

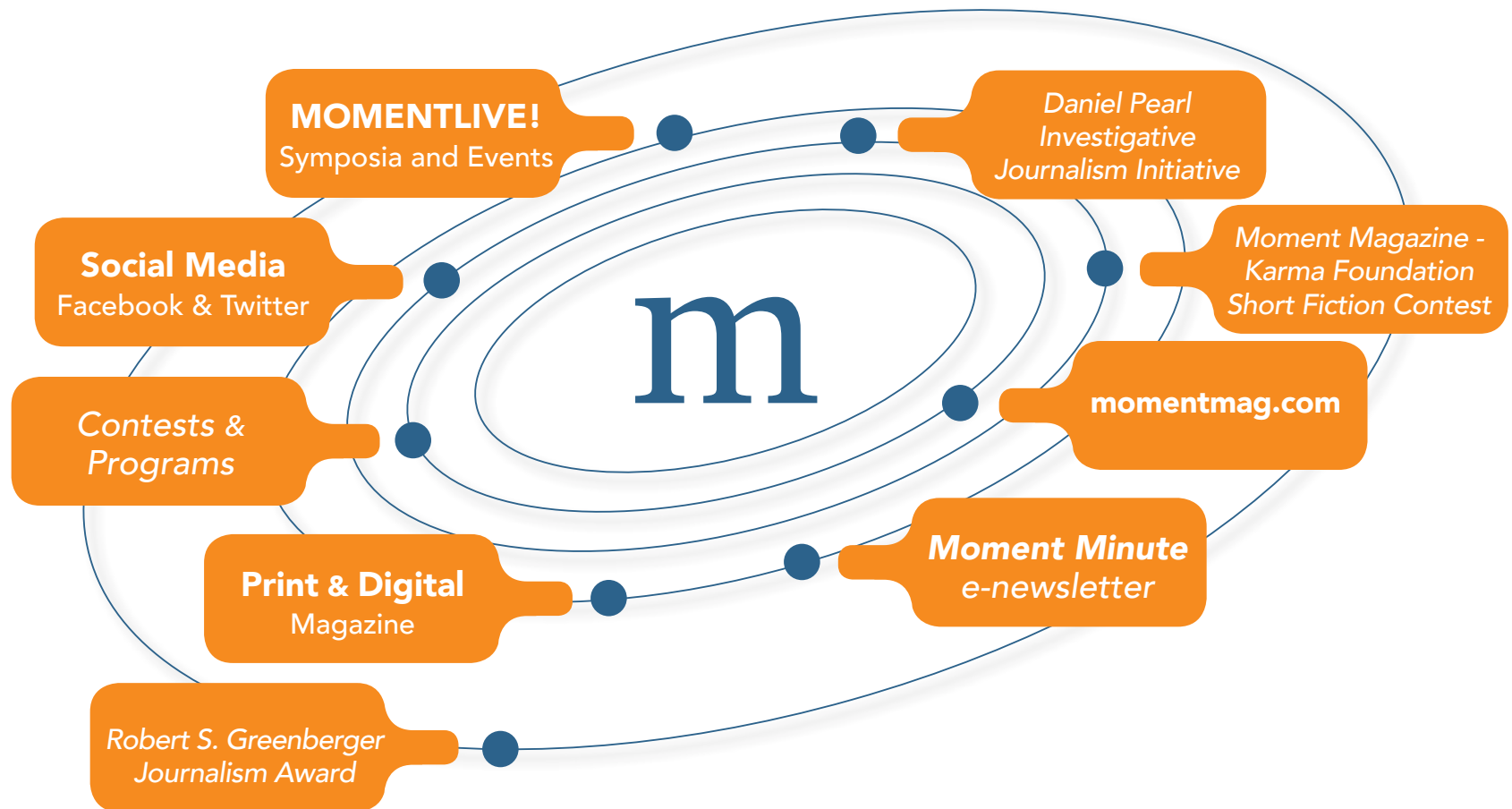
2018  
MEDIA GUIDE



# moment

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THE NEXT 5,000 YEARS OF CONVERSATION BEGIN HERE



"MOMENT WAS FOUNDED IN 1975 BY ELIE WIESEL & LEONARD FEIN. TODAY THE MOMENT UNIVERSE – A WORLD OF CREATIVE THOUGHT, INNOVATIVE PROGRAMS AND OF COURSE, STELLAR JOURNALISM – HAS EXPANDED IN WAYS ITS FOUNDERS COULD NEVER HAVE IMAGINED."

