

CLEVELAND 
Jewish
PUBLICATION COMPANY

Media Kit

LETTER FROM THE PUBLISHER



Kevin S. Adelstein
President & CEO

CLEVELAND
Jewish PUBLICATION
COMPANY

Walking around downtown Cleveland these days, you can't help but feel a sense of rejuvenation. New buildings are adding to the city's skyline, old buildings and green spaces are being renovated and renewed, and entire districts are being brought back to life. Positive changes are all around, and as a result, many Northeast Ohioans feel good about themselves and the place they call home.

The same can be said for the Cleveland Jewish Publication Company.

Northeast Ohio's Jewish community – a proud, strong and influential community – has for generations been devoted to the region's growth and well-being in the spirit of tikkun olam, a Jewish concept that embodies "repairing the world." This same community has for more than 50 years turned to the CJPC to learn how it fits in, relates to and affects the region.

Continued growth at the CJPC reflect that relationship, leaving our company and our readers feeling positive about things.

Our company's award-winning flagship publication, the Cleveland Jewish News, was recently redesigned to meet the modern needs of our loyal and committed readership. Also, we've transformed our website, CJN.org, into an indispensable 24/6 resource and created new and enhanced e-newsletters and content, allowing readers to engage with us in their inboxes or on their smartphones and tablets.

But the CJPC is much more than just its newspaper and website.

We publish a variety of magazines, including both those that serve the Jewish community and those that reach all of Northeast Ohio. Additionally, we produce specialty publications and host community events tied to our editorial products and initiatives.

Great things are happening in Northeast Ohio and at the CJPC. In the same way positive changes can be felt in downtown Cleveland, positive changes are being felt at the CJPC.

Through this media kit, I invite you to find a way to join us that best meets your organization's needs – and leaves you feeling positive about the good we can accomplish by working together.

Lastly, don't be shy about asking your account representative to demonstrate our proven success over the past five decades. We would be happy to put you in touch with any number of our many loyal and satisfied advertising partners whose needs we repeatedly meet as a result of all our customized services.

A stylized, handwritten signature in white ink, appearing to read "Kevin S. Adelstein", set against a blue background.

READER DEMOGRAPHICS

Average Age: **53.5**

Female: **54%** 

Married: **74%**

Male: **46%** 



Bachelor's degree or higher: **83%**

Master's degree or higher: **45%**

Advanced Degree: **19%**



Top executive or business owner: **18%**

Medical field: **14%**

Financial field: **10%**

Attorney: **8%**

Has lived in Cleveland for more than 20 years: **82%**



75%

**Belong to
a synagogue**

23%

**Have been to Israel in the
past 12 months or plan on
going in the next 12 months**

FINANCIAL

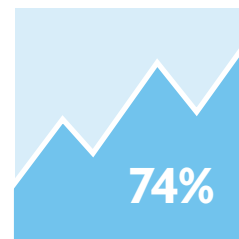
Average annual income \$203,556

Average net worth \$1,913,201

Average market value of primary residence \$383,557

Average amount given to a non-Jewish organization annually \$1,836

Average amount given to a Jewish organization annually \$2,915



**Used a financial
advisor in the
past 12 months**

PHILANTHROPIC

94%

**Gave to a
Jewish organization**

54%

**Gave more than \$1,000
to a Jewish organization**

95%

**Gave to a non-Jewish
organization**

31%

**Gave more than \$1,000 to
a non-Jewish organization**

DEMOGRAPHICS

POLITICALLY ACTIVE

99%

Registered
voters

96%

Voted in the
last 24 months



DEVOTED SUBSCRIBERS

76%

Have subscribed to the
CJN for more than 10 years

75%

CJN read by more
than one person
per household



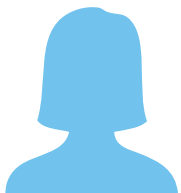
ENGAGED ONLINE

43%

Visit CJN.org at
least once per week

16%

Visit CJN.org
every day



"The CJN has been instrumental in helping The J advertise two of our signature events: The Cleveland Jewish FilmFest and the Cleveland Jewish Book Festival. Advertising in the CJN has helped The J raise attendance and awareness of both events."

- Becky Rocker, Marketing Manager, Mandel Jewish Community Center

CLEVELAND Jewish News

What is the CJN?

