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2012 EDITORIAL CALENDER



“I was amazed by the amount of response we got to our ad.”

—DIRECTOR OF MARKETING, TAJ HOTELS

“Moment magazine is an essential resource for our students preparing for careers of leadership in the Jewish community. It has helped Hebrew Union College-Jewish Institute of Religion recruit for our programs and connected us with our supporters throughout the years. Being part of the Moment community is very important to us. Each issue enlightens, invigorates, and inspires—we love the magazine!”

—JEANIE ROSENSAFT, SENIOR NATIONAL DIRECTOR FOR PUBLIC AFFAIRS AND INSTITUTIONAL PLANNING, HUC.

“AIDA’s partnership with Moment has been a win-win for all. Moment is an exceptional publication with a real diversity of information, from the arts to politics to religion. It is just the type of publication AIDA wants to be part of.”

—ERIKA VOGEL, DIRECTOR OF ASSOCIATION OF ISRAEL’S DECORATIVE ARTS (AIDA)

“As a subscriber and advertiser, I think that Moment is awesome. The staff have been great to work with and running the ads for my books has definitely been worthwhile.”

—STEVE GOLD, YOGA AND JUDAISM PARTS I AND II

“Moment is a great resource for spreading the word about the Judische Kulturbund project I am producing. I recommend Moment to anyone looking for a way to reach support near and far.”

—GAIL PRENSKY, EXECUTIVE PRODUCER AND PROJECT DIRECTOR

Selected Advertisers:

Cimzia	Zagat	WAMU: National Public Radio	Magen David Adom
Jet Airways	Israel Ministry of Tourism	GLHomes.com	Spertus
US Airways	Subaru	ebay/World of Good	American Friends, Ben-Gurion University
American Airlines	Honest Tea	Modern Tribe	ORT America
El Al	Simon & Schuster	JCCs of North America	The Blue Card
Royal Air Maroc	Houghton Mifflin	Hebrew Union College	J-Date
Taj Hotels	HarperCollins	Jewish National Fund	Manischewitz
Sofitel	Rosetta Stone	Tel Aviv University	
Embassy Suites	Magen David Meds	American Friends	

READER PROFILE

Why Advertise In Moment?

Moment is a contemporary, wide-reaching national publication with affluent, highly educated readers. Frequently called “The Jewish New Yorker,” Moment reaches more than 100,000 discerning consumers who travel widely, read avidly, attend varied cultural events and purchase luxury items. Moment is subscription based, but it is also sold at Barnes & Noble and independent bookstores nationwide.

Our readers include policymakers, government officials, financial leaders, philanthropists, non-profit personnel, media professionals, clergy, academics, teachers, lawyers, scientists, doctors, dentists, artists, musicians and more. Moment reaches people of all ages, from parents of young and college-aged children to baby-boomers and beyond.

OUTSTANDING READER FACTS

Moment readers come from the entire spectrum of Jewish denominations, ranging from Orthodox to secular. Moment also reaches unaffiliated Jews and non-Jews.

Male:

45%

Female:

55%

Median age range:

49–59

Readers with a college degree

92%

Readers with Graduate or Post-Graduate Education

66%

Readers who donate to charitable causes:

93%

Readers who own their own homes

89%

Readers who are “avid book readers”

73%

Readers’ Average Annual Income

Moment Magazine \$166,000

The New Yorker \$155,300

The Atlantic \$152,584



WHAT IS MOMENT MAGAZINE?

North America's largest independent Jewish magazine transcends the divides of the Jewish world. Fresh, engaging and always intelligent, Moment offers readers of all ages beautifully written articles, reviews and fiction. Our thoughtful profiles include fascinating people such as Albert Einstein, Jon Stewart, Bernard Lewis and Google's Sergey Brin. Each issue is packed with diverse opinions, providing depth and perspective. As Elie Wiesel says: "Moment is where every Jew should turn."

FROM THE EDITOR

In each issue, Moment editor and publisher Nadine Epstein touches upon important issues and lets readers know what to expect in the current issue.