NADINE EPSTEIN, EDITOR & PUBLISHER OF MOMENT MAGAZINE,  
EXECUTIVE DIRECTOR OF THE CENTER FOR CREATIVE CHANGE



**90,000**

Print readers

**57,000**

Unique monthly visitors on momentmag.com

**65,000**

Monthly page views on momentmag.com

**30,000+**

E-list including e-newsletter and e-blast subscribers

**40,000**

Social media followers

**5,000**

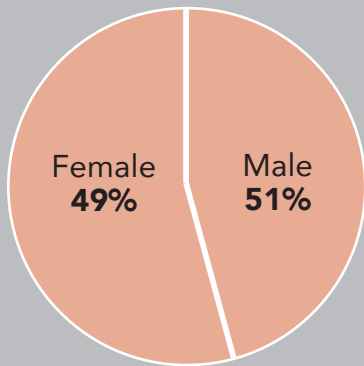
MomentLive! participants

**5,000**

People reached through programs such as the Daniel Pearl Investigative Journalism Initiative & Fiction Contest

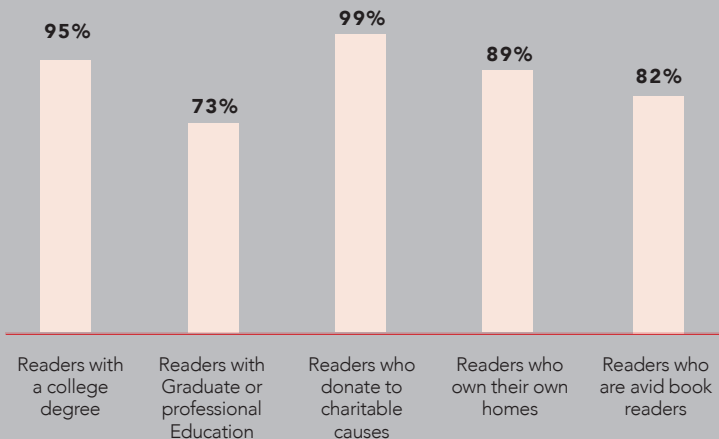
**700,000**

Estimated number of people who annually access *Moment* content as a result of media and organizational partnerships (e.g. NPR, Slate)

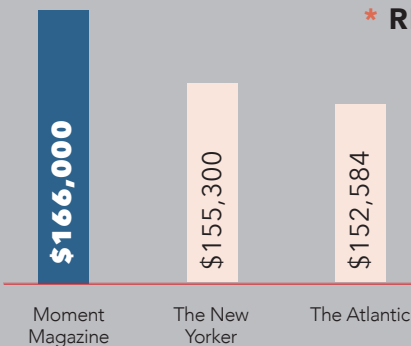


Average Age  
**62**

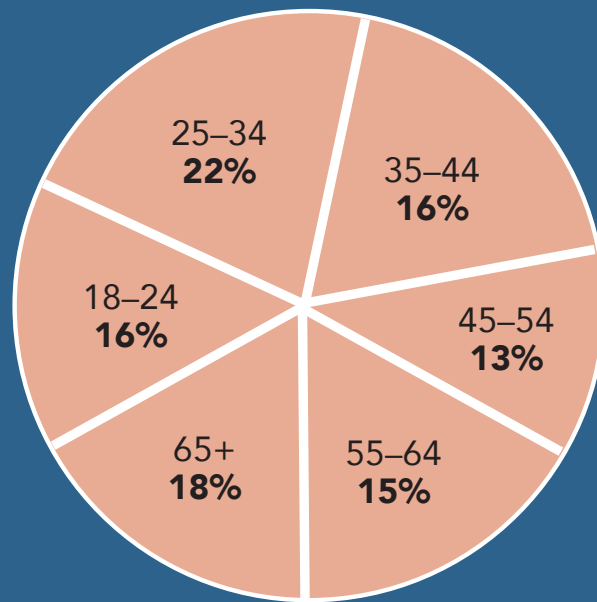
READER PROFILE



READERS' AVERAGE ANNUAL INCOME



\* RENEWAL RATE: 80%



AGE

AVERAGE MONTHLY IMPRESSIONS: **65,000**  
AVERAGE MONTHLY UNIQUE VIEWS: **55,000**

MOMENT ENGAGES READERS. RESULTS: EXCELLENT AVERAGE TIME ON PAGE.

