

JEWISH WAY CORPORATE & PRODUCTION OFFICE  
 20900 North East 30th Ave. Suite 200  
 Aventura, FL 33180  
 P 954.665.0971  
 P 305.749.0921  
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## EDITORIAL CALENDAR / PUBLISHING SCHEDULE

ISSUE	SPACE RESERVATION DUE BY	AD MATERIALS DUE BY	DISTRIBUTION DATE
FALL 2012 High Holidays Rosh Hashanah, Sukkot, Yom Kippur and Simchat Torah Beautiful Table Decor	JULY 24	AUGUST 6	AUGUST 14
WINTER 2012 Chanukah, Purim and Tu B'Shevat Decorating with Style Sweet Recipes	OCTOBER 15	OCTOBER 25	NOVEMBER 4
SPRING 2013 Passover and Shavuot Contemporary Interior Design Traveling in Europe	JANUARY 29	FEBRUARY 8	FEBRUARY 18
FALL 2013 High Holidays Rosh Hashanah, Sukkot, Yom Kippur and Simchat Torah Beautiful Table Decor Starting a Business	JULY 9	JULY 19	JULY 29
WINTER 2013 Chanukah, Purim and Tu B'Shevat Architectural Design Wedding Decorations	OCTOBER 1	OCTOBER 11	OCTOBER 21
SPRING 2014 Passover and Shavuot Wedding ideas; Favors and invitations Architecture design	FEBRUARY 20	MARCH 1	MARCH 10



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## IN EVERY ISSUE OF JEWISH WAY

- **WORDS TO LIVE BY**  
Lessons on life, love and spirituality written by various rabbis and respected authorities.
- **TRADE SECRETS**  
A resource guide for your home decor needs.
- **FASHION FAVORITES**  
The latest styles and trends to tantalize your closet.
- **PERSPECTIVES**  
In-depth interviews with notable professionals in every field, from architects to authors.
- **GIVING BACK**  
Successful community leaders who share the fortune.
- **HEALTH**  
Tips on prevention and health care from medical pros.
- **ORGANIZATIONS**  
An inside look at the not-for-profits making a difference.
- **BUSINESS**  
Get updated information on company profiles, financial advice, global economy, and technology news.
- **EDUCATION**  
Preparing today's youth to be tomorrow's leaders.
- **YOUNG GENERATION**  
Issues the new generation faces with tips from experts.
- **INTERIOR DESIGN**  
Home design ideas and photos, plus contemporary world architecture news for inspiration.
- **PARTY DESIGN**  
Exceptional social events, from intimate gatherings to a grand affair.
- **LIFE IN ISRAEL**  
Focus in each issue on an aspect of living in Israel.
- **DESTINATIONS**  
Travel with us to destinations far and near.
- **ON THE TABLE**  
Dining ideas with recipes and full-color photos.
- **FAVORITE THINGS**  
Fun finds and interesting items to give and get.



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## CIRCULATION AND DISTRIBUTION

JEWISH WAY magazine prints 20,000 copies of each edition, with a pass-along rate of 2.5 readers for an average total readership of 50,000.

### REGIONAL DISTRIBUTION

Jewish Way is distributed through a variety of channels to Jewish families in Miami-Dade county, Broward county and Boca Raton, and is delivered to the most exclusive neighborhoods and private residences.

### EXCLUSIVE DISTRIBUTION

- Exclusive mailing to Jewish Way's VIP database
- Paid subscriptions
- Special paid synagogue membership distribution

### ADDITIONAL DISTRIBUTION

- Barnes and Noble Booksellers nationwide; Premium position in select stores
- Amazon.com
- Select Florida newsstands
- Select New York newsstands
- Select south Florida private Jewish schools
- Select metropolitan locations (i.e. Hotels, private residences, Hospitals) in Florida
- Select Synagogues
- Select Jewish organizations
- Kosher supermarkets and Judaica stores
- Select events and parties
- Select Jewish Communities in South America; including the Jewish Community in Panama City.
- Select Wal-Mart newsstands

### JEWISH WAY ONLINE

Look for our online version of Jewish Way at [www.jewishway.com](http://www.jewishway.com) or on



@Jewish Way

Search: JW Magazine

Please ask your sales representative for advertising opportunities.



