your commitment to a full-year program - a commitment that costs incredibly little, considering what you get.

Retail Distribution

Feldheim Distribution, a Jewish distributor, sells the magazine to Jewish bookstores nationwide.

2010/11 rate card & schedule

	1x	4x
2 page Spread (18"x10.5")*	\$3,400	\$3,095
> Inside Cover Spread*	\$3,600	\$3,200
Full Page (9"x10.5")*	\$1,995	\$1,800
> Inside Back Cover*	\$2,295	\$2,100
Two Thirds (V 5.41" x 9.75")	\$1,395	\$1,195
Half Page		
(V 4" x 9.75", H 8.25" x 4.75")	\$995	\$850
One Third (V 2.58" x 9.75")	\$795	\$650
One Quarter (V 4" x 4.75")	\$595	\$495
One Eighth (V 4" x 2.25")	\$325	\$275

* NOTE: Full page ads MUST add bleed of 1/8"

Publication Date Ad Contract Deadline*

August 13, 2010.....July 12, 2010

Fall Issue: High Holidays (9/9)

November 12, 2010.....October 20, 2010

Winter Issue: Chanukah (12/2)

March 18, 2011.....February 14, 2011

Spring Issue: Passover, 4/19

June 10, 2011.....May 10, 2011

*Materials Deadline is one week later

Educated & Above Average Consumers

- 68% Graduated College plus
- 38% Post-graduate Degree
- 84% Read Books
- 65% Attend Live Theatre
- 93% Interested in Articles on Spirituality
- 53% Read Jewish Content
- 80% Access Jewish Content Online
- \$120,000 average Household Income
- \$1,400 Average Credit Card Monthly Purchases
- 61% Buy Kosher Products
- 88% Participate in Sports

Connected

- 67% Own/Bought Cellular/ Digital Phones
- 69% Own Home Computer
- 65% Use Internet/Online Once a Day or More

Well Traveled

- 41% 3+ Foreign Trips in Last 3 Years
- 26% Taken a Cruise in Last 3 Years
- 76% Very Likely to Travel in Next 12 Months
- 46% Likely to Travel to Israel in Next 12 Months

Demographics from July, 2004 and MRI Study