

2021  
MEDIA GUIDE



# moment

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THE NEXT 5,000 YEARS OF CONVERSATION BEGIN HERE



OUR BRAND PORTFOLIO

MAGAZINE  
Print and Digital

Moment Magazine  
Karma Foundation  
Short Fiction Contest

ANTI-SEMITISM  
MONITOR

WEBSITE  
momentmag.com

NEWSLETTERS

Jewish Politics & Power, Moment Minute, Anti-Semitism

Moment Journalism  
Awards

Daniel Pearl  
Investigative Journalism  
Initiative

MOMENT BOOKS

MOMENTLIVE!  
Programs and Events

SOCIAL MEDIA  
Instagram, Facebook, Twitter,  
Pinterest, YouTube, LinkedIn

“

*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 AND CEO, MOMENT MAGAZINE  
EXECUTIVE DIRECTOR OF THE CENTER FOR CREATIVE CHANGE

# OUR REACH

## MAGAZINE

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**60k**

PRINT/DIGITAL READERS

## DIGITAL

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**70k**

UNIQUE MONTHLY VISITORS

**185k**

AVG. MONTHLY PAGE VIEWS

## SOCIAL MEDIA

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**50k**

FOLLOWERS

**14k**

WEEKLY NEWSLETTER

SUBSCRIBERS

**22k**

EBLAST LIST

## EMAIL FOOTPRINT

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## TOTAL

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**1MM**

ESTIMATED PEOPLE  
WHO ANNUALLY ACCESS  
MOMENT CONTENT

## PROGRAMS AND EVENTS

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**225k**

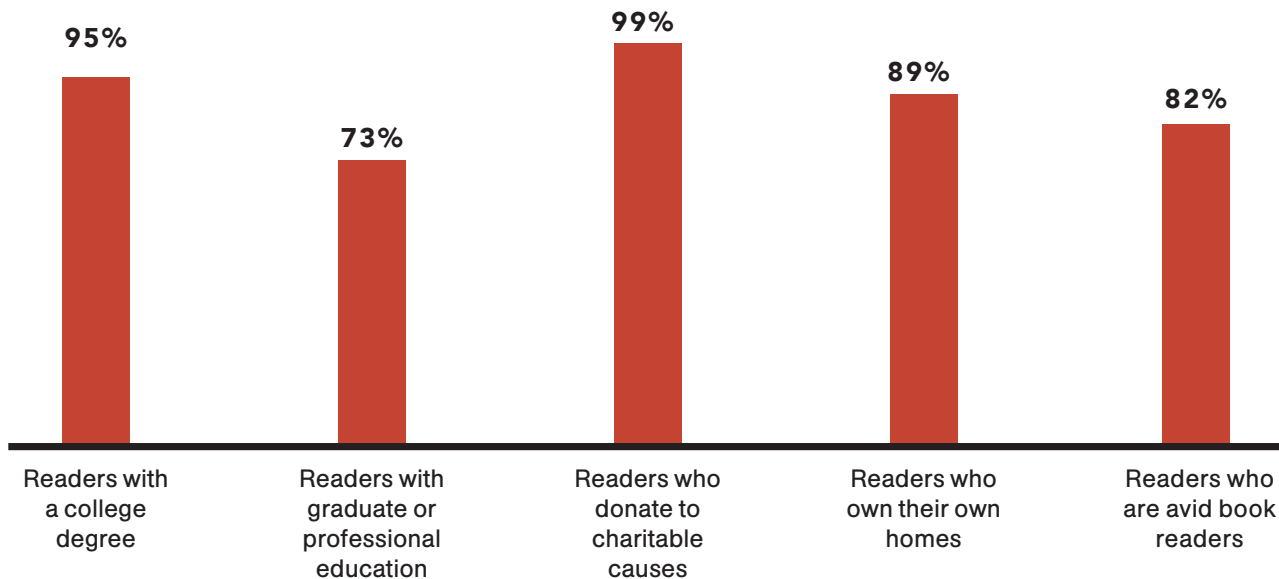
MOMENTLIVE!  
AUDIENCE

**10k**

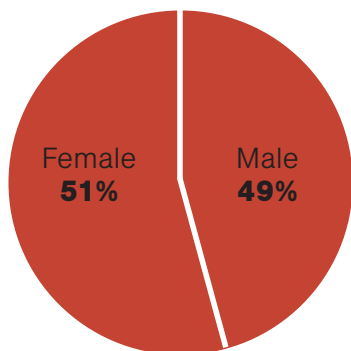
REACHED THROUGH  
MOMENT BOOKS,  
THE DANIEL PEARL  
INVESTIGATIVE INITIATIVE  
AND KARMA FICTION

