

2025  
MEDIA GUIDE



# moment

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LEADING THE CONVERSATION INTO THE FUTURE

# m

## OUR BRAND PORTFOLIO

MOMENT  
Print and Digital Magazine

Moment Magazine  
Karma Foundation  
Short Fiction Contest

Dispatches from  
the Front Lines of  
Antisemitism

WEBSITE  
momentmag.com

Moment Minute  
Newsletter

Jewish Politics  
& Power Newsletter

Moment  
Awards

Daniel Pearl  
Investigative Journalism  
Initiative

Moment Creative  
Studio

ANTISEMITISM  
MONITOR

MOMENTLIVE!  
Programs and Events

SOCIAL MEDIA  
Instagram, Facebook, X,  
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

It's not just about numbers.  
It's about the kinds of people Moment  
reaches—influential leaders, thinkers,  
policy-makers & more.

Through Moment's various  
platforms, two million people with  
engage with our content.

A large, stylized yellow logo consisting of the number '2' followed by the letter 'M', representing two million.

**ESTIMATED PEOPLE ANNUALLY  
ENGAGE WITH MOMENT CONTENT**

# 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

**17.5k**

WEEKLY  
NEWSLETTER  
SUBSCRIBERS

**25k**

EBLAST LIST

**50k** GENERAL LIST

## YOUTUBE

**1.4k**

SUBSCRIBERS

## MOMENTLIVE!

**60k**

VIEWERS

**100k**

REGISTRATIONS

## OTHER

**50k**

REACHED THROUGH  
MOMENTBOOKS,  
PROGRAMS  
AND CONTESTS

**453**

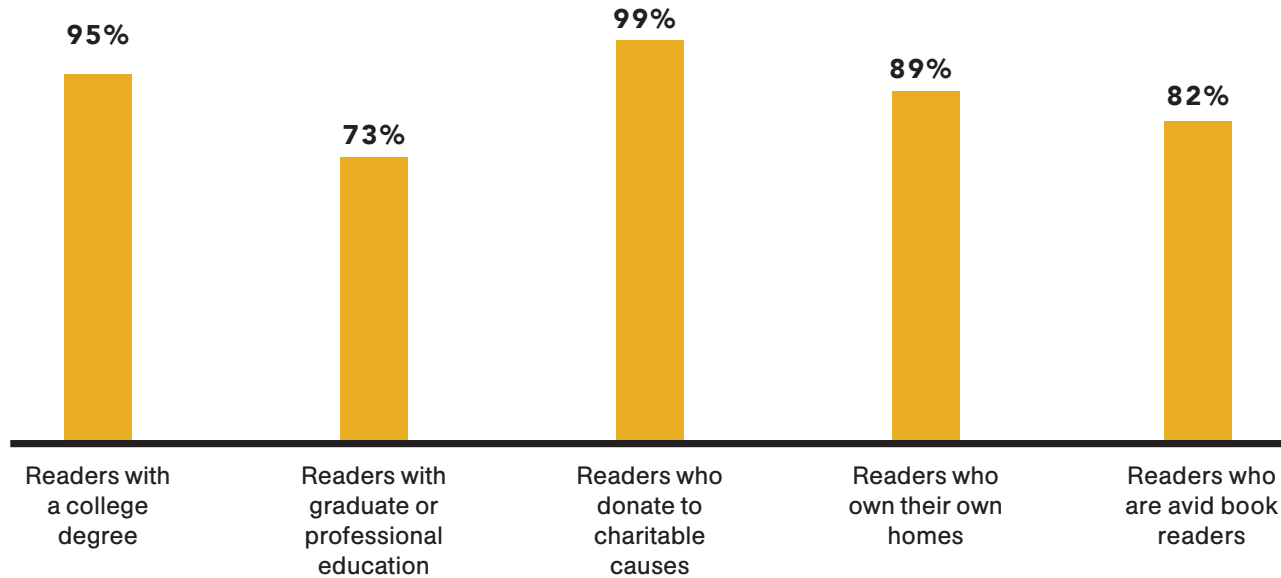
VIDEOS

**250+**

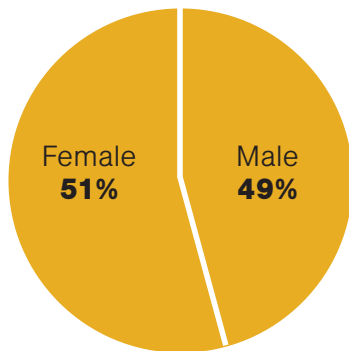
PROGRAMS

# PRINT AUDIENCE HIGHLIGHTS

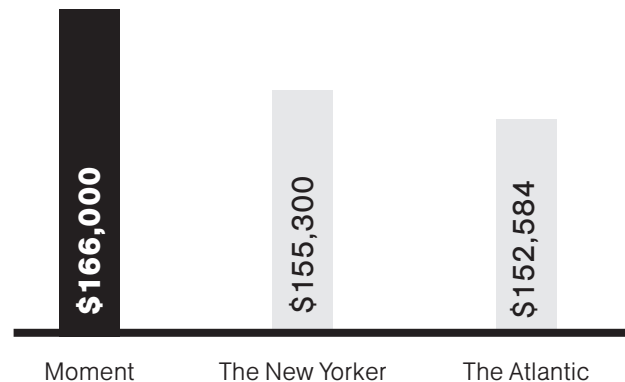
## READER PROFILE



## 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

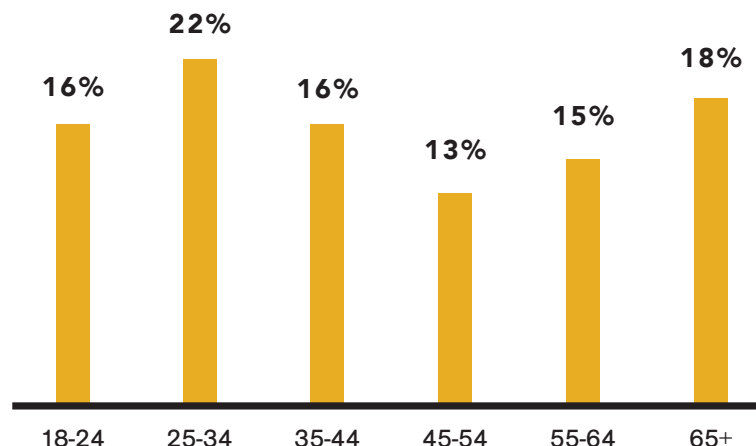
**185k**

AVERAGE MONTHLY  
PAGE VIEWS

**75k**

AVERAGE MONTHLY  
UNIQUE VIEWS

