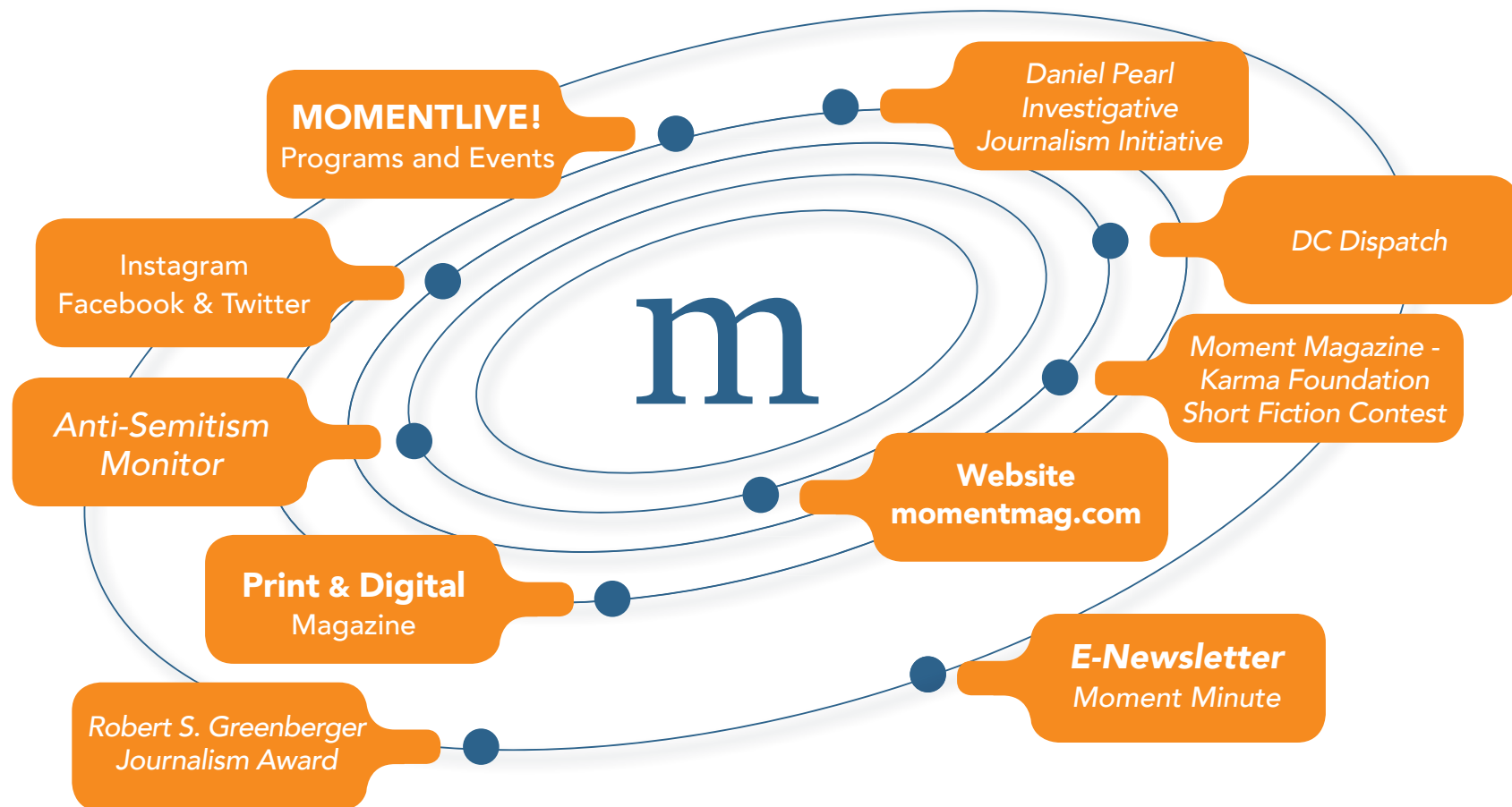


2020
MEDIA GUIDE



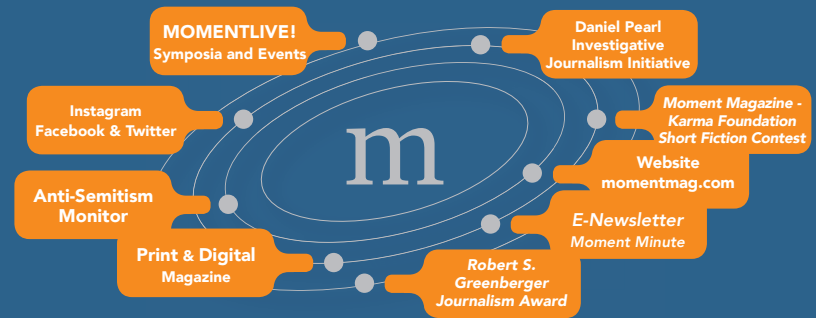
moment

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-IN-CHIEF, MOMENT MAGAZINE
EXECUTIVE DIRECTOR OF THE CENTER FOR CREATIVE CHANGE