# PRINT AUDIENCE HIGHLIGHTS

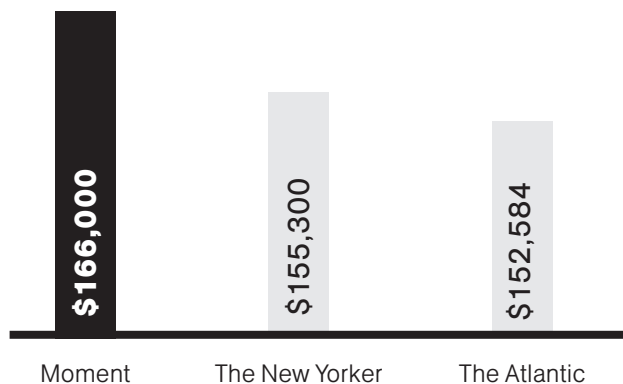
## READER PROFILE



## GENDER BREAKDOWN



## AVERAGE ANNUAL INCOME



59

AVERAGE AGE OF  
PRINT READERS

80%

RENEWAL RATE

## LOCATION

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

\*50% of Moment subscribers  
live in these five states

# WEB AUDIENCE HIGHLIGHTS

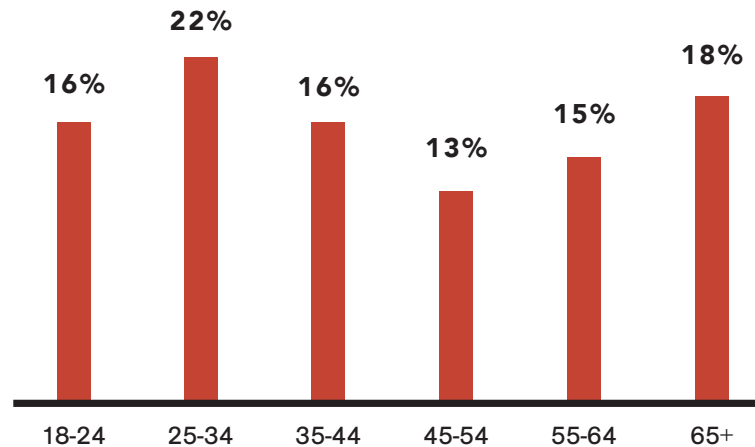
**185k**

AVERAGE MONTHLY  
PAGE VIEWS

**70k**

AVERAGE MONTHLY  
UNIQUE VIEWS

## DIGITAL VISITOR AGE



## MOST POPULAR ONLINE CONTENT IN 2020

- Manna is real and not so heavenly
- Why were Jews blamed for the Black Death
- What 5 books should you read to be an educated Jew
- The biggest Jewish genetic myths of all time
- Is there life after death?
- Debunking the Harry Potter anti-Semitism myth

ARTS

LITERATURE

POLITICS

HISTORY

CUISINE

TECHNOLOGY

JUDAISM

# DIGITAL, NEWSLETTER & EBLAST ADVERTISING

## ADVERTISING PLACEMENTS



## SIZES

**BANNER:** 728 x 90PX

**BILLBOARD:** 970 x 250PX

**RIGHT SQUARE:** 300 x 250PX

**RIGHT VERTICAL:** 300 x 600PX

**NEWSLETTER AD:** 600 x 300PX

## WEBSITE

70,000 unique monthly visitors  
All positions are run-of site

## NEWSLETTER/EBLAST

### MOMENT MINUTE

14,000 subscribers  
News roundup and commentary  
Frequency: Tues. & Thurs.

### SPECIALTY NEWSLETTERS

1,500 subscribers

### EBLAST

22,000 email list

# DIGITAL ADVERTISING SPECS & RATES

<b>WEB SIZE AND RATES</b>	<b>30 DAYS</b>
Banner 728 x 90px	\$600
Right side vertical 300 x 600px	\$600
Right side square 300 x 250px	\$600
Billboard 970 x 250px	\$750
<i>png, jpg or gif, RGB color, 72 dpi, max file size = 500 kb</i>	
<b>NEWSLETTER</b>	<b>ONE WEEK (two newsletters, sent Tuesday and Thursday)</b>
SOV 100% 600 x 300px	\$500
<b>EBLAST</b>	<b>ONE BLAST</b>
SOV 100%	\$1000



