

### MEDIA KIT

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**ABOUT THE FORWARD** *Established* 1897

The most significant Jewish voice in American Journalism

www.forward.com →

Our outstanding reporting on cultural, social, and political issues inspires readers of all ages and animates conversation across generations and different segments of our community.

The Forward builds on over a century-old legacy maintained in our archives and leads to a deeper understanding of what it means to be Jewish in the 21st century.

~

**OUR REACH** By the Numbers





monthly readers, a third under 35

## #1 in social media engagement among Jewish media brands



3,400,000+ average monthly

page views



110,000+

newsletter subscribers

20,000+ guests at our live

journalism events



103,000+

Facebook fans in 45 countries



43 American Jewish Press Assoc awards for 2021 reporting

## Digital Media Opportunities

### Forward

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How the Manischewitz gets made — a behind-the-scenes taste of America's most iconic kosher wine

For the syrupy Concord grape wine to be kosher, it all has to be made over the course of one, single week, known as 'Kosher Crush'

By Mira Fox 6 min read

> Manischewitz isn't just for your bubbe anymore







**EXCLUSIVE SPONSORSHIP** 

**Opportunities** 

## Morning Newsletter

Exclusive newsletter sponsorship – Align your brand with our most-popular newsletter!

- Sent Monday–Friday (all sponsorships are weekly)
- 100,000 opt-in subscribers and growing
- 45% average open rate

### PRICING

\$3,500 for the week

View this email in a browser

Contact your sales representative

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#### **SPECIFICATIONS**





#### Link to sponsor website at top ofnewsletter



### **Dedicated Sponsor block** with call to action

A message from our sponsor: MAZON

Send Holiday E-Cards to Support MAZON: A Jewish **Response to Hunger** 



As we prepare to partake of the foods that are meaningful for this season, we commit to ensuring that everyone in our greater community can access and afford the food that they need to feed themselves and their families

Honor your loved ones with a holiday e-card or mailed tribute supporting MAZON: A Jewish Response to Hunger.

SUPPORT MAZON IN OUR WORK TO END HUNGER

- Headline
- Image
- 60 words max
- Button Copy
- Click-through URL

MEDIA TYPES (Image): 300 x 400



### Afternoon Newsletter

- Sent Monday–Thursday
- 105,000 opt-in subscribers and growing
- 40% average open rate

### PRICING

\$500 per day

\$1,500 per week (M-Th)

View this email in a browser

Contact your sales representative

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Standard Top Leaderboard 728 x 90

POLAND THEN & NOW: THROUGH JEWISH EYES BOOK NOW

**MEDIA TYPES (Image):** JPG, PNG, GIF

SEPT 8-17, 2025

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## Editor-in-Chief Newsletter

Native style ad in weekly editorial from the Forward's editor in chief, Jodi Rudoren

Fridays only

93K Subscribers

### PRICING

\$1,000

**SPECIFICATIONS** 

All Inboxes			^	~
				-
24	From our Sponsor	, Sutherland House E	Books	
Taking Miracles Seriously ADDEMENT TO ATTEMD AND AND AND AND AND AND AND AND AND AND	Every Zedel appre world; the int the m such a	g Miracles Seriously day Spirituality by R k ers will learn how to ide ciate the miraculous in how to take God serio tellectual world doesn ost out of underutilized as poetry and prayer.	Rabbi Michael entify and n an often mundar pusly when much 't; and how to mał	of ke
	I	Cllick to buy on Am	azon	
	YOUR TUR	N: SHABBAT		
LET	US KNOW V	VHAT YOU TH	INK	
to Cantor Meri's ch courage, patience you see of those a	nallenge. How have or joy through thes	you, but I'd love to hea you personally grown e difficult years? And u? Please use the blue selections.	in compassion, what examples do	
	Share y	your story		
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### **Dedicated Sponsor block** with call to action

- Header
- Body copy (up to 60 words)
- CTA button copy
- Image (300 x 400)
- Organization logo

Supported Image formats: JPG. PNG. GIF





### **Events** Newsletter

Native ad within Forward's events newsletter

Subject to availability, no fixed schedule

137K Subcribers

### PRICING

\$800

**SPECIFICATIONS** 





### **Dedicated Sponsor block** with call to action



**IN-PERSON & ONLINE** 

NOV. 13 - DEC. 1, 2024

NEW YORK, NY

#### **DOC NYC Film Fest**

Join the 15th annual edition of DOC NYC, the largest documentary film festival in the U.S. Events are in-person at IFC Center, SVA Theatre and Village East by Angelika and continue online through December 1. Forward readers get a discount to certain events: use the code DOCNYC\_PTNRDISC\_24 at checkout.

