The Jewish Week & New Jersey Jewish News Present

Retirement Living
A special full-color magazine

PUBLISHING APRIL 9/10 AND JULY 30/31

Reach an audience of affluent people who want to know all about retirement lifestyle choices.

Our readers are planning their retirement, are currently retired, or have retirement questions concerning their loved ones. They have decisions to make regarding finances, healthcare, their residence and more. With increased leisure time, retirees also want to find out about travel, volunteer opportunities, and classes. RETIREMENT LIVING is your opportunity to reach people who are eager for information that will help them make the best retirement-related decisions. These readers rely on The Jewish Week and the New Jersey Jewish News for news, opinions and cultural information they can't find elsewhere, meaning they will welcome the information you provide.

Your targeted advertising in the April 9/10 magazines will be in a compatible environment with articles that address many of our readers’ interests such as:

- Financial planning leading up to and during retirement
- Real estate advice about downsizing their home
- Leaving the suburbs and retiring to Manhattan. Why are so many people making the move?
- The trend toward luxury assisted living facilities

Choose to advertise in The Jewish Week or New Jersey Jewish News or both and enjoy these benefits:

- Receive a FREE advertorial in the magazine and online, based on your ad size
- Receive a 10% discount on your ad in the July magazine if you commit to both April and July magazines now

Jewish Week subscribers are affluent and educated1

- Average household income: $255,222
- Average net worth: $1,956,320 / NJJN 40% have net worth $1,000,000+
- 91.2% attended college or more
- 81.8% own primary residence
- 18.1% own vacation/weekend home/investment property
- 59 is the mean (average) age (41.5% are 65+) / NJJN 57% are 65+

1 MRI Subscriber Study | 2 NJJN Reader Survey

We can create a customized package for you, with print and digital advertising. We also have options for newsletters and e-blasts to enhance your advertising message.

AD CLOSE: MARCH 11 | AD MATERIAL DUE: MARCH 16

For details please contact your advertising representative or Ruth Rothseid, Sales Manager, ruth@jewishweek.org, 212-997-2954.
ADVERTISING INFORMATION

ISSUE DATES:
NJ Jewish News | Greater MetroWest edition: April 9, 2020
The Jewish Week: April 10, 2020
NJ Jewish News | Monmouth & Middlesex editions: April 14, 2020

Advertising Space Deadline: March 11, 2020
Ad Material and Advertorial Deadline: March 16, 2020

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<th>NJ Jewish News B&amp;W Rate</th>
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*Color is an additional $195

Full Color Covers: 10” x 12.5” (Critical area 8.75”x 11.25”)

Final trim size: 9.5”x 12”.
Keep live matter 3/8” from trim.
All bleed pages need to be extended ¼” on all sides.

Don't miss your opportunity to reach an audience interested in Retirement Living. Reserve your ad by contacting your advertising representative or Ruth Rothseid, Sales Manager, 212-997-2954 or email ruth@jewishweek.org.

Ask your account executive about Retirement Living advertorial opportunities.

Our readers have the benefit of reading our writers' high quality editorial and the advertisers' informative advertorial. Each ad size is allocated a number of advertorial words as follows:

A full page ad earns 500 words
A half page ad earns 350 words
A quarter page ad earns 250 words
An eighth page ad earns 200 words