75,000

Print readers

55,000

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

45,000

Social media followers

5,000

MomentLive! participants

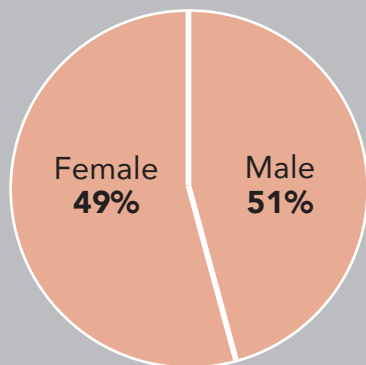
5,000

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

PRINT - MOMENT REACHES MORE READERS IN PRINT THAN ANY OTHER NATIONAL PRINT PUBLICATION



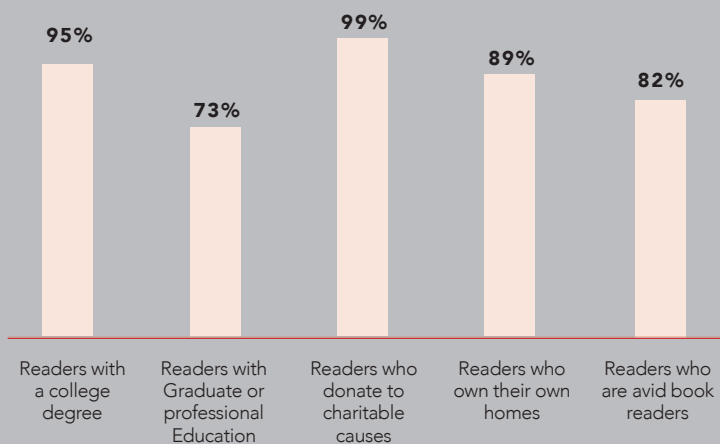
Average Age
62

Geographical Breakdown

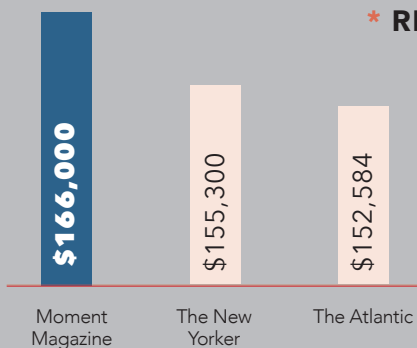
NEW YORK	15 %
CALIFORNIA	12 %
PENNSYLVANIA	9 %
FLORIDA	7 %
NEW JERSEY	7 %

50% of Moment subscribers live in these five states

READER PROFILE

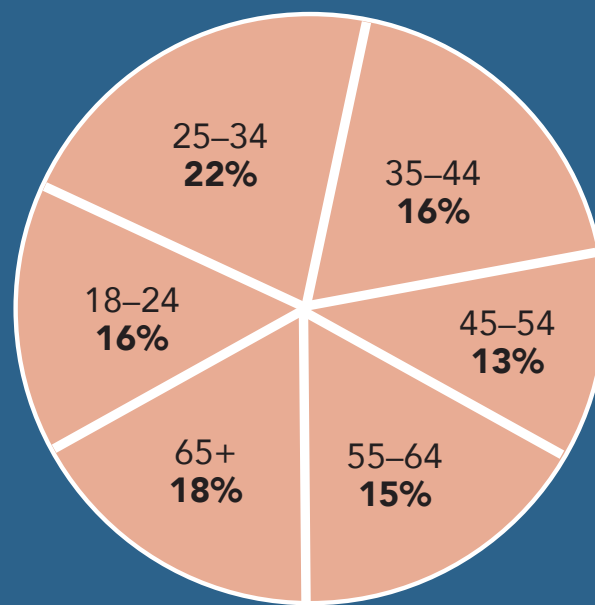


READERS' AVERAGE ANNUAL INCOME



* RENEWAL RATE: 80%

WEB MOMENTMAG.COM



AGE

AVERAGE MONTHLY PAGE VIEWS: **65,000**
AVERAGE MONTHLY UNIQUE VIEWS: **58,000**

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

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

"Martha Nussbaum: The Philosopher Queen" | **6:08**