Learn More

Event format (in-person, online or both)

- Event title
- Event teaser text
- Event description (up to 75 words)
- Event pricing
- Button Text
- Link(s) to ticketing
- Lead image (2400x1350; 16:9 ratio)
- Organization logo
- Supported Image formats: JPG. PNG. GIF















## Dedicated Eblast

- 140,000 opt-in subscribers and growing
- 25% average open rate

#### PRICING

\$3,200 per send

View an Eblast campaign

Contact your sales representative

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#### **SPECIFICATIONS**

#### **ADVERTISERS PROVIDE**



Image or HTML message

- Subject line
- Link

DIMENSIONS 600 px wide, 1600 px tall

MEDIA TYPES (Image) HTML, JPG, PNG, GIF





## Sponsored Content

Publish content on Forward.com Promotion includes:

- Feature on homepage for one (1) day
- One social post on Facebook
- Afternoon newsletter inclusion

### PRICING

\$3,000

View live example → Contact your sales representative →

#### SPECIFICATIONS



By UHaifa International Dec 3, 2024

This post is sponsored content. The Forward's editorial staff were not involved in its publication.

Despite the challenging times in Israel and the Jewish world, the University of Haifa remains a multicultural academic oasis of beauty, stability, and resilience. On the crest of Mount Carmel in Haifa – the only city in Israel where diverse cultures and religions coexist peacefully in an unmatched sense of community — students

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4m READ DIVE IN EXPLORE

**Sponsor Content** must have the following elements:

- Sponsor logo image
- Lead image
- Headline
- Teaser deck
- Byline
- Body Copy

**MEDIA TYPES (Image)** JPG, PNG

#### SUGGESTED ADD-ON OPTIONS



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Morning Newsletter

### Eb

Eblast

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## Sponsored Posts

The Forward can help build your brand and drive social engagement.

You can use the power of the Forward brand to reach the Jewish market. The Forward has one of the largest Jewish social media audiences in the United States.

- 102K Facebook followers
- 68K Twitter followers •
- 12K Instagram followers

### PRICING

\$850 per Facebook post, boosted \$150

Contact your sales representative

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#### **SPECIFICATIONS**



#### **POST TYPES**

**Social Posts** that link back to your website

MEDIA TYPES (Image) JPG, PNG





### **Rich Media:** Display Parallax

Display Parallax dynamically injects an adaptive image parallax inline display horizontally on desktop and vertically on mobile anywhere into content layout, in-feed, or in-article for maximum viewer engagement in the focal point of content experience.

#### PRICING

\$30 CPM

Contact your sales representative

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### **SPECIFICATIONS**

#### MEDIA TYPES (Image)

Image URL, GIF, JPG, BMP, PNG

**FILE SIZE** 200kb maximum

#### **IMAGE DIMENSIONS**

720 x 480





## **Rich Media:** Video Parallax

Video Parallax dynamically injects an adaptive video parallax inline display horizontally on desktop and vertically on mobile anywhere into content layout, in-feed, or in-article for maximum viewer engagement in the focal point of content experience.

#### PRICING

\$30 CPM

Contact your sales representative

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Image aspe dimension

#### **SPECIFICATIONS**

#### MEDIA TYPES (Image)

Image URL, GIF, JPG, BMP, PNG

### **MEDIA TYPES (Video)**

Video URL, YouTube ID, MP4

#### **VIDEO LENGTH**

Recommended 15 seconds (30 sec max)

#### **FILE SIZE**

Hosted video file size must be 4 MB or less for Chrome Heavy Ad Intervention (HAI) compliance. Video URLs may be supported without HAI restriction up to 40MB with auto-transcoding to render on certain browsers. Hosted image file size (for mobile only) is up to 200kb.