"Growing Up Trump" | **6:21**

"Favorite Jewish Movie Scenes of All Time" | **4:50**

"Letter From Whitefish" | **3:41**

"Report From Whitefish: After the Cyber Storm" | **5:32**

"The New Israeli Americans" | **4:55**

"What Should Jews Know About the Muslim Faith?" | **4:58**

# ADVERTISE IN A MOMENT GUIDE

ANNUAL GUIDES AND SPECIAL SUPPLEMENTS ALL GUIDES ARE ALSO POSTED ON MOMENTMAG.COM

SUMMER PROGRAMS

HIGHER LEARNING

CULTURAL ARTS

**SUMMER PROGRAMS**  
A SPECIAL ADVERTISING SECTION

**2018 GUIDE**  
A SPECIAL ADVERTISING SECTION

**BAMAH CAMPING MOVEMENT**

As the camping era of Conservative Judaism, Bamah enables camps and staff to connect and share Jewish life through immersion in a summer Jewish experience. Bamah provides a wide range of options, including day camps, overnight camps, and retreats. Camps are held in various locations, including the Adas Israel Camp in New York, the Adas Israel Camp in New York, and the Adas Israel Camp in New York.

**BAMAH SPORTS ACADEMY**

The Ramah Sports Academy (RSA) will launch its inaugural summer in June 2018. The RSA is a multi-sport organization that provides a wide range of options, including day camps, overnight camps, and retreats. Camps are held in various locations, including the Adas Israel Camp in New York, the Adas Israel Camp in New York, and the Adas Israel Camp in New York.

**CAMP NEWMAN**  
A SPECIAL ADVERTISING SECTION

**2018 GUIDE**  
A SPECIAL ADVERTISING SECTION

**HIGHER LEARNING**  
A SPECIAL ADVERTISING SECTION

**2018 GUIDE**  
A SPECIAL ADVERTISING SECTION

**INTERVIEW WITH HAL M. LEWIS**  
Speritus Institute President and CEO

**What are the stakes?**

I would like to see the Jewish community in the United States (or any other country) as a more vibrant, more engaged, and more unified community. I would like to see the Jewish community as a more vibrant, more engaged, and more unified community. I would like to see the Jewish community as a more vibrant, more engaged, and more unified community.

**SALAMONE ROSSI: OPERA'S JEWISH HERO**  
A SPECIAL ADVERTISING SECTION

**2018 GUIDE**  
A SPECIAL ADVERTISING SECTION

**What are the stakes?**

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JANUARY/FEBRUARY

MARCH/APRIL; NOVEMBER/DECEMBER

MAY/JUNE

TRAVEL

HEALTH

**Czech Republic**  
Land of Slaves

**History and Legends of Jews from Prague and the Czech Lands**

**Every stone in Old Prague speaks three languages: Czech, German and Hebrew, the languages of the three nations who have lived there together for more than 1,000 years. According to one legend, the first Jews arrived after the destruction of the Second Temple in Jerusalem. One of the first written mentions of Jews in Prague is a 965 CE report by Jewish merchant and traveler Ibrahim Ibn Yaqub. Sent by the King of Spain, he was also the first person to describe the city itself, writing in his diary: "Praga [sic] is the largest city in terms of trade. Coming here... Slaves, Muslims and Jews."**