"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**

ADVERTISE IN A MOMENT GUIDE

SUMMER PROGRAMS

JANUARY / FEBRUARY

TRAVEL

DOUBLE SUMMER ISSUE

HIGHER LEARNING

MARCH / APRIL

NOVEMBER / DECEMBER

SPONSORED CONTENT

PRINT AND WEB

CULTURAL ARTS

SEPTEMBER / OCTOBER

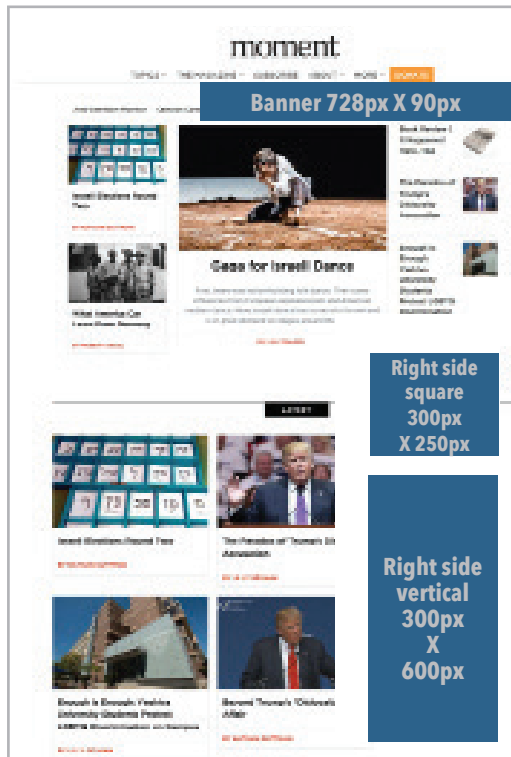
BOOKS

EVERY ISSUE

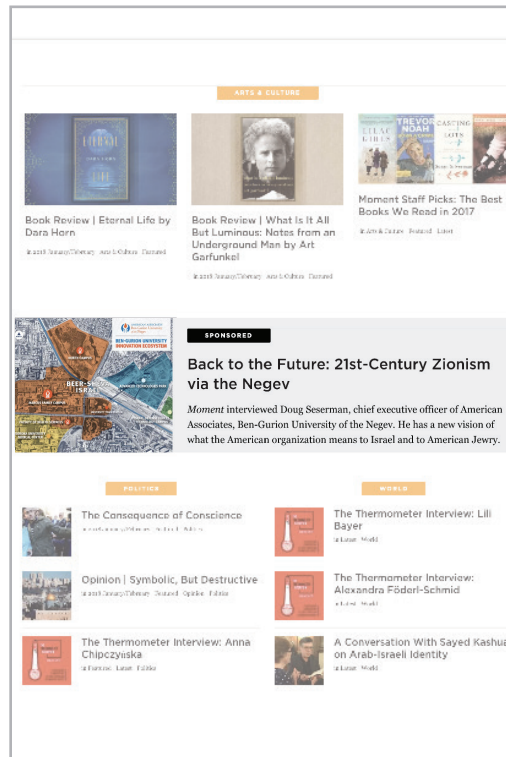
WEB & DIGITAL ADVERTISING OPPORTUNITIES

WEBSITE

57,000 unique monthly visitors

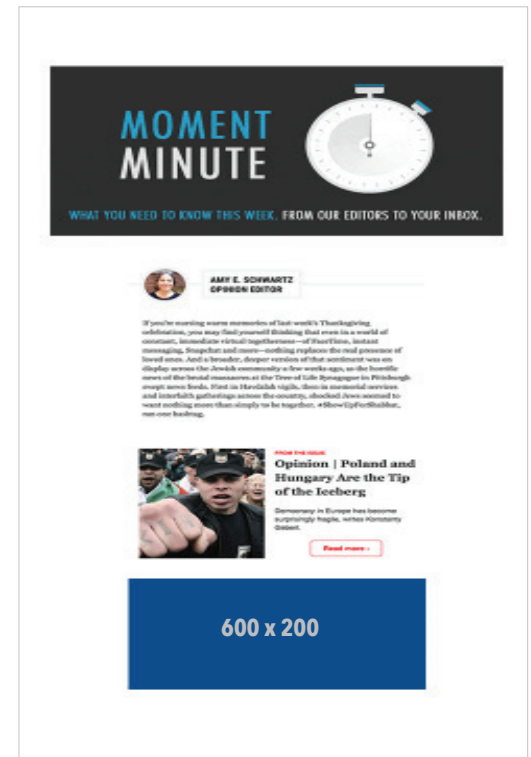


FACEBOOK



MOMENT NEWSLETTERS

8,000 subscribers



All ad sizes are run-of-site

Newsletters go out on Tuesdays and Thursdays

PRINT ADVERTISING RATE CARD AND DATES DUE

AD SIZE	1X	3X	6X	Not-For-Profit Rates		
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	\$2,000	\$1,800	\$1,500
2/3	\$2,780	\$2,670	\$2,520	\$1,251	\$940	\$1,159
1/2 horizontal	\$2,300	\$2,030	\$1,950	\$1,300	\$1,000	\$900
1/3	\$1,600	\$1,490	\$1,440	\$850	\$700	\$550
1/6	\$1,300	\$1,230	\$1,190	\$600	\$500	\$375

