For over 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.
The New York Times recognizes the Forward

For over 120 years, The Forward has been in the homes of the American Jewish community. We are the voice speaking to them and for them. Its 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

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 reaches 2 million Jews across our website, social channels and new digital platform. 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.

“The FORWARD is 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 brand with our high-quality journalism that has millions of loyal readers.

ROCKOWER AWARDS

Laura Adkins, 2nd Place
EXCELLENCE IN SINGLE COMMENTARY
Jane Eisner, Dan Friedman
EXCELLENCE IN EDITORIAL WRITING
Larry Cohler-Esses & Lili Bayer
THE BORIS SMOLAR AWARD FOR
EXCELLENCE IN ENTERPRISE OR
INVESTIGATIVE REPORTING
Larry Cohler-Esses & Lili Bayer
AWARD FOR EXCELLENCE IN
NEWS REPORTING
Ber Kotlerman & Alexandra Poljan,
Sam Kestenbaum
AWARD FOR EXCELLENCE IN
FEATURE WRITING

Talya Zax, David Zvi Kalman
AWARD FOR EXCELLENCE IN ARTS AND CRITICISM
NEWS AND FEATURES
Daniel Witkin
REPORTING ON AN ARTISTIC ENDEAVOR, TREND,
MOVEMENT OR PERSONALITY, WHETHER IN
LITERATURE, THEATER, FILM OR FINE ARTS AND
CRAFTS.
Laura Adkins & Aiden Pink,
Nathan Guttmann
THE DAVID FRANK AWARD FOR
EXCELLENCE IN PERSONALITY PROFILES
Ber Kotlerman & Alexandra Poljan
AWARD OF EXCELLENCE IN WRITING ABOUT
JEWISH HERITAGE AND JEWISH PEOPLEHOOD IN

SIGMA DELTA CHI

Larry Cohler-Esses & Lili Bayer
INVESTIGATIVE REPORTING (NON-DAILY PUBLICATION)
MAJOR U.S. MARKETS: DIGITAL

THE FORWARD reaches more Jews online than any other U.S. based Jewish media company.

<table>
<thead>
<tr>
<th>Metro Area</th>
<th>Users</th>
</tr>
</thead>
<tbody>
<tr>
<td>New York</td>
<td>1,957,569</td>
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<tr>
<td>Los Angeles</td>
<td>666,286</td>
</tr>
<tr>
<td>Chicago</td>
<td>435,444</td>
</tr>
<tr>
<td>Boston</td>
<td>422,495</td>
</tr>
<tr>
<td>San Francisco</td>
<td>410,669</td>
</tr>
<tr>
<td>Philadelphia</td>
<td>402,090</td>
</tr>
<tr>
<td>Washington</td>
<td>281,740</td>
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<tr>
<td>Seattle</td>
<td>202,263</td>
</tr>
<tr>
<td>Houston</td>
<td>154,990</td>
</tr>
</tbody>
</table>

If you want to influence the Jewish market, no one reaches them like the Forward.

Based on Google Analytics 2018
Forward email list goes to 93,000 people. Recipients have signed up for the Jewish Daily Forward newsletter.

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 email addresses for “test”.

3. HTML is preferred.

4. Size: 600 pixels - ideal to display reliably in the vast majority of email 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

Standard bottom leaderboard (728 x 90) exclusive to one advertiser.

Daily e-newsletter, mornings.............................$750
Daily e-newsletter, geo-target.........................$1,200
Eblast - Full list ...............................................$2,800
Geo-Target..........................................................$850

NOTE: Pricing based on current list size

MONDAY DAILY, JANE LOOKING FORWARD
TUESDAY DAILY, OPINION
WEDNESDAY DAILY, CULTURE
THURSDAY DAILY, OPINION
FRIDAY DAILY
SATURDAY WEEKLY
## Digital Advertising Rate Card