LETTERS

Some people say you can judge a magazine by its Letters section. A quick glance shows that Moment readers are very engaged in the editorial content, sending in comments and expanding the public discourse.

MOMENT MENTIONS

A roundup of recent discussion—in print and online—about Moment.

OPINION

One of Moment's most talked about sections. The magazine's columnists cover both the political and religious spectra in their points of view, providing a fascinating overview. Columnists include The Nation's Eric Alterman and newmajority.com's David Frum, Gershom Gorenberg, Clifford May, Letty Cottin Pogrebin, Marshall Breger and Naomi Ragen.

JEWISH WORD

This regular department (often humorously) examines the origins and implications of a word or idiom that has made its way into the English vernacular from Jewish culture—be it Yiddish, Ladino, Hebrew, slang, etc.

TOP TEN

From the Top Ten Non-Jews who are often misidentified as Jews to the Top Ten "Jewish" toys, this feature blends history and fun.

FILM WATCH

Moment keeps readers abreast of the latest in Jewish-related films with reviews, essays and suggested selections.

JEWISH ENTERPRISE

A thoughtful profile of an innovative person or project making a difference in the Jewish world and beyond.

HISTORY BOX

A look back on a person who made an impact on the Jewish world and beyond.

ASK THE RABBIS

A forum that appears in each issue, Ask the Rabbis provides a rare opportunity to read the opinions of rabbis from across the spectrum of Judaism. Its purpose is to illuminate the diversity within Jewish thinking and create a cross-denominational discussion that leads to richer understanding. Readers tell us it's a great way to come to a deeper appreciation of Judaism.

POEM

Moment selects a poem to publish in each issue.

CARTOON

New Yorker cartoon editor Bob Mankoff draws original cartoons for Moment's pages.

FEATURES

Moment highlights long-form journalism, in particular, feature stories that guide readers through a complex issue and shed fresh light on the past, present or future of the world Jewish community.

EXCLUSIVE INTERVIEWS

Moment Magazine brings some of the world's top thinkers and doers right into your home. Recent interviewees have included Thomas Friedman, Anita Diamant and others.

GALLERY

The magazine's opportunity to showcase an artist or work of art in any kind of medium.

JEWISH HEALTH

Moment's guide to intelligent living, helping readers to stay informed about a wide spectrum of issues that affect our health.

TALK OF THE TABLE

Moment's food section for intellectuals, which covers subjects from chocolate to eggplant to seltzer, and much more, revealing fascinating (and Jewish) history.

BOOKS

The section, edited by former New York Times Sunday Book Review editor Mitchel Levitas, features 3–5 book reviews of current and relevant fiction and non-fiction. Also includes occasional Moment staff picks.

SPEAKING VOLUMES

Talented young authors reflect on a book that had a lasted effect on their life. Contributors include Jay Michaelson, Dara Horn and others.

SPICE BOX

One of the magazine's most popular sections, Spicebox features bloopers from newspapers and advertisements across the country as well as assorted oddities.

CARTOON CAPTION CONTEST

A new addition this year, each Moment issue will feature a cartoon drawn by The New Yorker's Cartoon Editor Bob Mankoff. Readers are invited to submit their captions on Moment's website at momentmag.com.

THE MOMENT CROSSWORD PUZZLE

A new addition this year, David Kahn, who creates puzzles for The New York Times, crafts cleverly-themed puzzles especially for the Moment reader that are based on fascinating and playful Jewish themes.

EXCLUSIVE WEB INTERVIEWS/BLOG

Moment's popular website reaches hundreds of thousands and features content not available in the print edition. InTheMoment blog features quirky and informative content updated on a frequent basis.