The Cleveland Jewish News, serving Northeast Ohio's thriving Jewish community for more than 50 years, is an independent, award-winning weekly newspaper that brings the community the latest local, national and world news. The CJN is mailed to a paid-circulation every Friday and sold on newsstands. The CJN reaches more than 25,000 affluent readers weekly. They read it cover to cover, pondering current issues, the personalities who make things happen, and must-attend events. Our readers count on the CJN for information, commentary and entertainment.

No other communication medium reaches Northeast Ohio's Jewish Community in so many ways.

Our award-winning editorial product and engaged and influential readership make the CJN an advantageous place to advertise your products, services and events to a select audience. In 2015, the Press Club of Cleveland named the CJN "Best Non-Daily Newspaper in Ohio."

CLEVELAND

Jewish News

Candlelighting 4:42 p.m. | Shabbat ends 5:42 p.m.

16 Kaley 5/76 | November 27, 2015

CJN.ORG

\$1.25

Mazel Tov

DIFFERENCE MAKERS MAKE THEIR DEBUT

Pages 20-24

Front row, from left: Margaret Richards Frankel, Debbie Friedman, Mia Buchwald Galles, Heidi Solomon, Jill Hoffman, Samantha Barkind, Erika Gold, Esther Cohen Heller, Lisa Hocker, Anita Gray, Nina Cohen, David Rosenburg

Middle row: Jerry Isaak Shapiro, Jerry Zahler, Chuck Whitehill, Dana Hutter Skoff, Lora Schlosser, Lifetime Achievement Award recipient Harlan Diamond, Steve Weinberg, Debbie Rubinschild, Peter Freeman, Jennifer Chasman, Larry Kadis, Ruchi Koval

Top row: Rabbi Yossi Marcus, Benjamin Sattin, Matthew Feldman, Barry Feldman, Rabbi Zachary Trubel, Michael Center

Not pictured: Justin Bachman, Ronald M. Berkman, Jack Wisnisky Jr., Bart Bookatz, J. David Heller, Bradley J. Schlang, Dan Zelman | Photo: Pollock Studios

LET'S GO CAVS!

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Elk & Elk

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CJN.org

@CleveJN

Cleveland Jewish News

@CleveJN

@CleveJN

@CleveJN

Spend \$250 or more
dining out per month: **47%**

Average spent
dining out per month: **\$376**



Drove more than 10 miles
to purchase a vehicle:

58%

Highly likely or somewhat likely to
purchase a new vehicle in the next year **32%**

Own three or more vehicles..... **22%**

Own a luxury vehicle **49%**

With children 18 and under:

61%

Percentage that goes to camp

39% Day camp

61% Overnight camp

.....
On average, each family
sends two kids to camp
.....

Average spent on camp
per household: **\$4,867**



Percentage that
goes to private school: **32%**

Of the parents that send their
children to private school, the
average spent per household:

\$22,865

Percentage of readers with
children currently in college **19%**

In-state public..... **42%**

In-state private..... **15%**

Out-of-state public **20%**

Out-of-state private **23%**

Cleveland Jewish News readers are web savvy and on the go. Increasingly, our audience engages with the CJN online and via mobile devices – and in turn, digital advertising with the CJN helps you engage with them.

Digital - Whether complementing print advertising or seeking to connect with an audience exclusively online, CJN digital advertising provides a variety of options to reach your desired audience, including:

- Run-of-site or section-targeted display ads
- High-impact corner peel and pop-up ads
- Rich-media including video
- Mobile ads responsive for tablets and smartphones

E-Newsletters - Your audience can also be reached in one of the CJN's subscription-based e-newsletters, including:

- Boker Tov: Daily headlines from the CJN delivered by 9 a.m. Monday through Friday.
- Breaking News: Urgent updates about Northeast Ohio and the world's Jewish community delivered as news is happening.
- Lifecycles: Celebrations and obituaries from the CJN delivered every Wednesday and as necessitated by date of event.

Website Stats

Page views per month: **145,000**

Users per month: **56,000**

Mobile & Tablet: **50% of total visits**

**As of January 31, 2016*

"For over 15 years, advertising in the Cleveland Jewish News has proven to be an effective vehicle to reach our target market. The Classic Lexus customer is savvy, loyal to the brand and appreciates luxury and performance. The Cleveland Jewish News brings that customer to us."



