



“I was amazed by the amount of response we got to our ad.”

—DIRECTOR OF MARKETING, TAJ HOTELS

“Moment magazine is an essential resource for our students preparing for careers of leadership in the Jewish community. It has helped Hebrew Union College-Jewish Institute of Religion recruit for our programs and connected us with our supporters throughout the years. Being part of the Moment community is very important to us. Each issue enlightens, invigorates, and inspires—we love the magazine!”

—JEANIE ROSENSAFT, SENIOR NATIONAL DIRECTOR FOR PUBLIC AFFAIRS AND INSTITUTIONAL PLANNING, HUC.

“AIDA’s partnership with Moment has been a win-win for all. Moment is an exceptional publication with a real diversity of information, from the arts to politics to religion. It is just the type of publication AIDA wants to be part of.”

—ERIKA VOGEL, DIRECTOR OF ASSOCIATION OF ISRAEL’S DECORATIVE ARTS (AIDA)

“As a subscriber and advertiser, I think that Moment is awesome. The staff have been great to work with and running the ads for my books has definitely been worthwhile.”

—STEVE GOLD, YOGA AND JUDAISM PARTS I AND II

“Moment is a great resource for spreading the word about the Judische Kulturbund project I am producing. I recommend Moment to anyone looking for a way to reach support near and far.”

—GAIL PRENSKY, EXECUTIVE PRODUCER AND PROJECT DIRECTOR

Selected Advertisers:

US Airways	Israel Ministry of Tourism	WAMU: National Public Radio	American Friends, Magen David Adom
American Airlines	Subaru	GLHomes.com	Spertus
El Al	Honest Tea	ebay/World of Good	American Friends, Ben-Gurion University
Royal Air Maroc	Simon & Schuster	Modern Tribe	Ort America
Taj Hotels	Houghton Mifflin	JCCs of North America	The Blue Card
Sofitel	HarperCollins	Hebrew Union College	J-Date
Embassy Suites	Rosetta Stone	Jewish National Fund	Manischewitz
The Dan Hotels Israel	Magen David Meds	Tel Aviv University	
Zagat			

READER PROFILE

Why Advertise In Moment?

Moment is a contemporary, wide-reaching national publication with affluent, highly educated readers. Frequently called “The Jewish New Yorker,” Moment reaches 100,000 discerning consumers who travel widely, read avidly, attend varied cultural events and purchase luxury items. Moment is subscription based, but it is also sold at Barnes & Noble, Borders and independent bookstores nationwide.

Our readers include policymakers, government officials, financial leaders, philanthropists, non-profit personnel, media professionals, clergy, academics, teachers, lawyers, scientists, doctors, dentists, artists, musicians and more. Moment reaches people of all ages, from parents of young and college-aged children to baby-boomers and beyond.

OUTSTANDING READER FACTS

Moment readers come from the entire spectrum of Jewish denominations, ranging from Orthodox to secular. Moment also reaches unaffiliated Jews and non-Jews.

Male:

45%

Female:

55%

Median age range:

49–59

Readers with a college degree

92%

Readers with Graduate or Post-Graduate Education

66%

Readers who donate to charitable causes:

93%

Readers who own their own homes

89%

Readers who are “avid book readers”

73%

Readers' Average Annual Income

Moment Magazine \$166,000

The New Yorker \$155,300

The Atlantic \$152,584