

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

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.

2M

**ESTIMATED PEOPLE ANNUALLY  
ENGAGE WITH MOMENT CONTENT**

# OUR REACH

## MAGAZINE

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**60k**

PRINT/DIGITAL READERS

## DIGITAL

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**75-150k**

UNIQUE  
MONTHLY VISITORS

**200k**

AVERAGE MONTHLY  
PAGE VIEWS

## SOCIAL MEDIA

---

**50k**

FOLLOWERS

**845k** PEOPLE REACHED

**19k** ENGAGEMENTS

## EMAIL FOOTPRINT

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**17.5k**

WEEKLY  
NEWSLETTER  
SUBSCRIBERS

**25k**

EBLAST LIST

**50k** GENERAL LIST

## YOUTUBE

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**1.4k**

SUBSCRIBERS

**453**

VIDEOS

## MOMENTLIVE!

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**60k**

VIEWERS

**100k**

REGISTRATIONS

**250+**

PROGRAMS

## OTHER

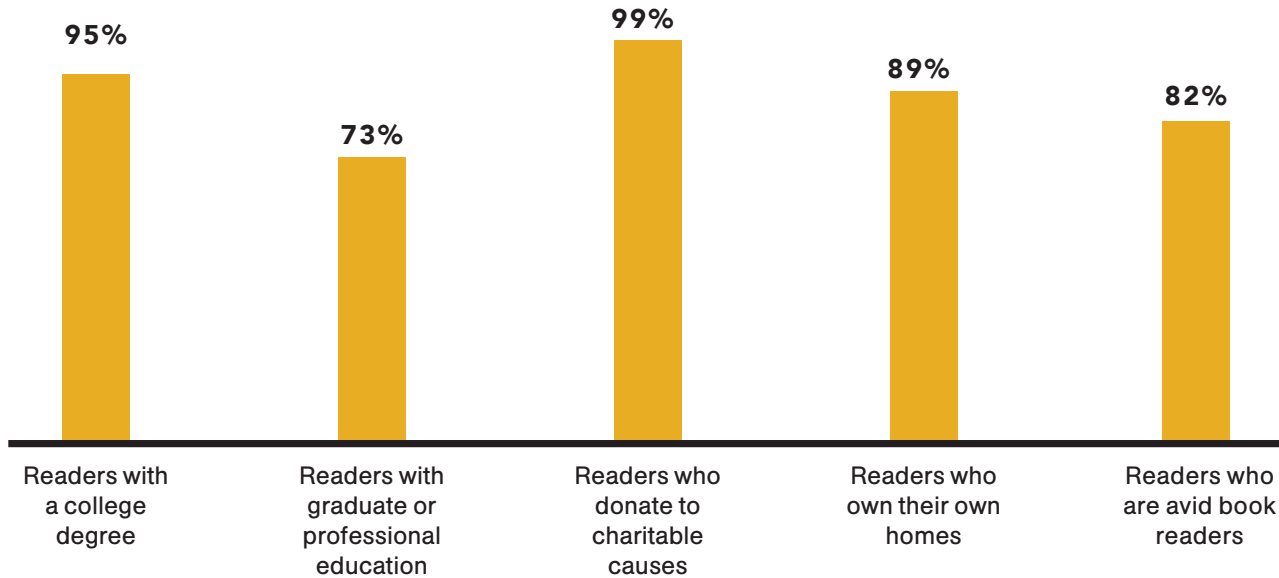
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**50k**