- **Matthew Dietz**
General Manager
Classic Lexus

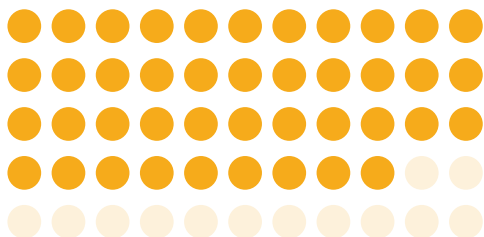
CLEVELAND
Jewish News





jstyle

Jstyle is a fashion and lifestyle magazine for Northeast Ohio's Jewish community, focusing on clothing, beauty, food and décor trends while also documenting the many ways in which area Jews are making a difference in Greater Cleveland. Jstyle is a quarterly publication. A fifth issue of Jstyle, Jstyle Weddings, is published annually and dedicated entirely to wedding planning and celebrations. All issues of Jstyle are delivered to 20,000 homes throughout Northeast Ohio.



76%

of CJN readers read
Jstyle regularly

68%

of Jstyle readers are female

Go to a hair salon one
or more times a month: 73%

Average spent
per month: \$116



Go to a nail salon one
or more times a month: 51%

Average spent
per month: \$65



14%

Received a spa treatment
one or more times a month

Average spent per month: \$119

89%

Purchased jewelry
in the past year

Average spent in the past year: \$395



Exercise regularly: **91%**

Belong to a fitness facility or country club: **69%**

Workout at home: **55%**

Average spent per month on exercise: **\$184**



HEALTH | WELLNESS
PARENTING | LIVING



BALANCED
FAMILY
HEALTH | WELLNESS | PARENTING | LIVING

Balanced Family helps Northeast Ohio families achieve balance in their lives through life-enriching educational and informational content related to health, wellness, fitness, parenting, schooling and elder care. Balanced Family is a quarterly publication. It's delivered to 9,000 homes and available at more than 100 public locations (grocery stores, medical buildings, restaurants, recreation centers, libraries and others) throughout Northeast Ohio.

BALANCEDMAG.COM



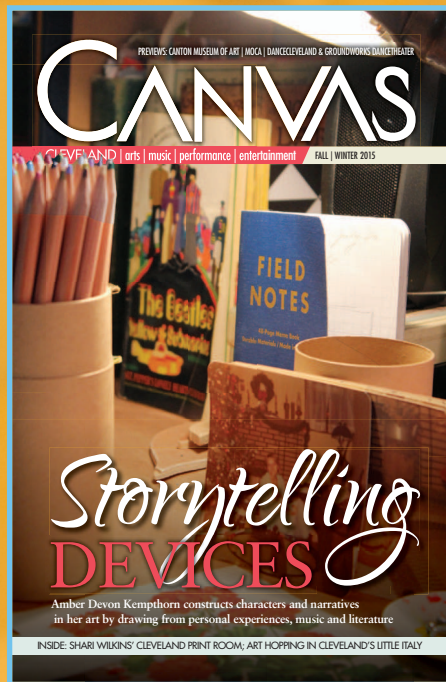
Canvas spotlights Northeast Ohio's strong and growing arts and entertainment community and serves as a resource for residents and visitors who desire to interact with and within that community. Canvas is a biannual publication. It's delivered to 9,000 homes and available at 550 public locations (museums, galleries, performing arts centers, coffee shops, restaurants, bars, libraries, grocery stores, hotels and others) throughout Northeast Ohio.

In addition, Canvas' biweekly, opt-in e-newsletter delivers timely event listings as well as articles about exhibitions and theater performances to the inboxes of Northeast Ohio's arts enthusiasts.

CANVASCLE.COM



@CanvasCLE



4 Average times visited an art gallery, museum or exhibit locally in the past year

6 Average times having seen a play, concert or musical production locally in the past year

Percentage of season ticket holder for any theaters, orchestras or other performing/cultural arts centers: **39%**

Average spent on fine art and/or antiques over the past 12 months: **\$944**

CANVAS

Bar•Bat Mitzvah

Bar•Bat Mitzvah reflects the meaningful and spiritual importance of b'nai mitzvah in Northeast Ohio's Jewish community and serves as a helpful guide for parents who are planning their child's celebration. Bar•Bat Mitzvah is a biannual publication. It's delivered to 9,000 homes throughout Northeast Ohio and is made available at local synagogues and party-planning events.

