

2024
MEDIA GUIDE



moment

THE NEXT 5,000 YEARS OF CONVERSATION BEGIN HERE



OUR BRAND PORTFOLIO

MAGAZINE

Print and Digital

Moment Magazine
Karma Foundation
Short Fiction Contest

ANTISEMITISM
MONITOR

WEBSITE

momentmag.com

NEWSLETTERS

Jewish Politics & Power, Moment Minute, Antisemitism Monitor

Moment Journalism
Awards

Daniel Pearl
Investigative Journalism
Initiative

Moment Creative
Studio

MOMENT
BOOKS

MOMENTLIVE!

Programs and Events

SOCIAL MEDIA

Instagram, Facebook, Twitter,
Pinterest, YouTube, LinkedIn, TikTok

“

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

60k

PRINT/DIGITAL READERS

DIGITAL

75-150k

UNIQUE
MONTHLY VISITORS

200k

AVERAGE MONTHLY
PAGE VIEWS

SOCIAL MEDIA

50k

FOLLOWERS

845k PEOPLE REACHED

19k ENGAGEMENTS

EMAIL FOOTPRINT

16.5k

WEEKLY
NEWSLETTER
SUBSCRIBERS

25k

EBLAST LIST
50k GENERAL LIST

TOTAL

1.9M

ESTIMATED PEOPLE
ANNUALLY ENGAGE WITH
MOMENT CONTENT

MOMENTLIVE!

