

2025
MEDIA GUIDE



moment

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
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

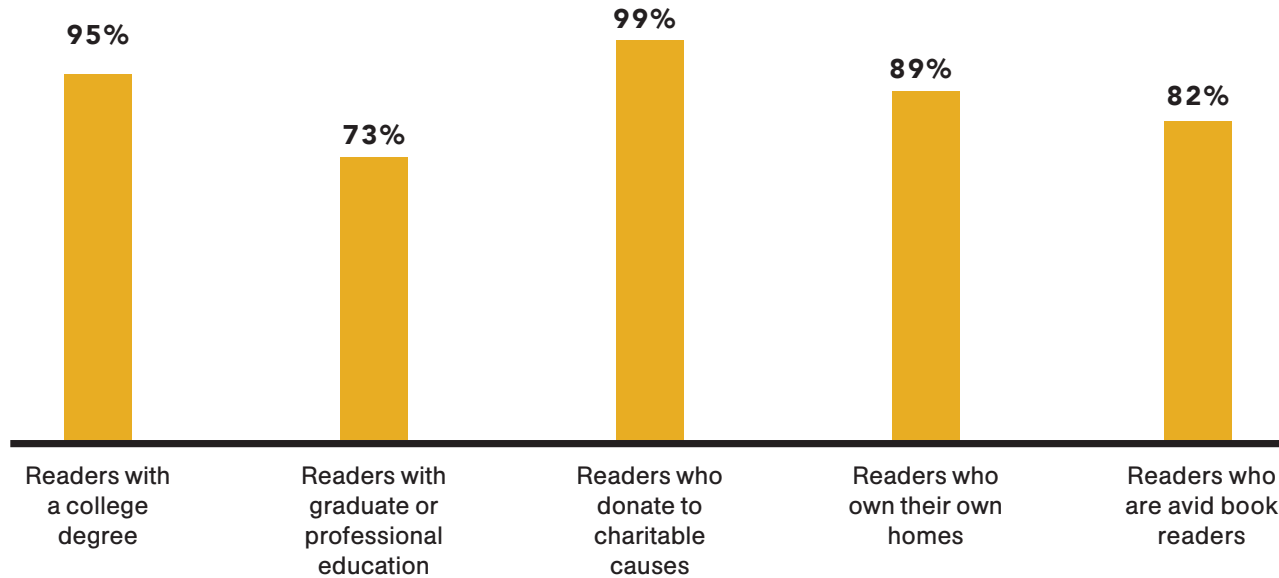
VIDEOS

250+

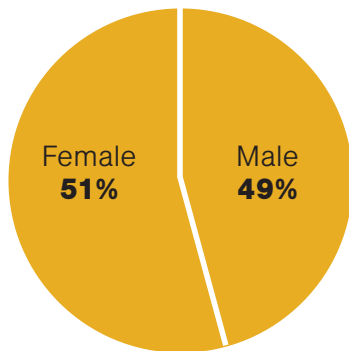
PROGRAMS

PRINT AUDIENCE HIGHLIGHTS

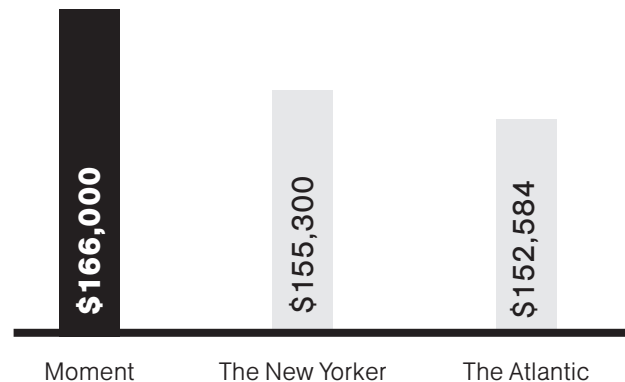
READER PROFILE



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

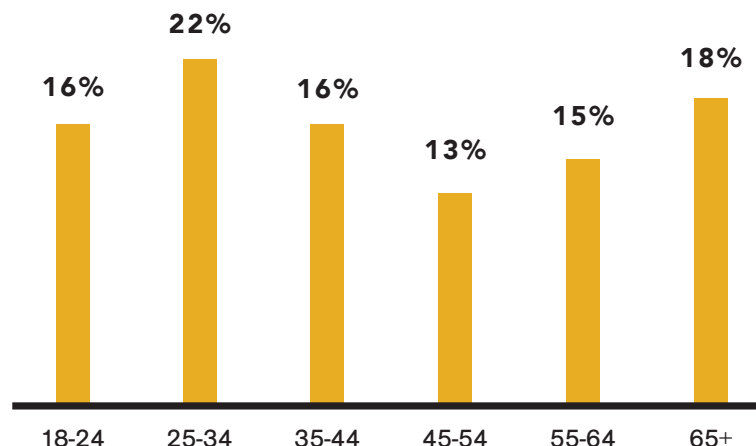
185k

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/
- Opinion | What I Learned at Stanford
momentmag.com/opinion-what-i-learned-at-stanford/
- The Solar Eclipse Then and Now—the Jewish Perspective
momentmag.com/jewish-solar-eclipse/
- Opinion | Jewish Anti-Zionists, Check Your Privilege
momentmag.com/jewish-anti-zionists-privilege/
- Who Will Lead the Priestesses?
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>		
NEWSLETTER	ONE WEEK (two newsletters, sent Tuesday and Thursday)	
SOV 100% 600 x 300px	\$1200	\$600
EBLAST	ONE BLAST	
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
Value	\$6,040	\$16,880	\$30,120	\$56,000	\$3,020	\$8,440	\$15,060	\$28,000	
Cost	\$5,500	\$15,000	\$25,000	\$40,000	\$2,750	\$7,500	\$12,500	\$20,000	

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



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 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."



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 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 and do not value the voices of

across the country. In my home state of Wisconsin, Holocaust education will be mandatory in the 2023-24 school year. Of course, Education and Business Center feels a difference. A novel makes a difference. I have already begun to teach free books to schools, schools incorporated into their curriculum. I also speak to students around the country.

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 inclusion? Reaching students is key, and so I'm grateful *The Assignment* is being utilized in school districts

Why do you speak up?

A CONVERSATION WITH DEAN BELL

Dean Bell has worked at the Spertus Institute for Jewish Learning and Leadership for 30 years, as executive director, vice president and now president. He speaks celebratory, but also about the institution's history, which dates to 1938. Spertus gives you a sense of a Jewish Jewish experience, which people don't often get. People who are really open to understanding the Jewish experience, I was surprised to find that they were not. I was surprised to find that they were not. I was surprised to find that they were not.