GUIDES & ADVERTORIAL OPPORTUNITIES

PHILANTHROPY

The Giving Guide

- ▶ **93% of Moment readers report they donate to charitable causes.** —2009 survey

Moment readers are highly generous and believe that giving is an integral part of Jewish life. Every issue of Moment features this comprehensive resource for our readers to learn about new non-profit organizations and to reacquaint themselves with organizations they might have supported in the past. Moment Magazine has become a hub for non-profits; this prestigious guide provides both large and small, as well as local and international organizations as a proven way to reach North American Jewish communities while building their brand recognition and connecting with new donors. Moment will sometimes dedicate a similar guide to Israeli non-profits.

EDUCATION

- ▶ **Almost all Moment readers attend/attended college and grad school. They highly value Jewish education and long to be immersed in Jewish learning communities. With that in mind, Moment provides two education guides several times a year.** —2009 survey

The Higher Learning Guide

March/April
November/December

An unparalleled forum for the institutions that are shaping the future leaders of the Jewish community, no other resource guide rivals the Guide to Higher Learning in prestige and visibility. Moment readers have proven themselves to be interested in enrolling in higher education programs, as well as supporting new initiatives in colleges and universities throughout the world.

CAMP

Summer Programs Guide

Jewish culture comes alive all over the world for Jewish youth during the summer months. Summer experiences are as varied these days as kayaking on the Jordan River, volunteering on a Navajo Reservation to learning Italian while celebrating Shabbat in Rome. Campfires and “ruach sessions” are in full swing all over North American Jewish campgrounds and waitlists are long for expeditions and volunteer opportunities every year. The Summer Programming Guide covers it all and provides Jewish families with a one-stop shop to get in the know on the most exciting and sought-after opportunities for their children...and sometimes even for themselves, as well! This is an advertorial guide.

CULTURE

The Book Guide

- ▶ **More than 73% of Moment readers consider themselves “avid readers.” In the past year, 76% bought more than five books.** —2009 survey

When it comes to purchasing Jewish books, Moment readers can't be beat. A 2009 reader survey qualified the importance of this guide: more than 70% of our readers use it to make a book purchase. A great way for publishers to get the word out about new and important titles, the book guide is clearly one of most popular guides and thus, featured in every issue. This is an advertorial guide.

Jewish Music Guide

- ▶ **93% of Moment readers use The Jewish Music Guide to find new artists and to keep on top of the Jewish music scene.** —2009 survey

Since 2005, Moment readers have been

discovering the best in Jewish music in the annual music guide. From bluegrass Klezmer and a capella to beat box rhymes and classic hymns, the Moment Music Guide is eclectic and comprehensive, providing a definitive resource for any music lovers' tastes. Additionally, rabbis, JCC executive directors and school administrators keep the Music Guide on their desks all year long, relying on it to bring the biggest names to their important events. A valued resource, the guide includes information about top Jewish musicians and their CDs, featuring artist bios, photos, and an online component with mp3's at momentmag.com. This is an advertorial guide.

SPONSORSHIP OPPORTUNITIES

Jewish Film Festival Guide

The era of the Jewish film festival is upon us! In September 2009, Moment introduced its first annual Jewish film festival guide, providing festivals an unprecedented opportunity to increase their audience and build widespread recognition of their stellar work. Showcasing the importance of Jewish films and filmmakers around the world, this guide quickly became a popular section for Moment readers. This guide will be back in fall 2010, highlighting the newest and most exciting festivals in the 2010–2011 season.

Jewish American Heritage Guide

In recognition of May as Jewish American heritage month, Moment invites you to use this guide as a starting point for your journeys through Jewish museums archives and historical societies. Discover the dynamic Jewish cultural organizations that exist, sometimes in the least expected places. There is no other guide like this in the American Jewish world.

SUPPLEMENTS

Jewish Health

This supplement helps readers to stay informed about a wide spectrum of issues that may affect them and their families. The section features topics of interest to Jews and the general population.

Travel

This supplement informs our well-traveled readers about Jewish destinations that they may not have heard of.