**A PROMISING FUTURE**  
THE 2017 MOMENT GENETICS GUIDE

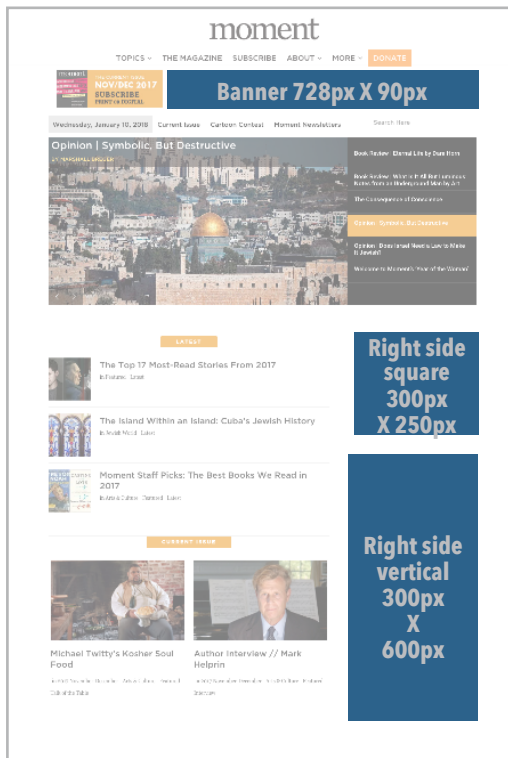
**WE ARE EXPERIENCING A REVOLUTION OF PERSONALIZED MEDICINE.**

The diagnosis and treatment of genetic diseases have become "personal, precise, predictive, preventable and participatory," says Aaron Ciechanover, who received a Nobel Prize in chemistry for his work studying the ubiquitin system, which is involved in all fundamental cellular functions including DNA damage control.

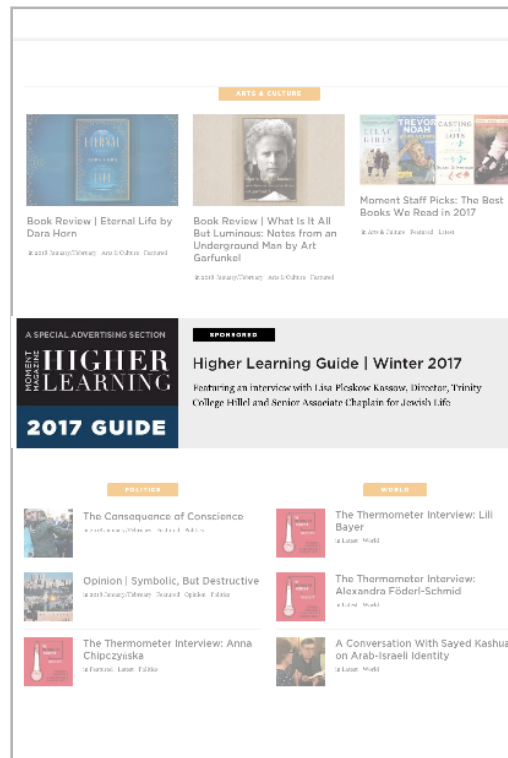
MAY/JUNE

SEPTEMBER/OCTOBER

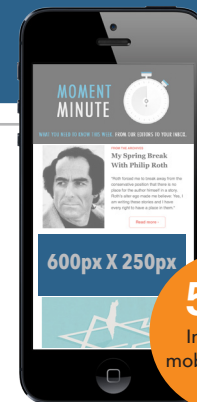
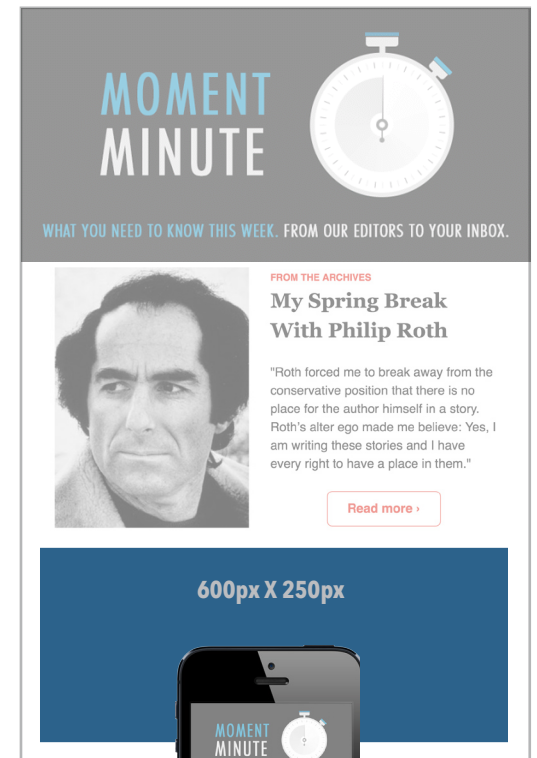
## WEBSITE