# PRINT 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**

Special topic to be announced

- Book Reviews
  - Summer Programs
- BONUS DISTRIBUTION: JEWISH FILM FESTIVALS*

## **SEPTEMBER / OCTOBER**

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

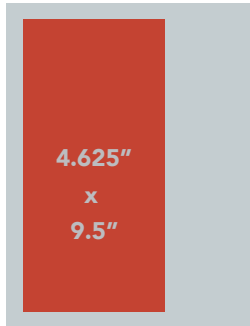
FULL PAGE BLEED



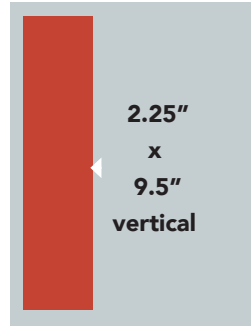
FULL PAGE



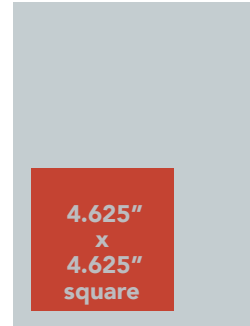
2/3 PAGE



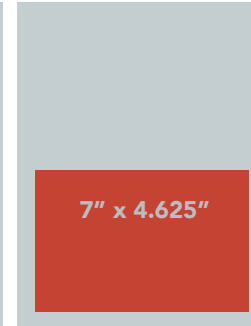
1/3 PAGE V



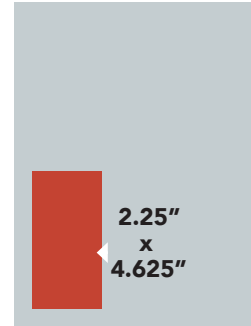
1/3 PAGE SQ



1/2 PAGE H



1/6 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.

# PRINT ADVERTISING RATES & DUE DATES

AD SIZE	1X	3X	4X	NON FOR PROFIT RATES		
Inside Front Cover (cover 2)	\$5340	\$4900	\$4725			
Inside Back Cover (cover 3)	\$3960	\$3740	\$3530			
Back Cover	\$6790	\$6350	\$6130			
Spread	\$5630	\$5220	\$4900			
Full Page	\$3640	\$3360	\$3200	\$2000	\$1800	\$1500
2/3	\$2780	\$2670	\$2520	\$1251	\$940	\$1159
1/2 horizontal	\$2300	\$2030	\$1950	\$1300	\$1000	\$900
1/3	\$1600	\$1490	\$1440	\$850	\$700	\$550
1/6	\$1300	\$1320	\$1190	\$600	\$500	\$375
> Commission or cash discount—please inquire for details						
ISSUE	SPACE RESERVATION		ART DUE			
JANUARY / FEBRUARY	December 1, 2020		December 18, 2020			
MARCH / APRIL	January 22, 2021		February 19, 2021			
DOUBLE SUMMER	April 1, 2021		April 26 2021			
SEPTEMBER / OCTOBER	Jul y 16, 2021		August 20, 2021			
NOVEMBER / DECEMBER	September 24, 2021		October 22,, 2021			

## EDITORIAL TEAM



Nadine  
Epstein

### **NADINE EPSTEIN**

*EDITOR-IN-CHIEF AND CEO*

Award-winning journalist Nadine Epstein is editor-in-chief and CEO of *Moment Magazine*, founder and executive director of the Center for Creative Change, founder of the Daniel Pearl Investigative Journalism Initiative for young reporters, and founder and editor of MomentBooks. She reported for the City News Bureau of Chicago and the Chicago Bureau of *The New York Times*, then later covered the U.S.-Mexico border and rural America. After a Knight-Wallace Fellowship at the University of Michigan, Ann Arbor, she taught in the Masters Program in Journalism there. She holds a B.A. and M.A. in International Relations from the University of Pennsylvania, and was a University Fellow in the political science doctoral program at Columbia University. Epstein has written and edited books including *Elie Wiesel: An Extraordinary Life and Legacy*, contributed to anthology collections including *RBG's Real Wonder Women: Brave and Brilliant Jewish Women to Inspire Everyone* (Introduction by Justice Ruth Bader Ginsburg), *Racing in the Streets: The Bruce Springsteen Reader* and *The Late, Great Mexican Border: Reports from a Disappearing Line*, and cowrote the short documentary *Sastun: My Apprenticeship with a Maya Healer*. Her articles and op-eds have been published in a wide range of publications including *The Washington Post*, *Smithsonian*, *Newsweek* and *The New York Times*. Epstein speaks internationally about anti-Semitism and other issues pertinent to the global Jewish community, and has been interviewed by *The New York Times*, *The Wall Street Journal*, *All Things Considered*, *Al-Jazeera*, among other media outlets. She is also an artist whose work has been featured in newspapers, magazines, galleries and museums..

# EDITORIAL TEAM

**SARAH BREGER**  
DEPUTY EDITOR



*Sarah Breger*

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**  
BOOKS AND OPINION EDITOR



*Amy E. Schwartz*

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*

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.

## MOMENT ADVISORY BOARD

Elizabeth Scheuer

Lloyd Goldman

Peter Lefkin

Menachem Rosensaft

Stephen Joel Trachtenberg

Michael Berenbaum

Terry E. Grant

Andrew Mack

Joan Scheuer

Diane Troderman

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Judea Pearl

Leonard Schuchman

Robert Wiener

Esther Foer

Sharon Karmazin

Josh Rolnick

Sarai Brachman Shoup

Esther Wojcicki

Michael Gelman

Connie Krupin

Jean Bloch Rosensaft

Walter P. Stern

Gwen Zuares

ADVERTISING  
SALES

moment

THE NEXT 5,000 YEARS OF CONVERSATION BEGINS HERE

DIRECTOR OF MARKETING

**ELLEN MELTZER**

emeltzer@momentmag.com

202-248-0213

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Washington, DC 20016

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