► **In a recent survey, 93% of Moment readers said they religiously read our guides and base decisions on them.**

2012 ADVERTISING RATES

Moment is pleased to announce that advertising rates will not be increased in 2012

Premium Interior Positions

AD SIZE		1X RATE	3X RATE	6X RATE
2	Page	\$5,630	\$5,220	\$4,900
Full	Page	\$3,640	\$3,360	\$3,200
2/3	Page	\$2,780	\$2,670	\$2,520
1/2	Page	\$2,200	\$2,030	\$1,950
1/3	Page	\$1,600	\$1,490	\$1,440
1/6	Page	\$1,300	\$1,230	\$1,190

Cover Positions

AD SIZE		1X RATE	3X RATE	6X RATE
Inside Front	(cover 2)	\$5,340	\$4,900	\$4,725
Inside Back	(cover 3)	\$3,960	\$3,740	\$3,530
Outside Back	(cover 4)	\$6,790	\$6,350	\$6,130

Issue Dates And Deadlines 2012

	SPACE RESERVATION	ARTWORK DUE
January/February	11/1	12/1
March/April	1/1	2/1
May/June	3/1	4/1
July/August	5/1	6/1
September/October	7/1	8/1
November/December	9/1	10/1

For dates that fall on weekends or holidays, the deadline is the next business day.

ADDITIONAL INFORMATION

- ▶ 10% preferred position (additional charge)
- ▶ Inserts—please ask for details
- ▶ Commission & Cash Discount (please contact us for details)
- ▶ Web and digital edition packages available

2012 ONLINE ADVERTISING RATES

With 6 million Jews in the United States and millions more in nearly every country on the planet, it's no wonder Moment's online readership is booming. Momentmag.com is for everyone who cares about the important issues and personalities of our time—with exclusive interviews with fascinating people that won't be found in our print edition, as well as popular web-only contests and blog discussions. Momentmag.com has been voted the most popular web destination at Digg.com and is regularly written about in blogs on Slate.com, Commentary, Media Matters and The Huffington Post. With momentmag.com, your message reaches an educated audience that supports our sponsors and looks for values and quality in everything they do. Take the guesswork out of finding the right audience. Moment delivers on your investment!

Premium Page Rate

AD SIZE	RATE
Banner (728 X 90)	\$10 CPM
Side (160 X 600)	\$ 8 CPM

File max: 79k

All dimensions are width X height in pixels.

SPECIFICATIONS

- ▶ Payment by Visa or Mastercard at time of purchase
- ▶ Web-ready ads only
- ▶ Packages are available with print ads.

Send web-ready art directly to marketing@momentmag.com
For questions or to call in credit card information, call 202-363-6425.



DIGITAL EDITION

Moment's digital edition is a new way for you to align yourself with prestigious and established Jewish thinkers, raise your visibility and connect with an audience looking for you!

Moment now publishes a complete digital edition that includes each and every page of the magazine in its full and beautiful glory. Thanks to the wonders of modern technology, the digital edition hits readers' email boxes before the print edition mails and includes built-in editorial and advertising links to enhance the reading experience. With our digital edition, your exposure is maximized.

OPPORTUNITIES DESIGNED JUST FOR YOU

- ▶ Sponsor the email blast that announces Moment's digital edition to our readers. Your logo and hyperlink will appear on the announcement.
- ▶ Sponsor an entire digital issue of Moment. Your logo and hyperlink will pop up when readers open the digital edition.
- ▶ Custom design your own digital edition of Moment around a story, selection of stories or section of the magazine that speaks to you and will catch the eye of your audience or customer base. A Custom Design Digital Edition can feature only your ad or ads. Print copies of your Custom Design Digital Edition are also available.
- ▶ Custom design a unique and meaningful gift to honor someone or send to friends, families and colleagues. Print copies of your Custom Design Digital Edition are also available.

Package combo deals with print and online advertising (momentmag.com) are available.

Contact Rebecca Newman Leavey at 202.257.0064, rleavey@momentmag.com

DIGITAL PRESENCE

A Million Online at Moment

OPPORTUNITIES

▶ [MOMENTMAG.COM](http://momentmag.com)

+ DIGITAL EDITION

+ IN THE MOMENT BLOG

+ THRICE WEEKLY NEWSLETTER: “THE FIX”

= ONE MILLION VISITORS PER YEAR AND GROWING!