> Inserts – please inquire for details

> Commission or cash discount – please inquire for details

ISSUE	SPACE RESERVATIONS	ART DUE
January/February	Nov 30	Dec 14
March/April	Jan 15	Feb 14
Double Issue	Mar 13	April 12
September/October	July 11	Aug 16
November/December	Sept 3	Oct 3

EDITORIAL CALENDAR

JANUARY / FEBRUARY

Summer Programs

Jewish Music

BONUS DISTRIBUTION: JEWISH FILM FESTIVALS

MARCH / APRIL

Higher Learning Guide

BONUS DISTRIBUTION: JEWISH FILM FESTIVALS

BONUS DISTRIBUTION: CENTRAL CONFERENCE OF
AMERICAN RABBIS

SUMMER DOUBLE ISSUE

Books & Literature

Symposium

Book Reviews

BONUS DISTRIBUTION: JEWISH FILM FESTIVALS

SEPTEMBER / OCTOBER

Higher Learning Guide

Cultural Arts

BONUS DISTRIBUTION: JEWISH BOOK FESTIVALS
NATIONWIDE

BONUS DISTRIBUTION: URJ CONFERENCE

NOVEMBER / DECEMBER

Higher Learning Guide

BONUS DISTRIBUTION: JEWISH FILM FESTIVALS

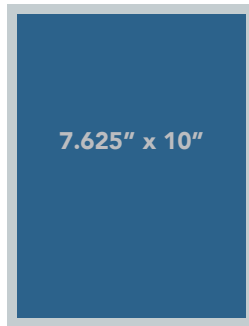
BONUS DISTRIBUTION: THE RABBINICAL ASSEMBLY ANNUAL
CONVENTION

PRINT ADVERTISING SPECS

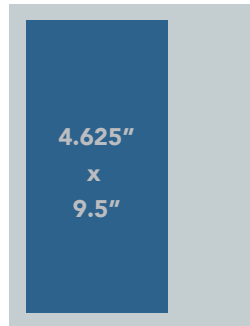
FULL PAGE BLEED



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.

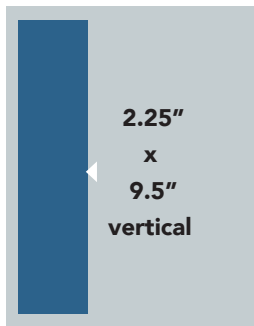
All position instructions on orders are considered requests only, unless position charge is added.

Publisher shall not be liable for errors in key numbers.

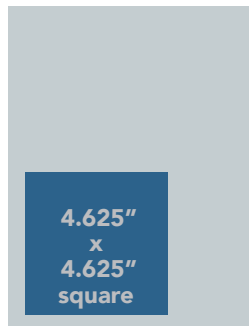
Moment reserves the right to decline or reject any advertising for any reason at any time without liability, even though previously acknowledged or accepted.

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

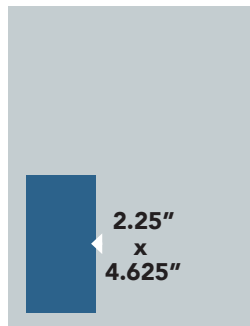
1/3 PAGE V



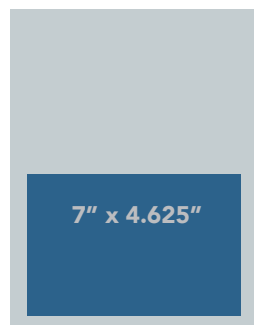
1/3 PAGE SQ



1/6 PAGE



1/2 PAGE H



DIGITAL ADVERTISING RATE CARD AND SPECS

AD DESCRIPTION AND SIZE		30 DAYS
Banner 728 x 90px		\$600
Right side vertical 300 x 600px		\$600
Right side square 300 x 250px		\$600
> png, jpg or gif, RGB color, 72 dpi, max file size = 500kb		
AD DESCRIPTION AND SIZE		1 WEEK
Moment Weekly enewsletter SOV 100% ad 600 x 200px		\$500



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.

M O M E N T E D I T O R I A L T E A M

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 SENIOR 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.

ELLEN WEXLER MANAGING EDITOR

Ellen Wexler is a journalist based in Washington, DC. Before joining *Moment* in 2016, she covered education at Inside Higher Ed, The Chronicle of Higher Education and Education Week. She has also written for the Pulitzer Center on Crisis Reporting, USA Today College and WETA. She graduated from the College of William and Mary in 2015.

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