For 120 years, the Forward has been the most significant Jewish voice in American journalism, challenging the establishment, championing the disenfranchised and exploring the rich world of Jewish food, arts and culture. A beacon of integrity, iconoclasm and progressive thought, the Forward remains America’s most trusted and respected authority on the issues that are vital to the Jewish community.

TO ADVERTISE: CONTACT FERN WALLACH, (212) 453-9437 OR WALLACH@FORWARD.COM
RECOGNIZES THE FORWARD

For 120 years, The Forward has been in the homes of the American Jewish community. We are the voice speaking to them and for them. It's no wonder that The New York Times chose to hold up The Forward as an example of a publication that has risen up at a time when the world is in tumult.

There’s something different happening now” — and it’s our job to tell that story, too.”

- Jane Eisner

IN THE PRESS

The New York Times highlights how we are influencing the influencers.
HISTORY OF THE FORWARD

The Forward is a legendary name in American journalism and a revered institution in American Jewish life. Launched as a Yiddish-language daily newspaper on April 22, 1897, the Forward entered the din of New York’s immigrant press as a defender of trade unionism and moderate, democratic socialism.

By the early 1930s the Forward had become one of America’s premier metropolitan dailies, with a nationwide circulation topping 275,000 and influence that reached around the world and into the Oval Office. In 1990 the Forward Association made the bold decision to remake the English-language Forward as an independent, high-profile weekly newspaper committed to covering the Jewish world with the same crusading journalistic spirit as Cahan’s Jewish Daily Forward. In 2017, with entry into its 120th year, the Forward transitioned into its next major phase by becoming a monthly Jewish news magazine, focusing on essential long-form news, opinion, and lifestyle content. Online, the Forward has grown by 233% in one year, now reaching 2.3-4.4 million users per month. That means a new growing audience is reading the Forward’s groundbreaking journalism, its in-depth reporting and its un-paralleled roster of writers.

Just as the Forward opened Jewish life to the world of modern journalism over a century ago, just as it created a new medium of bold, comprehensive, fiercely honest Jewish reporting two decades ago, it is now setting out to define Jewish journalism in the 21st century, as the independent voice of the American Jew and the conscience of the Jewish community.

“...a crucial institution...”

— The Nation columnist Eric Alterman, in Crain’s NY Business
OUTSTANDING EDITORIAL ENVIRONMENT

Year after year, The Forward receives prestigious awards for editorial and design excellence. Surround your product/service with our high-quality journalism that has millions of loyal readers.

SIGMA DELTA CHI
Naomi Zeveloff
NON-DEADLINE REPORTING

DEADLINE CLUB
Allan M. Jalon
ARTS REPORTING
Simi Horwitz
REPORTING BY A NEWSPAPER

ROCKOWER AWARDS
Neal Gabler
SINGLE COMMENTARY
Sophia Marie Unterman
PERSONAL ESSAY
Dan Raviv and Yossi Melman
NEWS REPORTING
David Zvi Kalman
ARTS & CRITICISM, NEWS & FEATURES
Talya Zax, Jordan Kutzik
PERSONALITY PROFILES
Naomi Zeveloff
COVERING ZIONISM—ALIYAH AND ISRAEL
Simi Horwitz
WRITING ABOUT WOMEN
Kurt Hoffman, Elaine Tin Nyo, Anya Ulinich, Caroline Cox
OVERALL GRAPHIC DESIGN

IPPIES AWARDS
Allan M. Jalon
INVESTIGATIVE IN-DEPTH STORY
Elaine Tin Nyo, Anya Ulinich, Kurt Hoffman
OVERALL DESIGN OF A PRINT PUBLICATION
Jordan Kutzik
EDITORIAL/COMMENTARY

RNA
Britta Lokting
RELIGION REPORTING

STEVIE AWARDS
Rachel Fishman Feddersen
FEMALE EXECUTIVE OF THE YEAR
MAVERICK OF THE YEAR

Allan M. Jalon
NON-DEADLINE REPORTING

FEMALE EXECUTIVE OF THE YEAR
MAVERICK OF THE YEAR

Allan M. Jalon
NON-DEADLINE REPORTING

FEMALE EXECUTIVE OF THE YEAR
MAVERICK OF THE YEAR

2017 JOURNALISM & DESIGN AWARDS

American Jewish Press Association
2017 Simon Rockower Award for Excellence in Jewish Journalism

2017 RNA Awards for Religion Reporting Excellence

2017 STEVIE FINALIST

2017 Annual Contest
Deadline Club

2017 SIGMA DELTA CHI AWARDS
FOR EXCELLENCE IN JOURNALISM

ippies awards 2017

advertise.forward.com
**THE FORWARD** reaches more Jews online than any other U.S. based Jewish media company. If you want to influence the Jewish market, no one reaches them like the Forward.