Print/digital combination advertising packages are cost-effective options.

CALL NOW TO FIND OUT ABOUT 2012 RATES.

Contact Rebecca Newman Leavey at 202.257.0064, rleavey@momentmag.com

ARTWORK REQUIREMENTS

FILE SPECIFICATIONS

We require press-ready files in the following formats: Acrobat PDF (press-optimized), EPS, TIFF, QuarkXPress, InDesign, Illustrator, Photoshop. Minimum resolution for bitmap artwork is 300 dpi. If necessary, please include all supporting files (if necessary), with fonts embedded or converted to outlines. All files will be quality checked and preflighted. Film submissions, due to our fully digital workflow, will incur additional charges. Detailed file specifications are available upon request. If artwork does not meet specifications, the advertiser will be charged a 25% service fee, plus the cost of design. If the ad artwork is not of the proper dimensions, it will be adjusted to fit the space. Please keep in mind that if the submitted artwork differs proportionally, there could be some elements omitted.

COLORS

Moment is printed four-color process (CMYK) throughout, at 133-line screen on web offset presses. All artwork will be converted either to black (K) or four-color process (CMYK) for production. Please note that there can be dramatic shifts in color when spot-color or RGB images are converted.

SIZES

Trim size of Moment is 8.125" x 10.5"

Bleed size is 8.375" x 10.75"

Note: Keep live matter 0.25" inside trim.

SUBMITTING ARTWORK

Moment can accept files via FTP transmission. Please contact us for instructions. For physical shipments, please send artwork to:
Moment Magazine, 4115 Wisconsin Avenue NW,
Suite 10, Washington, DC 20016.

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 twelve 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 non-cancelable 60 days prior to 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.

ADVERTISING DIMENSIONS

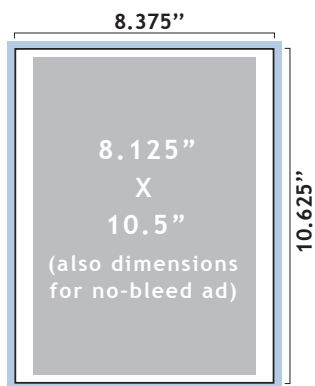
MOMENT DESIGNS...

Moment provides additional design services for our customers at a discounted rate.

PAGE DIMENSIONS

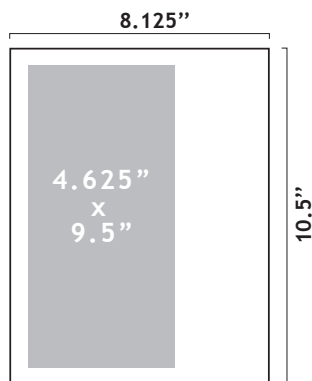
Gray area on full-page ad indicates bleed area (0.125" per side)

FULL-PAGE

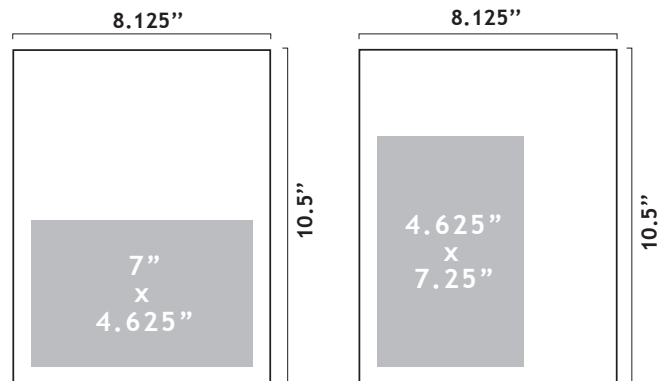


BLEED AREA
Add 0.125" on all sides to make it 8.375" x 10.625"