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## DIGITAL CIRCULATION AND OPPORTUNITIES

**JW**  
JEWISH WAY

AVAILABLE SOON  
FALL 2012

On  
iPad & iPhone,  
Kindle Fire,  
Android Tablets



### WORLDWIDE DISTRIBUTION

JW MAGAZINE IS JOINING THE DIGITAL WORLD. It will be at the fingertips of its reader's worldwide, allowing your advertisement to reach the readers in the most convenient form. The magazine will be available for the iPad, iPhone, kindle fire, and android tablets. Allowing issues to be read in all digital types.

JW digital magazine will provide the customer with multiple analytics systems, which grant the customer the ability to see what our readers are doing inside their ad.

### DIGITAL PACKAGES

To become part of the digital family: The advertisement guidelines will consist of three interactive levels: Standard, premium, and premium plus.

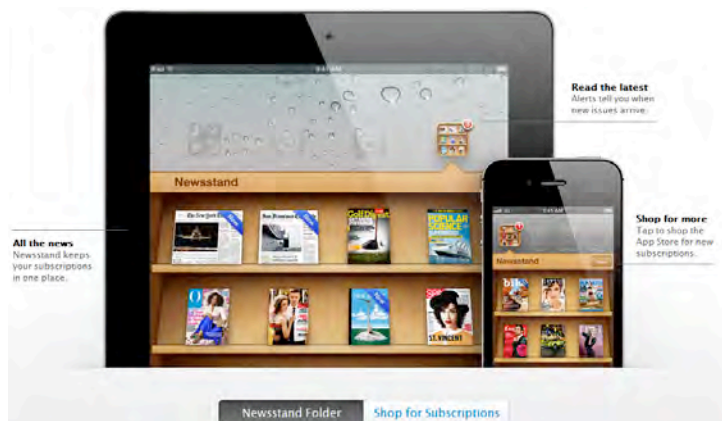
- All advertisements will include the standard feature: which includes a direct access link to the clients website.
- Premium package consists of simple animations and design. It will also include adding interactive opportunities to the advertisement.
- Premium Plus package further enhances the interactive features as well as the opportunity to customize the advertisement to fit the client's needs.

### PARTICIPATION REQUIREMENTS

All clients MUST also advertise in the print edition.

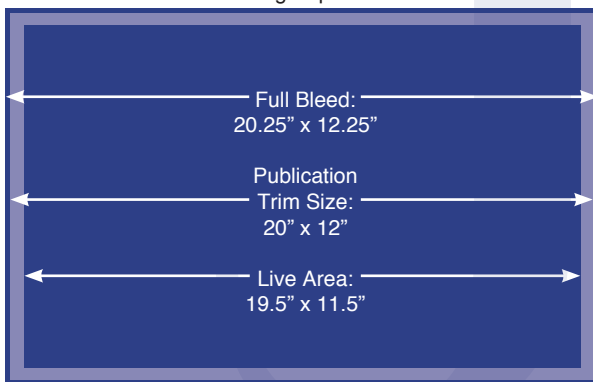
- All advertisement will contain the standard program.
- The full page in the digital format has the fee of \$350 each edition.
- The half page in the digital format has the fee of \$200 each edition.
- Additional animation will be charged at an hourly basis of \$90/hour

Please ask your sales representative for a detail description of the digital opportunities.

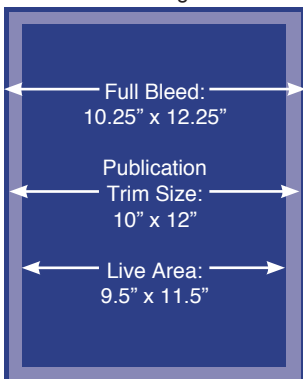


## ADVERTISING REQUIREMENTS

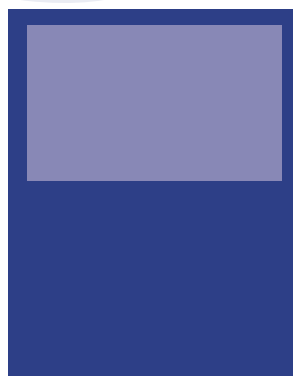
2-Page Spread



Full Page



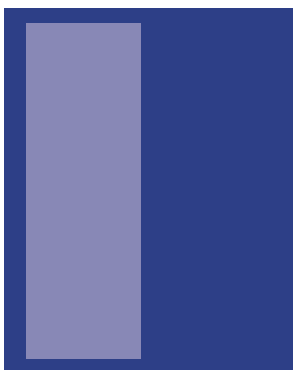
Half Horizontal



One-Quarter



Half Vertical



### JW IS PRINTED WEB OFFSET PERFECT BOUND:

Keep live matter .25" from trim: head, foot, and sides. Because it is unknown at the time of production if the ad is to run on left or right-hand page, be sure to add 125" bleed on all sides. Spreads that have crossover type should allow at least .25" safety from gutter on both pages of the spread. Any images that cross over should be double burned .0312" on each side to ensure correct alignment.