BARBATMAGAZINE.COM



20%

of readers with children are planning a bar or bat mitzvah in the next year



Of CJN Readers ...

31% Plan on doing a major home renovation in the next year



15% Plan to buy, sell, or refinance in the next year



Renovated bathroom in the last year 21%
Average spent per household \$7,702

Renovated kitchen in the last year 16%
Average spent per household \$11,546

Renovated other interior room in the last year 16%
Average spent per household \$6,474

Purchased furniture in the last year 40%
Average spent per household \$3,101

Used a professional landscaper or did exterior improvements 42%
Average spent per household \$4,122

SOURCE

SOURCE is a go-to resource for Northeast Ohio's Jewish community. It includes extensive listings for business and community resources as well as at-a-glance information regarding Jewish holidays, synagogues and weekly candlelighting times. **SOURCE** is an annual publication. It's distributed to more than 25,000 families, businesses and organizations throughout Northeast Ohio.

CJN.ORG/SOURCE

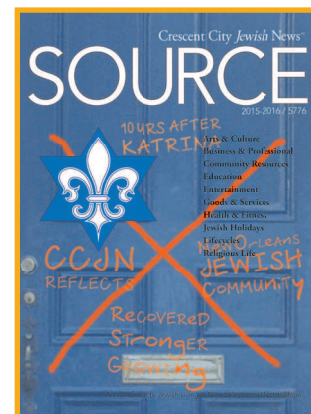
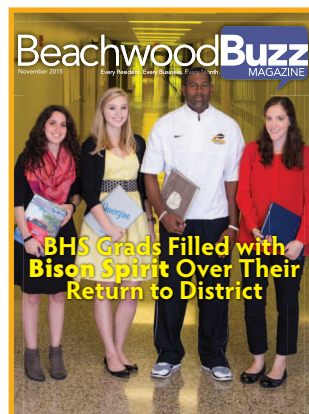
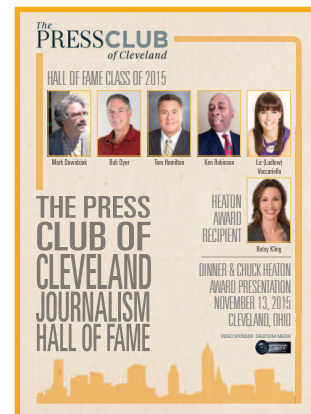
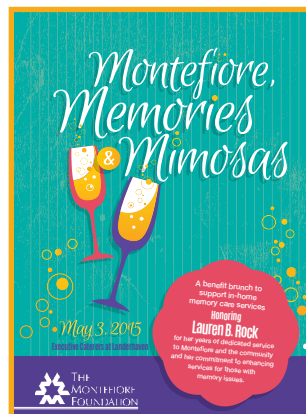
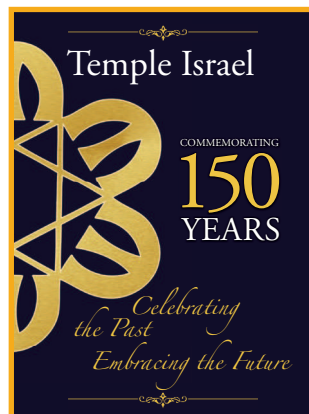
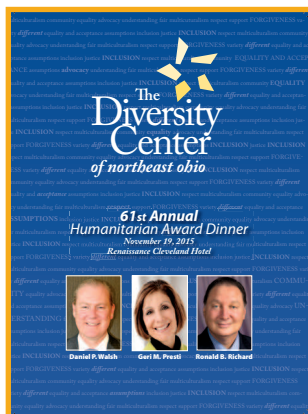


CUSTOM PUBLISHING



Mark a special event or milestone anniversary for your company or organization with a custom or tribute publication. The CJPC offers the following services: project management, custom writing and content development, advertising and sponsorship sales, design and layout options, and printing and direct mailing services.

Whatever the occasion, the CJPC has the professional expertise to provide your clients and customers with a one-of-a-kind publication – or your honorees and invitees with a memorable keepsake.



CLEVELAND **Jewish** PUBLICATION COMPANY

jstyle

Bar•Bat
Mitzvah

BALANCED
FAMILY

CANVAS
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CLEVELAND
Jewish News



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CJPC Custom
CJPC Events

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