## DIGITAL VISITOR AGE



## TOP FIVE STORIES OF 2024

- Opinion | A Quick Guide to Zionism in Hard Times  
[momentmag.com/a-guide-to-zionism-in-hard-times/](https://momentmag.com/a-guide-to-zionism-in-hard-times/)
- Opinion | What I Learned at Stanford  
[momentmag.com/opinion-what-i-learned-at-stanford/](https://momentmag.com/opinion-what-i-learned-at-stanford/)
- The Solar Eclipse Then and Now—the Jewish Perspective  
[momentmag.com/jewish-solar-eclipse/](https://momentmag.com/jewish-solar-eclipse/)
- Opinion | Jewish Anti-Zionists, Check Your Privilege  
[momentmag.com/jewish-anti-zionists-privilege/](https://momentmag.com/jewish-anti-zionists-privilege/)
- Who Will Lead the Priestesses?  
[momentmag.com/hebrew-priestesses-kohenet-jill-hammer-taya-shere/](https://momentmag.com/hebrew-priestesses-kohenet-jill-hammer-taya-shere/)

ARTS  
LITERATURE  
POLITICS  
HISTORY  
CUISINE  
TECHNOLOGY  
JUDAISM

# DIGITAL, NEWSLETTER & EBLAST ADVERTISING

## ADVERTISING PLACEMENTS

Our website has stories that you won't find in the magazine.



## 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

75,000-150,000 unique monthly visitors  
All positions are run-of site

## NEWSLETTER/EBLAST

### MOMENT MINUTE

17,500 subscribers  
News roundup and commentary  
Frequency: Tues. & Thurs.

### SPECIALTY NEWSLETTERS

1,500 subscribers

### EBLAST

25,000 email list

Creative content must be approved before distribution



# DIGITAL ADVERTISING SPECS & RATES

WEB SIZE AND RATES	30 DAYS FOR PROFIT RATE	30 DAYS NONPROFIT RATE
Banner 728 x 90px	\$1200	\$600
Right side vertical 300 x 600px	\$1200	\$600
Right side square 300 x 250px	\$1200	\$600
Billboard 970 x 250px	\$1500	\$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	\$1200	\$600
<b>EBLAST</b>	<b>ONE BLAST</b>	
SOV 100%	\$3600	\$1800