## SPONSORED CONTENT



## MOMENT NEWSLETTER



**53%**  
Increase in  
mobile views in  
2017

AD SIZE	1X	3X	6X
Inside Front Cover (cover 2)	\$5,340	\$4,900	\$4,725
Inside Back Cover (cover 3)	\$3,960	\$3,740	\$3,530
Back Cover	\$6,790	\$6,350	\$6,130
Spread	\$5,630	\$5,220	\$4,900
Full	\$3,640	\$3,360	\$3,200
2/3	\$2,780	\$2,670	\$2,520
1/2 Island and horizontal	\$2,300	\$2,030	\$1,950
1/3	\$1,600	\$1,490	\$1,440
1/6	\$1,300	\$1,230	\$1,190

> Inserts – please inquire for details

> Commission or cash discount – please inquire for details

ISSUE	SPACE RESERVATIONS	ART DUE
January/February	Nov 30	Dec 15
March/April	Jan 15	Feb 15
May/June	Mar 13	April 16
July/August	May 13	June 15
September/October	July 11	Aug 15
November/December	Sept 1	Oct 15



## EDITORIAL CALENDAR

### JANUARY/FEBRUARY

Summer Programs Guide

Symposium: American Jewish Literature:  
Dead or Alive?

Book Reviews

### MARCH/APRIL

Higher Learning Guide

Symposium

Book Reviews

BONUS DISTRIBUTION: JSTREET CONFERENCE

BONUS DISTRIBUTION: AIPAC

### MAY/JUNE

Guide to Cultural Arts

Symposium

Special Section: Israel at 70

Book Reviews

BONUS DISTRIBUTION: JCC BIENNIAL

### JULY/AUGUST

SPECIAL SUMMER ISSUE!

Books & Literature

Symposium

Special Section: Aging

Book Reviews

### SEPTEMBER/OCTOBER

Symposium

Book Reviews

BONUS DISTRIBUTION: DC JEWISH LITERARY FESTIVAL

### NOVEMBER/DECEMBER

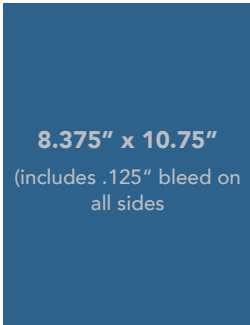
Higher Learning Guide

Special Section: Genes and Genealogy

Symposium

Book Reviews

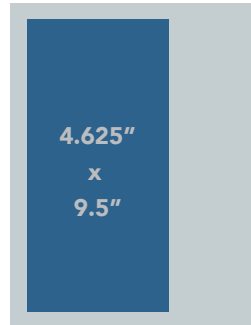
## FULL PAGE BLEED



## FULL PAGE



## 2/3 PAGE



## SIZE

Moment trim size is 8.125" x 10.5"  
Bleed size is 8.375" x 10.75"  
Note: Keep live matter 0.25" from edges

## FILE SPECIFICATIONS

We require press-ready files in the following formats: Acrobat PDF (press-quality), Photoshop TIFF, Illustrator .eps or .ai. Minimum resolution for bitmap artwork is 300 dpi. All files will be preflighted. Detailed file specifications are available upon request, artwork that does not meet specifications, may incur an additional service fee. If the ad artwork is not properly sized, it may be adjusted to fit the space.

## COLORS

Moment is printed in four-color process (CMYK) at 133-line screen on web offset presses. All artwork that does not conform to the correct color standards will be converted either to black or four-color process. Please note that this can result in color shifts.

## COPY AND CONTRACT REGULATIONS

Moment reserves the right to accept or reject any advertising copy.

Order cancellations or changes may not be made by the advertiser or its agency after the closing date.

Moment reserves the right to change rates without advance notice. Contracts in effect at the time of the rate change will be protected.

Rates are determined by number of insertions contracted for and used during a 12-month period. Minimum rate holder is 1/6-page.

Advertisers will be short-rated if within a 12-month period from the date of first insertion they do not use the number of issues upon which their billings have been based.

Covers are not cancelable within 60 days of closing dates.

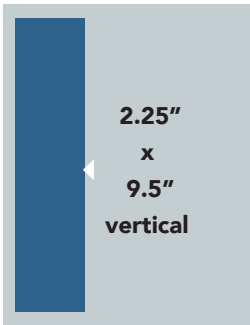
All position instructions on orders are considered requests only, unless position charge is added.

Publisher shall not be liable for errors in key numbers.

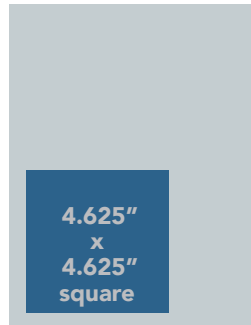
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Moment shall not be liable for any costs or damages, if for any reason it fails to publish an advertisement.