### DIGITAL FILE SUBMISSION

Upload all files using JW Magazine's FTP site. Standard FTP software such as CuteFTP, Fetch, Transmit, WS FTP, FireFTP add-on in Firefox and many others are supported.

SERVER: [ftp.jwmagazine.com](ftp://jwmagazine.com)

USERNAME: [artwork.jwmagazine.com](ftp://artwork.jwmagazine.com)

PASSWORD: **artwork1**

ALL LOWER CASE.

All files must be zipped (.zip) except for PDFs or JPEGs. Submit PDF plate-ready files containing a minimum of 288 DPI, CMYK images, flattened layers, all fonts and subsets included, process (no spot) colors, 12-point offsets for all marks, JPEG, EPS, and TIFF images must be flattened and built in Photoshop.

### CONTRACT PROOF REQUIREMENTS

JW strives for the highest print production quality for both advertising and editorial content. For us to achieve this high quality, JW recommends that a contract proof be made from the original digital file, show trim marks, bleed, dot pattern, and contain a calibrated color bar. JW will not accept film-based halftone proofs, continuous-tone proofs, color lasers, acetate color keys, tear sheets, blue line or any proof other than those mentioned below.

Kodak Approval, Fuji Final Proof, KPG Matchprint Digital Halftone, DuPont Waterproof Thermal, and Latran Prediction/PolaProof. Line Screen must be at least 175 lpi. Deliver to Production Office.

For technical assistance, please contact the production department at 954.665.0971.

## GIVING BACK

### SOCIAL RESPONSIBILITY AND ENVIRONMENTAL AWARENESS.

FACTS – (Source: [www.epa.gov](http://www.epa.gov))

- One tree produces about 16.67 reams of paper or about 8,335 sheets of standard business paper. One ream (500 sheets) uses about 6% of a standard "paper" tree.
- 1 ton of coated, higher-end virgin magazine paper (used for magazines like ours) uses a little more than 15 trees (15.36).
- Using this measurement we will get about 1,100 magazines from 15 trees.
- So 1 magazine consumes 1.3% of a tree.

Because of these figures we've taken action towards restoring the materials that make our magazine and we are promoting the reforestation efforts of BioPlanet USA in their different countries. Currently we are proud sponsors of their USA project called Million Trees Miami planting our trees at the WIZO Forest and for every tree we plant, WIZO will send a native seed to one of WIZO Florida's sponsored centers in Israel, hence making a double reforestation effort.

Million Trees Miami Campaign is a community-wide effort to plant 1 million trees by 2020 in order to achieve a 30% tree canopy cover for Miami-Dade County. This campaign was developed by the Miami-Dade Community Image Advisory Board and was born of the idea that a healthy and sustainable urban forest provides significant social, economic, and environmental benefits that fosters a high quality, livable, vibrant, and beautiful community.

Just like we are reforesting at the WIZO Forest, we invite you to sponsor and plant your own tree on the next WIZO Forest Tu B'Shevat Event.



**\$36 Seedling**



**\$720 Mature Tree**



**\$180 Bush**



**\$1080 Adult Tree**



**\$360 Small Tree**



**\$5000 Major Sponsorship**

\*Special signage at the Tu B'Shevat event

\*Tree size and species are subject to Miami-Dade County Specifications

Major Sponsorships will be entitled to create a brand new forest and name it after their company, in memory of a loved one or in celebration of any occasion.

### SPONSOR RECOGNITIONS

- Special recognition in JW Magazine directory with "Million Trees Miami Sponsor" logo
- Business logo placement in JW magazine Media-kit "Give Back" page as current sponsor
- Sponsor logo on special JW Magazine banner at WIZO Forest Event reforestation site
- Framed Appreciation Letter from Miami-Dade County Commissioners (Major Sponsorships only)
- Sponsor Logo with hyperlink at county's website (<http://milliontrees.miamidade.gov>) (Major Sponsorships only)
- Sponsor Logo with hyperlink at BioPlanet USA's website ([www.bioplanetusa.org](http://www.bioplanetusa.org))
- BioPlanet USA Certificate of Donation
- Tax deductible WIZO Florida Donation Receipt Letter
- Sponsor Logo in all BioPlanet USA's marketing materials.