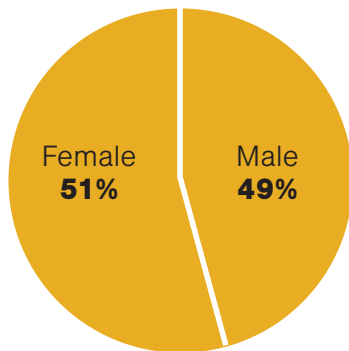
REACHED THROUGH  
MOMENTBOOKS,  
PROGRAMS  
AND CONTESTS

# PRINT AUDIENCE HIGHLIGHTS

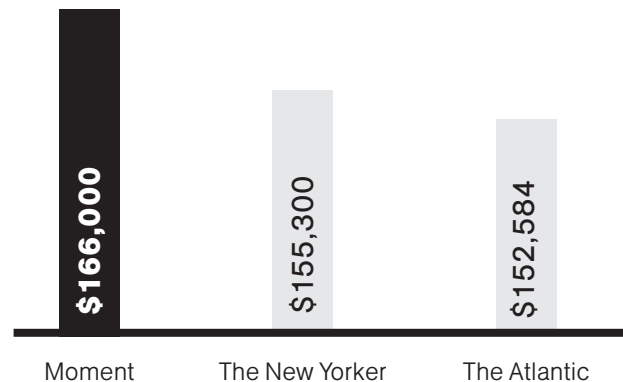
## READER PROFILE



## 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

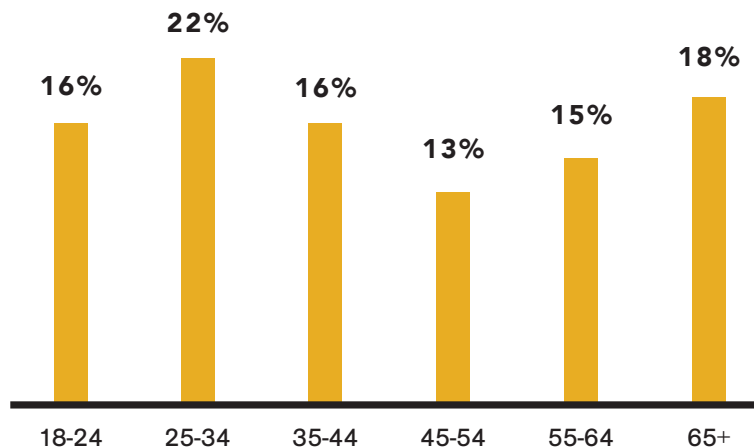
**185k**

AVERAGE MONTHLY  
PAGE VIEWS

**75k**

AVERAGE MONTHLY  
UNIQUE VIEWS

## DIGITAL VISITOR AGE



## TOP FIVE STORIES OF 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



## 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

<b>WEB SIZE AND RATES</b>	<b>30 DAYS FOR PROFIT RATE</b>	<b>30 DAYS NONPROFIT RATE</b>
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 Creative 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 Novable 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](http://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 Shurdliff, 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."



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 public 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.

**ASSIGNMENTS LIKE THE ONE IN THE 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, and to value the voices of

Antisemitism is not new so I focused on it across the country. In my state of Wisconsin, Holocaust education will be mandated in the 2023-24 school year. Of course, Education and Business Center fees so strongly novel makes a difference

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.

Yet the book appeals to Jewish audiences who matter his home on a deep personal level. I hear from Jewish readers of their anxieties wonder why done in this or a teacher speak

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

## A CONVERSATION WITH DEAN BELL

Dean Bell has worked at the Spertus Institute for Jewish Learning and Leadership for 30 years as associate dean, vice president and now 100th birthday. Moment spoke with him about the institution's history, goals and the need for open and polarizing work.



Spertus Institute President Dean Bell

What are Spertus's goals as an institution? There are three groups of values that I see as historically underpinning the institution: One is around academic excellence—this is an idea that you should have meaningful, deep education in Jewish studies. The second is around community building and community responsibility. We are outside of the community as an accented higher education institution, but we are deeply embedded in so many Jewish communities. And then the final group of values is around convening across differences. We have a lot of adult learners with varied backgrounds in our Jewish studies programs. It's an opportunity for people with very different worldviews and needs to come together and engage in conversation. One of our central programs is something we call "Critical Conversations," where we identify a theme or an issue, and then we bring people with different ideas, perspectives and experiences into conversation with one another.