What are Spertus's goals as an institution? I see it as a major responsibility. One of the things I see as a major responsibility is to ensure antisemitism is not a thing. I see it as a major responsibility. One of the things I see as a major responsibility is to ensure antisemitism is not a thing.

How has the Jewish community changed over the years? I see it as a major responsibility. One of the things I see as a major responsibility is to ensure antisemitism is not a thing. I see it as a major responsibility. One of the things I see as a major responsibility is to ensure antisemitism is not a thing.

Why is antisemitism still a problem? I see it as a major responsibility. One of the things I see as a major responsibility is to ensure antisemitism is not a thing. I see it as a major responsibility. One of the things I see as a major responsibility is to ensure antisemitism is not a thing.

How can we combat antisemitism? I see it as a major responsibility. One of the things I see as a major responsibility is to ensure antisemitism is not a thing. I see it as a major responsibility. One of the things I see as a major responsibility is to ensure antisemitism is not a thing.

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.

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

Monthly

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

B'IVRIT

Monthly

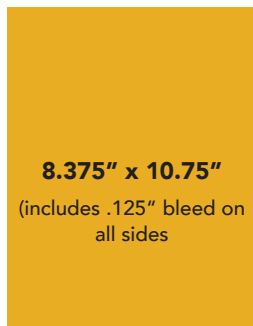
Insight into Israel through the lens of Israeli media from Nathan Guttman

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

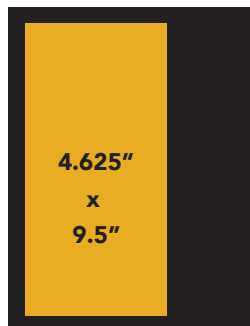
FULL PAGE BLEED



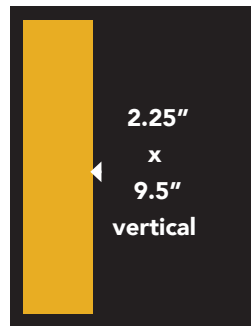
FULL PAGE



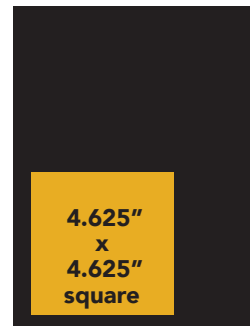
2/3 PAGE



1/3 PAGE V



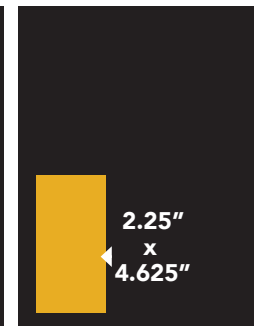
1/3 PAGE SQ



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	\$1800	\$1500	\$1200
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 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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TOM GJELTEN
SPECIAL CONTRIBUTOR

DAN FREEDMAN
SPECIAL CONTRIBUTOR

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FACT CHECKER/DIGITAL PROJECTS Ross Bishton

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EUGENE M. GRANT FELLOW Jacob Forman

SOCIAL MEDIA MANAGER Andrew Michaels

WEBSITE AllStar Tech Solutions

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