60k

VIEWERS

100k

REGISTRATIONS

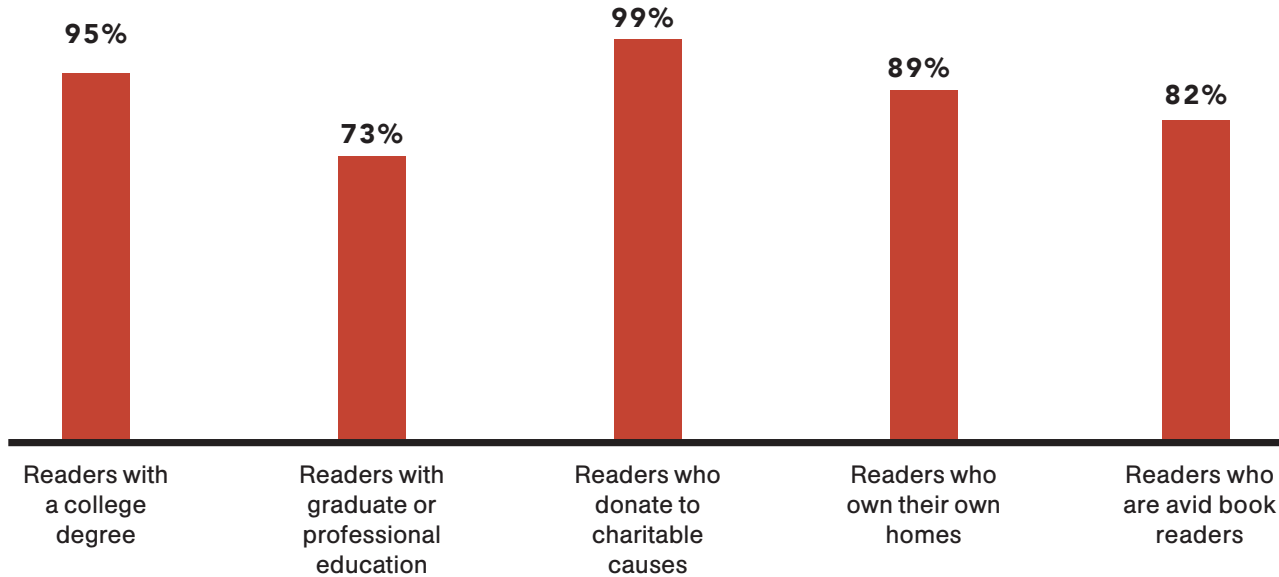
OTHER

50k

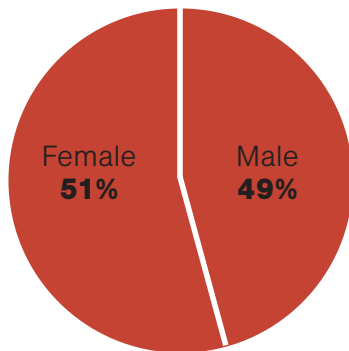
REACHED THROUGH
MOMENTBOOKS,
PROGRAMS
AND CONTESTS

PRINT AUDIENCE HIGHLIGHTS

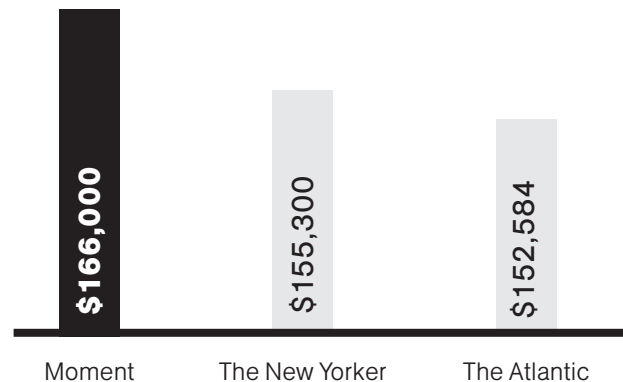
READER PROFILE



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

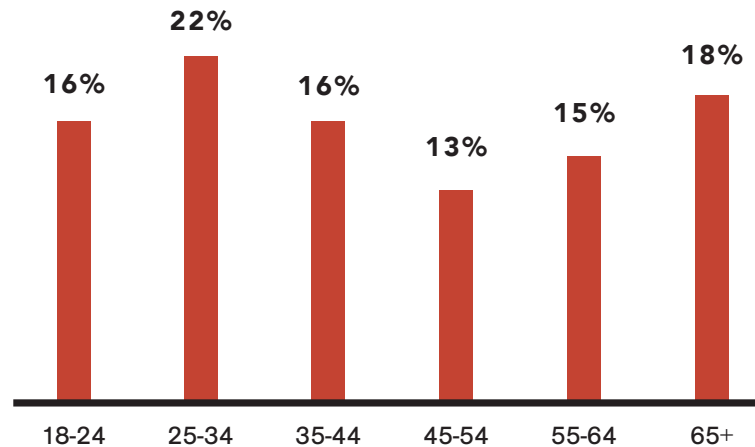
185k

AVERAGE MONTHLY
PAGE VIEWS

75k

AVERAGE MONTHLY
UNIQUE VIEWS

DIGITAL VISITOR AGE



TOP FIVE STORIES OF 2022

- Talk of the Table | A Tale of Two Briskets
<https://momentmag.com/talk-of-the-table-a-tale-of-two-briskets/>
- Amid Antisemitism, Jewish Montanans Seek to Buy Back Historic Synagogue
<https://momentmag.com/montana-synagogue/>
- Leah Forster on Life as an Orthodox Comedian
<https://momentmag.com/leah-forster-on-life-as-an-orthodox-comedian/>
- The Resilience of Ukraine and Its Jews
<https://momentmag.com/ukraine-jews-volodymyr-zelensky/>
- Trayon White Is Running for DC Mayor. Has the City Forgiven His Antisemitic Comments?
<https://momentmag.com/trayon-white-dc-mayor/>

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

75,000 unique monthly visitors
All positions are run-of site

NEWSLETTER/EBLAST

MOMENT MINUTE

15,000 subscribers
News roundup and commentary
Frequency: Tues. & Thurs.