Why is Spertus vital to the American Jewish landscape? We bring a Jewish perspective, texts and learning into conversation with big issues, and we do that in the context of higher education. There are a lot of great places that do adult Jewish education or grapple with big questions. And there are a lot of great universities that are teaching important critical thinking skills on specific topics. Spertus is fairly unique in that it brings those ideas together under the rubric of

what we call "applied Jewish learning," which means taking Jewish learning and applying it so that it can help solve problems and resolve issues. Is there a certain profile of a person who's drawn to Spertus? Learning at Spertus gives you a sense of a broad Jewish ecosystem, where people from different places are coming and going. We attract people who are really open to interrogating their own perceptions and assumptions, and who strive to understand others. One of my favorite examples: I was interviewing a student for our Leadership Certificate in Combating Antisemitism who was a 40-year veteran Jewish community organizer. And I remarked, "Wow, you could teach in the program. Why are you registering for the program?" He said, "Because I want to understand the experiences of people in other places, and I don't know everything." Those are the kind of learners we get here, people who are hungry for learning. They see themselves as lifelong learners.

How has October 7 and the war that has followed changed the institute's priorities? Obviously, the most significant thing that we've seen in many places is the rise of antisemitism. We saw that rise before October 7, and we launched the Leadership Certificate in Combating Antisemitism in 2022. Curiously, the flip side is there's been a lot of growth in our Jewish studies programs, in part because people are feeling concerned about their Jewish identity and in part because they want to celebrate it and find connection. As we move into the future, we are going to continue to engage in deep academic Jewish studies that move us forward to meet emerging needs in the Jewish community and in the broader society. I think that gives us a clear path for at least the next 100 years. I'm about to sign my contract for the next 100 years, so I'm ready to go!

Any organization, especially a Jewish one, reaching 100 is unusual. To what do you attribute Spertus's longevity? It does suggest that Spertus fills a niche and is able to adapt to changing needs. Many organizations, if they last 100 years, completely shift from where they were, and become a different kind

## 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!

# 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**

**Twice 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**

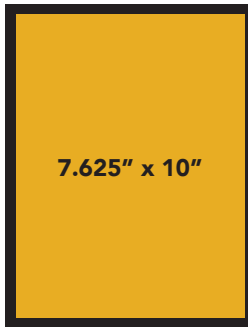
Tracking antisemitism around the world, plus thoughtful analysis—from Ira N. Forman, former U.S. Antisemitism envoy and Moment Institute Senior Fellow

# PRINT ADVERTISING SPECS

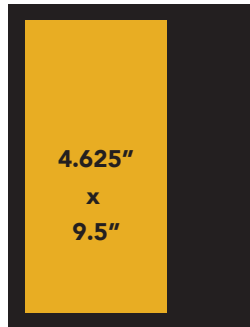
FULL PAGE BLEED



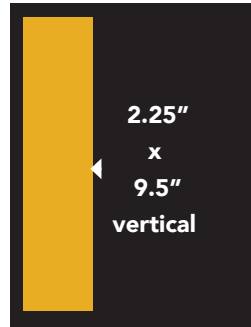
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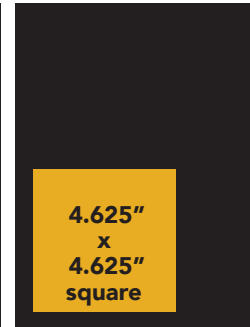
2/3 PAGE



1/3 PAGE V



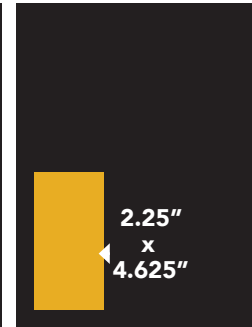
1/3 PAGE SQ



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*

### **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*.

## 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*

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.

**JENNIFER BARDI**  
DEPUTY EDITOR



*Jennifer Bardi*

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

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# moment

LEADING THE CONVERSATION INTO THE FUTURE

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