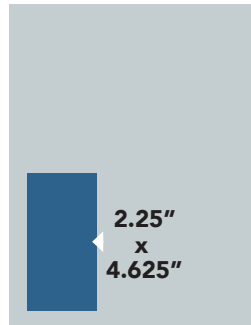
## 1/3 PAGE V



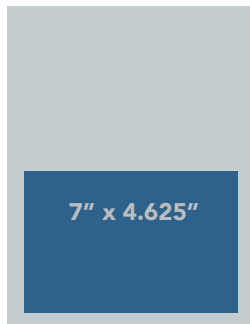
## 1/3 PAGE SQ



## 1/6 PAGE



## 1/2 PAGE H



## 1/2 PAGE V



# DIGITAL ADVERTISING SIZES & RATES

AD DESCRIPTION AND SIZE		30 DAYS
Banner 728 x 90px		\$600
Right side vertical 300 x 600px		\$600
Right side square 300 x 250px (above the fold)		\$600
Right side square (below the fold)		\$500
> png, jpg or gif, RGB color, 72 dpi, max file size = 500kb		
AD DESCRIPTION AND SIZE		1 WEEK
<i>Moment Weekly enewsletter</i> display ad 600 x 390px		\$500
AD DESCRIPTION AND SIZE		
eBook 612 x 468px		\$600



**NADINE EPSTEIN** EDITOR-IN-CHIEF AND CEO

*Moment Magazine's* editor and publisher, Nadine Epstein is also the founder and executive director of the Center for Creative Change, and founder of the Daniel Pearl Investigative Journalism Initiative. In 2004 Epstein relaunched *Moment*, co-founded in 1975 by Leonard Fein and Nobel laureate Elie Wiesel, and has forged it into a multi-media platform of highly respected, award-winning independent journalism.

A longtime journalist, her work has appeared in *The New York Times*, *The New York Times Magazine*, *The Washington Post*, *Smithsonian*, *The Christian Science Monitor*, *Ms.*, among others. She covered politics and news in Chicago at The City News Bureau, at *The New York Times* bureau in Chicago, and then covered the U.S.-Mexico border while based in Arizona. She is a recipient of the 1990 Knight-Wallace Fellow at the University of Michigan as well as many grants including the Washington, D.C. Commission on the Arts and the Fund for Investigative Journalism.

During the 1990s, she taught in the Master's Program in Journalism at the University of Michigan, Ann Arbor. She holds a B.A. and an M.A. in International Relations from the University of Pennsylvania, and was a University Fellow in the political science doctoral program at Columbia University. She has co-authored three books, contributed to anthology collections and co-written a documentary film, which was selected as a semifinalist for an Academy Award.

## MOMENT EDITORIAL TEAM

### SARAH BREGER DEPUTY EDITOR

Sarah Breger is a graduate of the Columbia Graduate School of Journalism and the University of Pennsylvania. She has won numerous awards including first place for religion report of the year from the Religion News Association and first place for Best In Depth Newswriting on Religion from the American Academy of Religion Award.

### AMY E. SCHWARTZ OPINION EDITOR

Amy E. Schwartz received a degree in literature from Harvard University. She worked at *Harper's Magazine* and *The New Republic* before joining the *Washington Post*, where she was an editorial writer and op ed columnist on cultural issues from 1985 to 2002. Schwartz has also lived in and reported from France, Germany and Turkey and has been *Moment's* opinion editor since 2011.

### CULTURE EDITOR MARILYN COOPER

Marilyn Cooper is a Washington-based writer and poet. She formerly worked at NASA as a public historian and has also been a consultant for a variety of non-profits in the D.C. area. She was a Fulbright Scholar in Venice Italy, an Inter-university Scholar at the Hebrew University of Jerusalem, and a Fellow at the Balkan Studies Institute in Thessaloniki, Greece.

### MITCHEL LEVITAS LITERARY EDITOR

Mitchel Levitas was with *The New York Times* for nearly 50 years in a variety of editorial positions, including Metropolitan editor, editor of the Week in Review, editor of the Sunday Book Review and editor of the Op-Ed page. He is also co-editor of the 2002 book, *A Nation Challenged: A Visual History of 9/11 and Its Aftermath*. Levitas has been *Moment's* literary editor since 2008.

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