# ADVERTISING PACKAGE RATES

SIZE AND RATES		FOR PROFIT				NONPROFIT			
		1 Month	3 Months	6 Months	One Year	1 Month	3 Months	6 Months	One Year
Banner	30 days	90 days	180 days	360 days	30 days	90 days	180 days	360 days	
Newsletter (2/week)	1 week	5 weeks	10 weeks	18 weeks	1 week	5 weeks	10 weeks	18 weeks	
Full Page Print Ad	1	2	3	5	1	2	3	5	
E-Blast				1					1
<b>Value</b>	<b>\$6,040</b>	<b>\$16,880</b>	<b>\$30,120</b>	<b>\$56,000</b>	<b>\$3,020</b>	<b>\$8,440</b>	<b>\$15,060</b>	<b>\$28,000</b>	
<b>Cost</b>	<b>\$5,500</b>	<b>\$15,000</b>	<b>\$25,000</b>	<b>\$40,000</b>	<b>\$2,750</b>	<b>\$7,500</b>	<b>\$12,500</b>	<b>\$20,000</b>	

# INTEGRATED MARKETING CAMPAIGNS

## Moment's Integrated Marketing Campaigns Are Powerful Content for Clients

At Moment, we craft powerful, integrated marketing campaigns that blend print, digital, and live events to amplify your brand's voice. Our engaging content and innovative programs provide real value, spark meaningful conversations, and create lasting connections with your audience. Our partners often leverage developed content in their own marketing campaigns.

**Partner with us to design a customized campaign that not only meets but exceeds your marketing goals. We're ready to bring your vision to life with creativity, strategy, and impact.**  
**Email Diane Westheimer: [dwestheimer@momentmag.com](mailto:dwestheimer@momentmag.com)**



Print, digital &  
live solutions  
for your  
business or  
nonprofit

# MOMENT CREATIVE STUDIO

Print, digital & live solutions for your business or nonprofit



## 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 and event strategies.

If you want content and programs that are engaging and fresh, provides value, inspires conversation and resonates with your audience, email [dwestheimer@momentmag.com](mailto:dwestheimer@momentmag.com).

We're ready to partner with you!

SPONSORED CONTENT

# PRINT EDITORIAL 2025 CALENDAR

Coming  
up in 2026  
summer  
program  
guide!

## **JANUARY / FEBRUARY**

Summer Program Guide coming in 2026

- Book Section
- Food Section
- Ask the Rabbis Section

## **MARCH / APRIL**

Higher Learning Guide  
Passover Guide

- Book Section
- Food Section
- Ask the Rabbis Section

## **SUMMER DOUBLE ISSUE**

50th Anniversary Issue

- Book Section
- Food Section
- Ask the Rabbis Section

## **SEPTEMBER / OCTOBER**

Holiday and Books Guides

- Book Section
- Food Section
- Ask the Rabbis Section
- *Special 50th anniversary gala distribution*

## **NOVEMBER / DECEMBER**

Higher Learning Guide  
Jewish Senior Living Guide

- Book Section
- Food Section
- Ask the Rabbis Section

*\*Bonus distribution for selected issues*

# NEWSLETTER EDITORIAL 2025 CALENDAR

## **MOMENT MINUTE**

**Every Tuesday and Thursday**

A twice-weekly newsletter written by Moment editors, exploring news, ideas and culture

## **JEWISH POLITICS & POWER**

**Alternating Mondays**

Reporting and analysis of Jewish politics and government from journalist and Moment Institute Senior Fellow Nathan Guttman

## **DISPATCHES FROM THE FRONTLINES OF ANTISEMITISM**

**Monthly**

Reports on antisemitism news as Moment Institute Senior Fellow Sharon S. Nazarian travels the country and the world

## **B'IVRIT**

**Monthly**

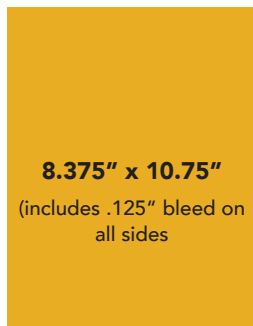
Insight into Israel through the lens of Israeli media from Nathan Guttman

## **OUR ANTISEMITISM MONITOR IS UP 24**

Tracking antisemitism around the world, plus thoughtful analysis—from Ira N. Forman, former U.S. Antisemitism envoy and Moment Institute Senior Fellow