SPECIALTY NEWSLETTERS

1,500 subscribers

EBLAST

25,000 email list

DIGITAL ADVERTISING SPECS & RATES

WEB SIZE AND RATES	30 DAYS
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>	
NEWSLETTER	ONE WEEK (two newsletters, sent Tuesday and Thursday)
SOV 100% 600 x 300px	\$600
EBLAST	ONE BLAST
SOV 100%	\$1500

MOMENT CREATIVE STUDIO

Sponsored Content / Moment Brand Studio

LIZA WIEMER FIGHTS ANTISEMITISM WITH "THE ASSIGNMENT"

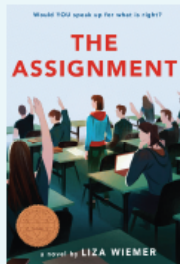


In her latest young adult novel, *The Assignment*, author Liza Wiemer asks readers what they would do to stop antisemitism—or any form of hate or injustice. Would you publicly speak up or stay silent? Published by Delacorte Press, *The Assignment* has won numerous state and national awards, including being named a Sydney Taylor Notable Book. Wiemer has spoken at over 150 events across the country including book festivals, book clubs, Holocaust centers, middle and high school classes, teacher organizations and women's groups. She can be reached at lizawiemer.com and is interviewed below.

The plot of your book is about two teenagers who speak up against a Holocaust school assignment, defying their teacher, principal and classmates. Where did the idea come from? In 2017, I saw a news story on Facebook about Jordan April and Archer Shurtliff, two teens in Oswego, New York, near Syracuse, who refused to do a school assignment on the Holocaust that included arguing for the extermination of the Jews. Neither teen was Jewish. After meeting Jordan in a chance encounter, I got in touch with them, saying I would like to write a novel about what transpired. I assured them, "It's not going to be about you, it's going to be inspired by your actions."

What research did you do? The book took a tremendous amount of research. I returned to Oswego and met up with Jordan and Archer. One of the places we visited was Fort Ontario, which housed 982 European World War II refugees, mostly Jews, and was the only refugee camp in the United States. The fort plays a pivotal role in the novel. I also interviewed numerous experts, viewed original documents and examined antisemitism on social media.

How does the book reach people who don't care about tolerance, diversity or inclusiveness? Reaching students is key, and so I'm grateful *The Assignment* is being utilized in school districts



The number one reason, especially for young adults, is the fear of becoming a target for bullying and retribution. Another reason is that many people feel they need to be polite or to mind their own business. We also have the instinct to fight, flee or freeze. One of the reasons I wrote this book is to empower readers to rise above instincts and fears and become upstanders. It portrays how speaking out can be a challenge, but is critical for positive change.

across the country. In my home state of Wisconsin, Holocaust education will be mandatory for the 2022/23 school year. Our Holocaust Education and Resource Center feels so strongly that this novel makes a difference that they have already begun to provide free books to schools, and some schools incorporated the book into their curriculum this year. I also speak to teacher groups around the country.

Yet the book especially impacts Jewish audiences. Yes, the subject matter hits home with many of us on a deep personal level. However, I hear from as many non-Jewish readers as Jewish readers—from 11-year-olds to people in their nineties. Many say that they wonder what they would have done in this situation as a student or a teacher or a parent.

Why do you think so few people speak out openly against hate?

Antisemitism is not new so why are we so focused on it now? Because it has become acceptable. Generally, there has not been pushback and we are not seeing many allies in the non-Jewish community stepping up to say, "This is wrong." People today are able to hide their identities on the internet, spreading hate under a blanket of anonymity. Social media sites must do a much better job to remove it. Silence only allows antisemitism to grow.

There is also a lot of ignorance about what is antisemitic. At many of the schools I've been to, I am the first Jewish person they've met. Thankfully, *The Assignment* is having a direct, concrete impact on stopping antisemitism. People who've read the novel have reached out to tell me about similar assignments, leading me to intervene. The results have been rewarding. On several occasions, I've contacted the ADL, which has been instrumental.

ASSIGNMENTS LIKE THE ONE IN THIS NOVEL ARE WAY MORE COMMON THAN ANY OF US COULD IMAGINE.

How are parent and teen relationships portrayed in the book? I include both positive and challenging relationships between teens and their parents. Parents should be role models, but they're not always. It's important to recognize the power adults have over children and young adults, and how they often silence them. We need to value the voices of our young adults.