**DIGITAL MAJOR U.S. MARKETS**

<table>
<thead>
<tr>
<th>City</th>
<th>Sessions</th>
<th>New Users</th>
</tr>
</thead>
<tbody>
<tr>
<td>New York</td>
<td>3,113,735</td>
<td>1,407,304</td>
</tr>
<tr>
<td>Los Angeles</td>
<td>735,022</td>
<td>410,298</td>
</tr>
<tr>
<td>Chicago</td>
<td>564,032</td>
<td>329,422</td>
</tr>
<tr>
<td>Washington</td>
<td>554,210</td>
<td>281,564</td>
</tr>
<tr>
<td>San Francisco</td>
<td>332,418</td>
<td>208,705</td>
</tr>
<tr>
<td>Boston</td>
<td>283,131</td>
<td>146,612</td>
</tr>
<tr>
<td>Philadelphia</td>
<td>266,865</td>
<td>124,560</td>
</tr>
<tr>
<td>Seattle</td>
<td>215,882</td>
<td>146,544</td>
</tr>
<tr>
<td>Houston</td>
<td>198,772</td>
<td>134,606</td>
</tr>
<tr>
<td>Miami</td>
<td>128,017</td>
<td>73,912</td>
</tr>
</tbody>
</table>

**% NEW SESSIONS**

- New York: 45%
- Los Angeles: 56%
- Chicago: 58%
- DC: 51%
- San Francisco: 63%
- Boston: 52%
- Philadelphia: 47%
- Seattle: 68%
- Houston: 68%
- Miami: 58%

Based on Google Analytics 12/31/2016
**DIGITAL DEMOGRAPHICS & READERSHIP NUMBERS**

### VISIT FORWARD PER WEEK

**On Mobile**
- Once or twice: 1,788 (82%)
- Around five times: 108 (5%)
- More than five times: 18 (1%)

**On laptop/desktop**
- Once or twice: 1,774 (81%)
- Around five times: 145 (7%)
- More than five times: 27 (1%)

### EDUCATION

- High School Grad./GED: 202 (9%)
- Bachelor’s Degree: 723 (33%)
- Master’s, MBA and/or PhD: 1,005 (46%)
- Post-Doctoral Degree: 236 (11%)

### HHI

- $200,000+: 258 (12%)
- $125,000 - $200,000: 303 (14%)
- $100,000 - $125,000: 240 (11%)
- $80,000 - $100,000: 298 (14%)
- $60,000 - $80,000: 241 (11%)
- $40,000 - $60,000: 585 (27%)

### AGE OF USERS

**SESSIONS BY AGE**

- 65+: 3,494,107 (23%)
- 18-24: 1,650,725 (18%)
- 25-34: 3,390,055 (17%)
- 35-44: 3,095,598 (17%)
- 45-54: 2,693,138 (14%)
- 55-64: 3,494,107 (14%)

**NEW USERS BY AGE**

- 65+: 1,250,175 (13%)
- 18-24: 1,147,729 (12%)
- 25-34: 2,226,917 (22%)
- 35-44: 1,990,129 (20%)
- 45-54: 1,638,960 (17%)
- 55-64: 1,662,168 (17%)

Based on Google Analytics 12/31/2016
E-BLAST GUIDELINES

1. Need “Subject Line” for the e-blast. “Sponsored by” along with the sponsors name will be added to the end of the subject line. Name of sponsor due when subject line is submitted.

2. Provide e-mail addresses for “test”.

3. HTML is acceptable.

4. Size: 600 pixels - ideal to display reliably in the vast majority of e-mail clients. Our own newsletters are 720 pixels wide, can accommodate up to 800 px.

5. Length is entirely up to you.

6. Links can be embedded but the entire image must be clickable.

7. MEDIA MUST BE SUBMITTED 3 DAYS IN ADVANCE

E-NEWSLETTER SPONSORSHIPS

Expanded top leaderboard (728 x 370 max., 728 x 90 min.) PLUS standard bottom leaderboard (728 x 90) exclusive to one advertiser.