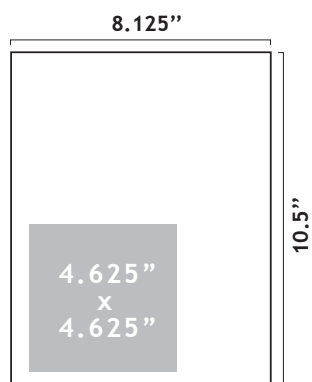
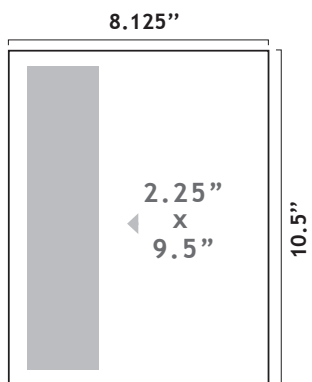
2/3 PAGE



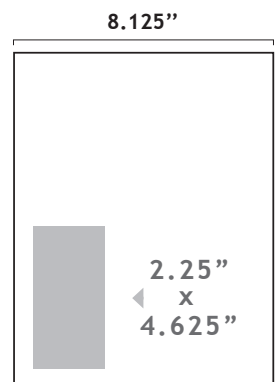
1/2 PAGE



1/3 PAGE



1/6 PAGE



TOURISM SECTIONS

Promote Jewish tourism to Moment Magazine's affluent, niche market.

- ▶ Moment readers are frequent international travelers with a serious interest in Diaspora Jewish communities.
- ▶ Moment readers bring in an average income of \$166,000 a year, higher than the average income of New Yorker readers.
- ▶ Moment reaches 100,000 readers through its print edition and a quarter million more online. With the launch of Moment's new digital edition, 2011 readership reached a record high.
- ▶ Seventy-five percent have traveled in the past year and plan to travel again in the next 12 months.

OPTIONS DESIGNED FOR YOUR NEEDS:

- ▶ An eight, 16 or 24 page tourism supplement highlighting Jewish, national and cultural sites of interest
- ▶ Special option for back cover advertising in the issue featuring your supplement
- ▶ Integrated package with Moment promoting a tour to your country
- ▶ Sponsorship of Digital Edition and Digital Edition Email Blast
- ▶ Top-quality design services can be included



2012 EDITORIAL CALENDAR

JANUARY/FEBRUARY

Travel Guide: The Land of Israel
 Focus on Contemporary Connections to Ancient History
 Camp and Summer Program Guide
 The Moment Magazine Giving Guide
 The Book Guide

MARCH/APRIL: THE MESSIAH ISSUE

Featured Placement in 780 Barnes and Nobles nationwide

Special Passover Marketplace
 The Giving Guide
 The Higher Learning Guide
 The Book Guide

MAY/JUNE

Jewish American Heritage Guide
 Annotated Listing of Selected Museums and Exhibits
 Travel Guide: Exploring the Jewish Caribbean
 International Jewish Restaurant Guide
 Moment Magazine's Summer Road Trips and Beach Getaways PLUS
 Great Escapes in Israel (including rental cars, hotels, cell phones, eateries)
 The Giving Guide
 The Book Guide

JULY/AUGUST: THE RELIGION AND GENE ISSUE

Special Sections on Genetic Diseases (centers, hospitals, pharmaceuticals) and Genealogy (genes testing, genealogical research, etc.)
 Travel Guide: Continental Jewish Journeys: Germany/Spain/France/Italy
 Expanded Book Guide: Summer Reads
 Music Guide: Special Israel Focus
 Guide Guide

SEPTEMBER/OCTOBER

Travel Guide: Modern Day Israel:
 Focus on what is hip and new, cuisine, restaurants, luxury hotels, eco-cool, gay and lesbian life

NOVEMBER/DECEMBER

Travel Guide: Lost Jewish India
 Real Estate Guide: Second Homes, Condos in Israel, Retirement in Israel
 Hanukkah Marketplace
 The Mitzvah Listing
 Higher Learning Guide
 Expanded Book Guide