

# MOMENT GUIDES & SUPPLEMENTS

## PHILANTHROPY

### The Giving Guide

- ▶ **93% of Moment readers report they donate to charitable causes.** –2009 survey

Moment readers are highly generous and believe that giving is an integral part of Jewish life. Every issue of Moment features this comprehensive resource for our readers to learn about new non-profit organizations and to reacquaint themselves with organizations they might have supported in the past. Moment Magazine has become a hub for non-profits; this prestigious guide provides both large and small, as well as local and international organizations as a proven way to reach North American Jewish communities while building their brand recognition and connecting with new donors. Moment will sometimes dedicate a similar guide to Israeli non-profits. These are advertorial guides.

## EDUCATION

- ▶ **Almost all Moment readers attend/attended college and grad school. They highly value Jewish education and long to be immersed in Jewish learning communities. With that in mind, Moment provides two education guides several times a year.** –2009 survey

### The Higher Learning Guide

An unparalleled forum for the institutions that are shaping the future leaders of the Jewish community, no other resource guide rivals the Guide to Higher Learning in prestige and visibility. Moment readers have proven themselves to be interested in enrolling in higher education programs, as well as supporting new initiatives in colleges and universities throughout the world. This is an advertorial guide.

### The Guide To Continuing Education

Our newest resource, this guide serves adult learners

looking to further their Jewish education. From online classes to weekend retreats, continuing education is on the rise and our readers are aspiring to engage themselves like never before.

## CAMP

### Summer Programs Guide

Jewish culture comes alive all over the world for Jewish youth during the summer months. Summer experiences are as varied these days as kayaking on the Jordan River, volunteering on a Navajo Reservation to learning Italian while celebrating Shabbat in Rome. Campfires and “ruach sessions” are in full swing all over North American Jewish campgrounds and waitlists are long for expeditions and volunteer opportunities every year. The Summer Programming Guide covers it all and provides Jewish families with a one-stop shop to get in the know on the most exciting and sought-after opportunities for their children...and sometimes even for themselves, as well! This is an advertorial guide.

## CULTURE

### The Book Guide

- ▶ **More than 73% of Moment readers consider themselves “avid readers.” In the past year, 76% bought more than five books.** –2009 survey

When it comes to purchasing Jewish books, Moment readers can't be beat. A 2009 reader survey qualified the importance of this guide: more than 70% of our readers use it to make a book purchase. A great way for publishers to get the word out about new and important titles, the book guide is clearly one of most popular guides and thus, featured in every issue. This is an advertorial guide.

## **Jewish Music Guide**

- ▶ **93% of Moment readers use The Jewish Music Guide to find new artists and to keep on top of the Jewish music scene.** —2009 survey

Since 2005, Moment readers have been discovering the best in Jewish music in the annual music guide. From bluegrass Klezmer and a capella to beat box rhymes and classic hymns, the Moment Music Guide is eclectic and comprehensive, providing a definitive resource for any music lovers' tastes. Additionally, rabbis, JCC executive directors and school administrators keep the Music Guide on their desks all year long, relying on it to bring the biggest names to their important events. A valued resource, the guide includes information about top Jewish musicians and their CDs, featuring artist bios, photos, and an online component with mp3's at [momentmag.com](http://momentmag.com). This is an advertorial guide.

## **SPONSORED**

### **Jewish Film Festival Guide**

The era of the Jewish film festival is upon us! In September 2009, Moment introduced its first annual Jewish film festival guide, providing festivals an unprecedented opportunity to increase their audience and build widespread recognition of their stellar work. Showcasing the importance of Jewish films and filmmakers around the world, this guide quickly became a popular section for Moment readers. This guide will be back in fall 2010, highlighting the newest and most exciting festivals in the 2010–2011 season.

### **Jewish American Heritage Guide**

In recognition of May as Jewish American heritage month, Moment invites you to use this guide as a starting point for your journeys through Jewish museums archives and historical societies. Discover

the dynamic Jewish cultural organizations that exist, sometimes in the least expected places. There is no other guide like this in the American Jewish world.

## **SUPPLEMENTS**

### **Jewish Health**

This supplement helps readers to stay informed about a wide spectrum of issues that may affect them and their families. The section features topics of interest to Jews and the general population.

### **Travel**

This supplement informs our well-traveled readers about Jewish destinations that they may not have heard of.

▶ **In a recent survey, 93% of Moment readers said they religiously read our guides and base decisions on them.**