### Top Leaderboard
- **Size:** 1090 x 100

### Half Page Ad
- **Size:** 300 x 600

### Leaderboard
- **Size:** 728 x 90

### Interstitial Pop Up
- **Size:** 540 x 480

### Medium Rectangle
- **Size:** 300 x 250

<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 600,320 x 100</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>
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<tr>
<td>728 x 90, 300 x 250</td>
<td>Content Targeted</td>
<td>$15.00</td>
<td>$20.00</td>
</tr>
<tr>
<td>728 x 90 Bottom</td>
<td>Content Targeted</td>
<td>$8.00</td>
<td>$15.00</td>
</tr>
<tr>
<td>1090 x 100, 300 x 600</td>
<td>Content Targeted</td>
<td>$20.00</td>
<td>$35.00</td>
</tr>
</tbody>
</table>
SOCIAL MEDIA OPPORTUNITIES

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

ENGAGED AUDIENCE

- 99,000 Facebook followers
- 250,000 monthly FB users
- 54,000 Twitter followers
- 114,000 monthly Twitter users
- 4,100 followers on Instagram and growing

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
Our audience is 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: 2016 and 2018 Reader Surveys and Google Analytics 2018
## EDITORIAL CALENDAR

<table>
<thead>
<tr>
<th>Cover Date</th>
<th>Website Topics</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>February</td>
<td>Valentine’s Day / Summer Camp Planning / Shiva</td>
<td>Shiva</td>
<td>1/7/19</td>
<td>1/15/19</td>
<td>1/28/19</td>
</tr>
<tr>
<td>March</td>
<td>Golda Meir PM (50th)/ Purim/Jewish Travel</td>
<td>Purim / Jewish Travel</td>
<td>2/4/19</td>
<td>2/12/19</td>
<td>2/25/19</td>
</tr>
<tr>
<td>April</td>
<td>Passover Traditions &amp; Food</td>
<td>Migrations (Immigration)/ Passover</td>
<td>3/11/19</td>
<td>3/19/19</td>
<td>4/1/19</td>
</tr>
<tr>
<td>May</td>
<td>Summer Travel / Jewish American Heritage Month</td>
<td>Summer Travel/ Summer Arts Preview</td>
<td>4/8/19</td>
<td>4/16/19</td>
<td>4/29/19</td>
</tr>
<tr>
<td>June</td>
<td>100th Anniversary of Women’s Suffrage</td>
<td>100th Anniversary of Women’s Suffrage</td>
<td>5/13/19</td>
<td>5/21/19</td>
<td>6/3/19</td>
</tr>
<tr>
<td>July</td>
<td>Remembering Moon Landing / Bar Mitzvahs</td>
<td>Genetics / Bar/Bat Mitzvahs</td>
<td>6/10/19</td>
<td>6/18/19</td>
<td>7/1/19</td>
</tr>
<tr>
<td>August</td>
<td>College Guide 2019 / Education</td>
<td>Woodstock (50th)</td>
<td>7/8/19</td>
<td>7/16/19</td>
<td>7/29/19</td>
</tr>
<tr>
<td>September</td>
<td>High Holidays</td>
<td>College Guide / Education</td>
<td>8/5/19</td>
<td>8/13/19</td>
<td>8/26/19</td>
</tr>
<tr>
<td>October</td>
<td>Food Awards</td>
<td>High Holidays</td>
<td>9/9/19</td>
<td>9/17/19</td>
<td>9/30/19</td>
</tr>
<tr>
<td>November</td>
<td>Giving</td>
<td>Food Awards / Giving</td>
<td>10/7/19</td>
<td>10/15/19</td>
<td>10/28/19</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.

©2018 Forward Association, Inc. (10/2018)
The Forward’s new magazine format gives us the spatial and design flexibility to do all the journalistic work we’ve become famous for.

We cover life’s **Jewish moments**, from food to festivals. We cover the richness of the Jewish experience.

We **report compelling, untold stories** that interest Jews across America.

We cover **important developments** in the nation’s political, social and institutional life.

We **highlight issues** within our community that stimulate discussion, thought and action.

We offer a **range of analysis** and commentary that spans the political and ideological spectrum.

We **review films, books, theater and music**. We profile writers, film makers, actors, and musicians — the doers of the art world — to keep our readers abreast of what’s new and worthwhile.

Our **Flagship issue, The Forward 50**, lists the most influential Jews in the United States and is published every fall after being widely consulted, quoted and debated.