# PRINT ADVERTISING SPECS

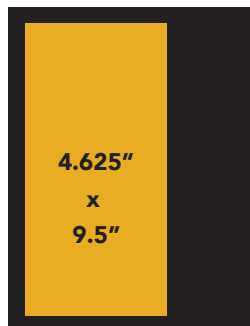
FULL PAGE BLEED



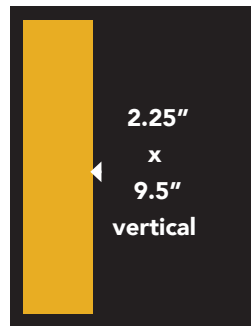
FULL PAGE



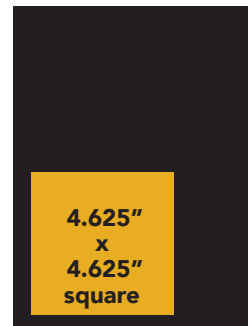
2/3 PAGE



1/3 PAGE V



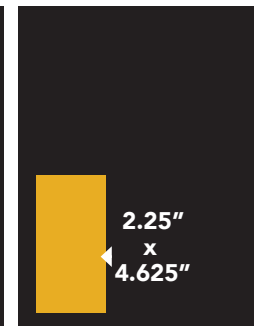
1/3 PAGE SQ



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)	\$5874	\$5390	\$5198			
Inside Back Cover (cover 3)	\$4060	\$4110	\$3883			
Back Cover	\$7470	\$6985	\$6743			
Spread	\$6190	\$5742	\$5390			
Full Page	\$4000	\$3695	\$3520	\$2200	\$1980	\$1650
2/3	\$3058	\$2937	\$2775	\$1375	\$1275	\$1035
1/2 horizontal	\$2530	\$2230	\$2145	\$1500	\$1100	\$990
1/3	\$1760	\$1639	\$1584	\$1000	\$780	\$560
1/6	\$1430	\$1452	\$1309	\$650	\$550	\$410
> Commission, cash, and prepay discount—please inquire for details						
ISSUE	SPACE RESERVATION		ART DUE			
JANUARY / FEBRUARY	December 1, 2025		December 18, 2025			
MARCH / APRIL	January 22, 2025		February 28, 2025			
DOUBLE SUMMER	April 1, 2025		April 26 2025			
SEPTEMBER / OCTOBER	July 16, 2025		August 20, 2025			
NOVEMBER / DECEMBER	September 24, 2025		October 22, 2025			



## MARKETING TEAM



### **DIANE WESTHEIMER**

*MARKETING DIRECTOR*

Diane is a marketing professional with a background in media strategy, audience engagement, and brand development. She has worked extensively to promote independent media, expand organizational outreach, and foster meaningful connections between brands and their audiences. She specializes in crafting effective branding strategies and developing compelling content. Her connection with *Moment* dates back to her time as Marketing Manager at the Independent Press Association. Diane holds a BA from the University of California, Davis, and previously served as Marketing Manager for *J. The Jewish News Weekly of Northern California*.

*Diane  
Westheimer*

## 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 antisemitism 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.

## ROBERT SIEGEL

SPECIAL LITERARY CONTRIBUTOR

## TOM GJELTEN

SPECIAL CONTRIBUTOR

## DAN FREEDMAN

SPECIAL CONTRIBUTOR

EDITOR-IN-CHIEF & CEO Nadine Epstein

EDITOR Sarah Breger

DEPUTY EDITOR Jennifer Bardi

OPINION & BOOKS EDITOR Amy E. Schwartz

ARTS & ARTICLES EDITOR Diane M. Bolz

SPECIAL LITERARY CONTRIBUTOR Robert Siegel

SENIOR EDITORS Dan Freedman, Terry E. Grant, Diane Heiman, Eileen Lavine, Wesley G. Pippert, Francie Weinman Schwartz, Laurence Wolff

POETRY EDITOR Jody Bolz

ISRAEL EDITOR Eetta Prince-Gibson

EUROPE EDITOR Liam Hoare

CRITIC-AT-LARGE Carlin Romano

DESIGN Erica Cash

CHIEF OF OPERATIONS Tanya George

ASSOCIATE PUBLISHER Debbie Sann

FINANCIAL MANAGER Jackie Leffyear

DEVELOPMENT DIRECTOR Anna Levinger

DIRECTOR OF COMMUNICATIONS Pat Lewis

ADVERTISING/EVENTS, EXEC. ASSISTANT Johnna Raskin

FACT CHECKER/DIGITAL PROJECTS Ross Bishton

CIRCULATION & MARKETING NPS Media Group

VP PUBLIC AFFAIRS & PROGRAMMING Suzanne Borden

MARKETING DIRECTOR Diane Westheimer

EUGENE M. GRANT FELLOW Jacob Forman

SOCIAL MEDIA MANAGER Andrew Michaels

WEBSITE AllStar Tech Solutions

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Ira N. Forman, Nathan Guttman, Sharon S. Nazarian, Eric K. Ward

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*Project Director Sarah Breger*

# moment

LEADING THE CONVERSATION INTO THE FUTURE

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INTEGRATED ADVERTISING  
CAMPAIGNS & MOMENT'S  
CREATIVE STUDIO

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**DIANE WESTHEIMER**

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