What is your hope for readers of *The Assignment*? Assignments like the one in this novel are way more common than any of us could imagine. This book not only brings awareness, but it's my hope it will inspire and empower others to speak up against all forms of hatred, bigotry and injustice, promote allyship, and prevent assignments like this from being given in the first place. It's also my hope readers will gain a new perspective on history. We hear, "If we don't learn history, we're doomed to repeat it." History continues to inform, impact and influence us today. It's as much a part of our present as our past. Seeing this connection is critical for positive change.

moment brand studio

Moment's Creative Studio Creates Powerful Content for Clients

Moment's Creative Studio is composed of a team of writers, editors and designers who have the expertise to help you publish compelling content that aligns with your organization's goals. Our experience includes long and short form stories as well as interviews and in-depth research. Moment's marketing team is also available should you wish to discuss publication strategies.

**If you want content that is engaging and fresh,
provides value, inspires conversation and resonates
with your audience, email emeltzer@momentmag.com.**

We're ready to partner with you!

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

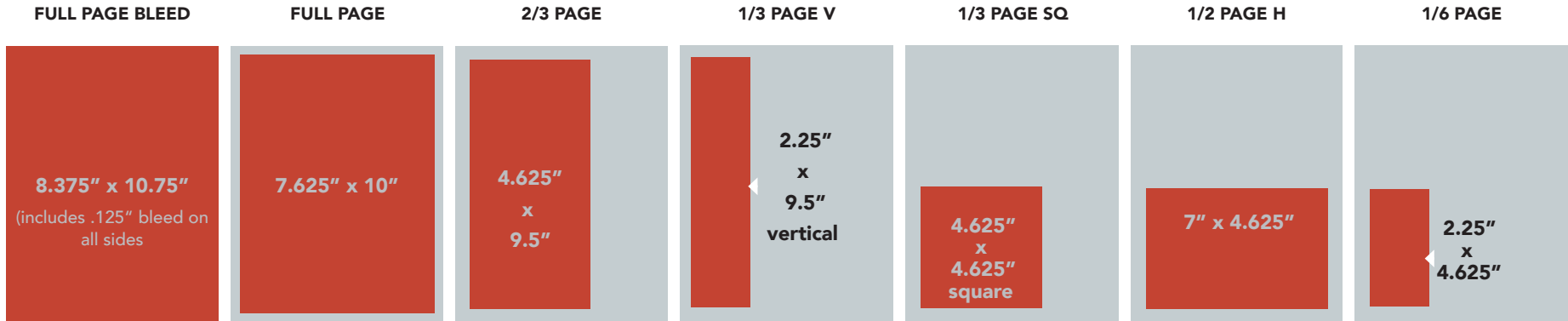
- *BONUS DISTRIBUTION: JEWISH BOOK FESTIVALS NATIONWIDE*
- *BONUS DISTRIBUTION: URJ CONFERENCE*

NOVEMBER / DECEMBER

Higher Learning Guide

- *BONUS DISTRIBUTION: JEWISH FILM FESTIVALS*
- *BONUS DISTRIBUTION: THE RABBINICAL ASSEMBLY ANNUAL CONVENTION*

PRINT ADVERTISING SPECS



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, 2022		December 18, 2022			
MARCH / APRIL	January 22, 2023		February 19, 2023			
DOUBLE SUMMER	April 1, 2023		April 26 2023			
SEPTEMBER / OCTOBER	July 16, 2023		August 20, 2023			
NOVEMBER / DECEMBER	September 24, 2023		October 22, 2023			

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

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

BOOKS AND 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.

JENNIFER BARDI

DEPUTY EDITOR



Jennifer Bardi worked in science communications at The Scripps Research Institute in La Jolla, California, for over a decade, was the editor-in-chief of the *Humanist* magazine for 14 years and, most recently, was managing editor at *Spirituality & Health*. She received a BA in comparative literature from San Diego State University as well as an MFA in creative writing.

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INTEGRATED
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& MOMENT'S
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moment

THE NEXT 5,000 YEARS OF CONVERSATION BEGINS HERE

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