	ALL DEVICES		
ect ratio	16:9		
ns (expanded state)	Video/creative: 1920 x 1080 Mobile image: 720x480		





## **Rich Media:** Static Skybox

A high-impact rich media unit that sticks to the top of the page and remains sticky while users are scrolling down, across desktop and mobile providing high viewability and enabling further viewer engagement. Users can collapse the unit at any point by clicking the collapse button in the top right corner.



#### PRICING

\$30 CPM

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MEDIA TYPES (Image) Image URL, GIF, JPG, BMP,

PNG

**MEDIA TYPES (Video)** Video URL, YouTube ID, MP4

#### FILE SIZE

Hosted video file size must be 4 MB or less for Chrome Heavy Ad Intervention (HAI) compliance. Video URLs may be supported without HAI restriction up to 40MB with auto-transcoding to render on certain browsers. Hosted image file size (for mobile only) is up to 200kb. Video Length: Recommended 15 seconds (30 seconds max)

	ALLDEVICES
ons	Creative: 640x360, 1456x180, 525x250, 300x170





## **Rich Media:** Video Skybox

A high-impact rich media unit that sticks to the top of the page and remains sticky while users are scrolling down, across desktop and mobile providing high viewability and completion prior to auto-snapping into place and enabling further viewer engagement. Users can collapse the unit at any point by clicking the collapse button in the top right corner.

#### PRICING

\$30 CPM

Contact your sales representative

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Image aspe Image dim Image aspe Image dime Video aspe

15 MEDIA TYPES (Image) Image URL, GIF, JPG, BMP, PNG **MEDIA TYPES (Video)** Video URL, YouTube ID, MP4 FILE SIZE Hosted video file size must be 4 MB or less for Chrome Heavy Ad Intervention (HAI) compliance. Video URLs may be supported without HAI restriction up to 40MB with auto-transcoding to render on certain browsers. Hosted image file size (for mobile only) is up to 200kb. Video Length: Recommended 15 seconds (30 seconds max)

	DESKTOP/TABLET	MOBILE
ect ratio (expanded state)	3.88:1	1.76:1
nensions (expanded state)	970 x 250px	300 x 170 px
ect ratio (collapsed state)	2:1:1	
nension (collapsed state)	525 x 250 px	
ectratio	16:9	16:9



## **Rich Media:** Billboard

A high-impact rich media horizontal, across desktop and mobile providing high viewability and enabling further viewer engagement.



\$30 CPM

Contact your sales representative

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MEDIA TYPES (Image)

Image URL, GIF, JPG, BMP, PNG

MEDIA TYPES (Video) Video URL, YouTube ID, MP4

#### **FILE SIZE**

Hosted video file size must be 4 MB or less for Chrome Heavy Ad Intervention (HAI) compliance. Video URLs may be supported without HAI restriction up to 40MB with auto-transcoding to render on certain browsers. Hosted image file size (for mobile only) is up to 200kb. Video Length: Recommended 15 seconds (30 seconds max)

	ALL DEVICES
ns	1600x400





### Run of Site and Geo Targeted Display Advertising

AD SIZE	PLACEMENT	СРМ	GEO TARGETED
728 x 90, 300 x 250	ROS	\$10.00	\$18.00
728 x 90, 300 x 600, 300 x 250, 320 x 100	Content Targeted	\$15.00	\$20.00
320 x 100, 300 x 250	Mobile	\$8.00	\$18.00

Contact your sales representative

#### **SPECIFICATIONS**



"Shahanna is a real powerhouse as a vocalist," Lockwood said, "and I think the concept she's developing with the Goldye Steiner story will be really powerful and draw a lot of attention to the music and the role that cantorial music has played







### **CONTACT US** Sales

Learn more about advertising opportunities at the Forward





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Sales Executive

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# **THANK YOU**