Daily e-newsletter, mornings..........................$650

Targeted content e-newsletter, afternoons.....$750

MONDAY
DAILY NEWSLETTER, OPINION

TUESDAY
DAILY NEWSLETTER, SISTERHOOD, CULTURE

WEDNESDAY
DAILY NEWSLETTER, OPINION, FOOD

THURSDAY
MORNING MANUAL, CULTURE, YIDDISH (ENGLISH)

FRIDAY
DAILY NEWSLETTER

SATURDAY
DAILY NEWSLETTER, CULTURE

SUNDAY
DAILY NEWSLETTER, FOOD

Forward e-mail list goes to 103,000 people. Recipients have signed up for the Jewish Daily Forward newsletter.
SOCIAL MEDIA OPPORTUNITIES

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

ENGAGED AUDIENCE

- 100,000 Facebook followers
- 700,000 unique monthly views on Facebook
- 53,000 Twitter followers
- 1,500,000 monthly Twitter impressions
- 4,000 followers on Instagram and growing

Our average post on Facebook gets 19,000 views, nearly 300 reactions i.e. Likes, Comments and Shares and gets clicked on average 600 times.

SPONSORED POSTS

The Forward can help build your brand and drive social engagement

- Advertisements that link back to your website.
- “Native” ads that live on Facebook (event pages, videos, images, etc.)

COSTS

- $650 Sponsored Post
- $750 Video Sponsored Post
### Digital Advertising Rate Card

<table>
<thead>
<tr>
<th>AD SIZE</th>
<th>PLACEMENT</th>
<th>CPM</th>
<th>GEO TARGETED</th>
</tr>
</thead>
<tbody>
<tr>
<td>728 x 90, 300 x 250</td>
<td>ROS (Run of Site)</td>
<td>$10.00</td>
<td>$15.00</td>
</tr>
<tr>
<td>1090 x 100, 300 x 600</td>
<td>ROS (Run of Site)</td>
<td>$15.00</td>
<td>$21.00</td>
</tr>
<tr>
<td>Interstitial Pop Up 540 x 480</td>
<td>ROS (Run of Site)</td>
<td>$35.00</td>
<td>$45.00</td>
</tr>
<tr>
<td>728 x 90, 300 x 250</td>
<td>Content Targeted</td>
<td>$12.50</td>
<td>$20.00</td>
</tr>
<tr>
<td>728 x 90 Bottom</td>
<td>Content Targeted</td>
<td>$7.50</td>
<td>$15.00</td>
</tr>
<tr>
<td>1090 x 100, 300 x 600</td>
<td>Content Targeted</td>
<td>$17.50</td>
<td>$35.00</td>
</tr>
</tbody>
</table>
Our audience affluent, politically involved & progressive-minded, with a strong interest in causes, issues and Israel. They cross the religious spectrum, from Haredim and Modern Orthodox to Conservative, Reform and non-religious, “cultural Jews.”

The Forward The best publication for reaching successful, engaged, influential Jews, across America.

Source: Quantcast and 2016 Reader Survey
**Standard Advertising Units**

Special discounted rates for standard ad units. These may be combined with contract discounts for greater savings. Composition and design services for print and digital are available.

<table>
<thead>
<tr>
<th>Ad Type</th>
<th>Size</th>
<th>Open Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>TWO PAGE SPREAD</strong></td>
<td>16.75” x 10.875”</td>
<td>$9,900</td>
</tr>
<tr>
<td><strong>FULL PAGE</strong></td>
<td>8.375” x 10.875”</td>
<td>$6,000</td>
</tr>
<tr>
<td><strong>VERTICAL 1/2</strong></td>
<td>4.1” x 10.875”</td>
<td>$3,700</td>
</tr>
<tr>
<td><strong>HORIZONTAL 1/2</strong></td>
<td>8.375” x 5.35”</td>
<td>$3,700</td>
</tr>
<tr>
<td><strong>SQUARE 1/3</strong></td>
<td>5.375” x 5.375”</td>
<td>$2,500</td>
</tr>
<tr>
<td><strong>VERTICAL 1/4</strong></td>
<td>4.1” x 5.35”</td>
<td>$1,800</td>
</tr>
<tr>
<td><strong>VERTICAL 1/3</strong></td>
<td>2.65” x 10.83”</td>
<td>$2,500</td>
</tr>
<tr>
<td><strong>VERTICAL 1/6</strong></td>
<td>2.83” x 5.35”</td>
<td>$1,200</td>
</tr>
<tr>
<td><strong>HORIZONTAL 1/8</strong></td>
<td>4.1” x 2.58”</td>
<td>$800</td>
</tr>
</tbody>
</table>

*Please allow 1/8” (.125”) for Bleed and 3/16” (.1875”) for Type Safety.*

Non-Profit Rates Provided Upon Request.
<table>
<thead>
<tr>
<th>Cover Date</th>
<th>Corresponding Digital Guide</th>
<th>Magazine Issue Focus</th>
<th>Ad Material Due Date</th>
<th>Print Date</th>
<th>In-Home Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>Predictions 2018</td>
<td></td>
<td>12/4/17</td>
<td>12/12/17</td>
<td>12/17/18</td>
</tr>
<tr>
<td>February</td>
<td>Fashion Week/Modest Fashion</td>
<td>Spring Travel/College Tour</td>
<td>1/5/18</td>
<td>1/15/18</td>
<td>1/21/18</td>
</tr>
<tr>
<td>March</td>
<td>Israeli Fashion Guide</td>
<td>Purim/Passover/RBG Profile</td>
<td>2/2/18</td>
<td>2/12/18</td>
<td>2/18/18</td>
</tr>
<tr>
<td>April</td>
<td></td>
<td>Health/Tech/120 Culmination</td>
<td>3/5/18</td>
<td>3/19/18</td>
<td>3/25/18</td>
</tr>
<tr>
<td>May</td>
<td></td>
<td>Israel at 70</td>
<td>4/4/18</td>
<td>4/16/18</td>
<td>4/23/18</td>
</tr>
<tr>
<td>June</td>
<td>Modern Jewish Wedding Guide</td>
<td>Weddings/Summer Arts Preview</td>
<td>5/7/18</td>
<td>5/21/18</td>
<td>5/27/18</td>
</tr>
<tr>
<td>July</td>
<td>Bar/Bat Mitzvah</td>
<td>Jewish Genetics/Synagogues</td>
<td>6/6/18</td>
<td>6/19/18</td>
<td>6/26/18</td>
</tr>
<tr>
<td>August</td>
<td>College Guide</td>
<td>College Guide Renewal</td>
<td>7/5/18</td>
<td>7/16/18</td>
<td>7/22/18</td>
</tr>
<tr>
<td>September</td>
<td>Synagogue Guide</td>
<td>Rosh Hashanah &amp; Yom Kippur Traditions</td>
<td>8/5/18</td>
<td>8/13/18</td>
<td>8/20/18</td>
</tr>
<tr>
<td>October</td>
<td>Food Awards</td>
<td>Food Awards</td>
<td>9/5/18</td>
<td>9/17/18</td>
<td>9/23/18</td>
</tr>
<tr>
<td>November</td>
<td>Guide to Giving</td>
<td>Underappreciated Women</td>
<td>10/3/18</td>
<td>10/11/18</td>
<td>10/22/18</td>
</tr>
<tr>
<td>December</td>
<td>Forward 50</td>
<td>Forward 50</td>
<td>11/1/18</td>
<td>11/12/18</td>
<td>11/22/18</td>
</tr>
</tbody>
</table>

Dates and topics are subject to change; contact your Forward advertising representative or visit forward.com/advertise for the latest updates. Cover date represents the last date of retail sale for that issue. On sale date is one week prior. *Please note earlier-than-standard advertising deadlines due to special sections or holidays.

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<table>
<thead>
<tr>
<th>Cover Date</th>
<th>Digital Guide</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>Guide to Modest Fashion Timed with NY Fashion Week</td>
</tr>
<tr>
<td>February</td>
<td>Israeli Fashion Guide Profiles of 10 hottest Israeli designers, and where to buy their clothes in America/online</td>
</tr>
<tr>
<td>March</td>
<td>Wedding Guide New twists on the traditional ceremony; trends in food; best Jewish wedding entrances; Israeli wedding dress designers</td>
</tr>
<tr>
<td>July</td>
<td>Bar/Bat Mitzvah Guide Creative mitzvah projects, interesting party ideas (beyond ‘menorah lighting’), how to help a child write a moving speech (with guidance questions)</td>
</tr>
<tr>
<td>August</td>
<td>College Guide A comprehensive picture of what Jews take into consideration when they look for a college.</td>
</tr>
<tr>
<td>September</td>
<td>Guide to Synagogues Survey comparing synagogue membership/HH seats, openness to various groups, famous members, dress code, child programming, adult education</td>
</tr>
<tr>
<td>October</td>
<td>Food Awards Crowdsourced favorites in Jewish food</td>
</tr>
<tr>
<td>November</td>
<td>Guide to Giving</td>
</tr>
<tr>
<td>December</td>
<td>Forward 50 50 most influential Jews of the past year</td>
</tr>
</tbody>
</table>

Other subjects
Philanthropy, J Early Education, Summer Camps, Bris/Baby Namings, Shiva, Modest Fashion
Travel: Jewish Guide to Traveling Asia

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