



Frydenberg tweeter has track record 3&16

THE AUSTRALIAN
jewishnews
Celebrating 120 years: 1895-2015



Etgar Keret on his latest book
PAGE 22

FRIDAY, JULY 3, 2015 – TAMMUZ 16, 5775



An iconic image

Taken at a community rally during the height of last year's war in Gaza, this AJN photograph encapsulating the essence of Australian Jewish identity has won a prestigious award from the NSW Premier.

FULL COVERAGE 3 & 16



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The Australian Jewish News
120 YEARS
The people and events making the headlines



OVERVIEW

Newspaper of the Year
PANPA 2006

Best editorial
NSW Premier's Awards 2014

Best photo
NSW Premier's Awards 2015

For more than 120 years, *The Australian Jewish News* has been the voice of Australia's Jewish community. With two editions each week - Sydney and Melbourne - *The AJN* covers local, federal and international news, opinion, arts, lifestyle and sport. Advertisers looking for a high net-worth niche market are attracted to advertising in *The AJN*. Our readership is very well represented in business, the professions, academia and the arts. Singapore Airlines, Commonwealth Bank, Bank of Queensland, Coles and Woolworths are all regular advertisers.

READERSHIP AND REACH

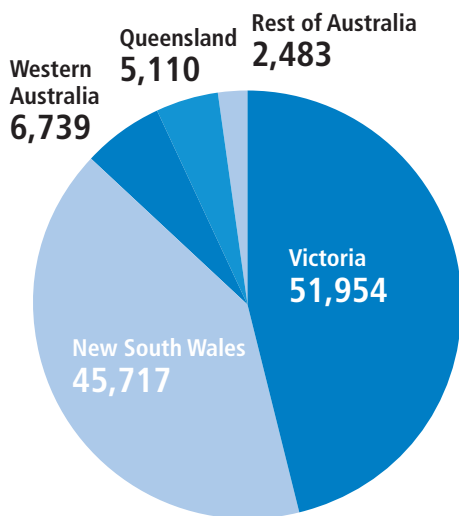
- Print edition:** 192,000 readership per month
- jewishnews.net.au:** 120,000+ page views per month
- iPad and e-paper:** 3,500 subscribers per month
- Facebook and Twitter:** Up to 50,000 organic reach per post
- 70%** penetration into Jewish households.

FREQUENCY AND DISTRIBUTION

- Two editions per week (one Sydney, one Melbourne)
- Delivered and sold through over 180 newsagents throughout the country and mailed to subscribers each Thursday.
- 51 issues per year each state
- \$3.80 cover price

AUSTRALIA'S JEWISH COMMUNITY

Population: 112,000



Concentrated in the inner south-east of Melbourne and the eastern suburbs of Sydney.

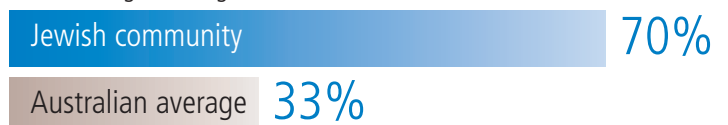


Income

33% have an income greater than **\$156k** pa.
JEWISH HOUSEHOLDS three times as likely to have an income greater than **\$104k** pa than the rest of Australia.


Education

Bachelor degree or higher



THE AUSTRALIAN JEWISH NEWS PRINT EDITION

Australia's leading community newspaper

<p>NEWS</p>  <p>Award-winning local, state and federal news concerning Australia's Jewish community.</p> <p>Prime positions COVER STRIP INSIDE FRONT PAGES 5, 7, 9.</p>	<p>WORLD</p>  <p>International news, featuring on-the-ground reports by our foreign correspondent in Israel.</p> <p>Prime position WORLD LEAD</p>	<p>OPINION</p>  <p>Commentary and analysis from Australia's leading Jewish thinkers, with guest columns by federal and state politicians.</p>	<p>ARTS</p>  <p>The who's who of the Jewish arts world. Film, theatre, literature and music are all covered.</p> <p>Prime position ARTS LEAD</p>	<p>LIFESTYLE</p>  <p>Each week we focus on a different topic: Home, Food, Health and Beauty, Travel and Tech.</p> <p>Prime position Editorial opportunities available to all advertisers</p>	<p>SPORT</p>  <p>Match reports, featured interviews and extensive coverage of local and world sport.</p> <p>Prime position BACK PAGE</p>	<p>IN FOCUS</p>  <p>Our weekly pictorial celebration of Australia's thriving Jewish community.</p> <p>Prime positions IN FOCUS COVER BEEN & SEEN WHAT'S ON</p>
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SUPPLEMENTS AND MAGAZINES

<p>WEDDING MAGAZINE</p>  <p>Our premium annual magazine featuring real weddings, fashion, photography, music and catering.</p>	<p>BAR/BAT MITZVAH</p>  <p>Australia's only guide to hosting a Bar or Bat Mitzvah celebration and the diverse Bar and Bat Mitzvah program offerings and opportunities.</p>	<p>KOSHER LIVING</p>  <p>Latest products and recipes for the Kosher lifestyle.</p>	<p>EDUCATION FOR LIFE</p>  <p>From kindergarten to University, short courses and trends in education. For all ages and stages we are a community of life-long learners.</p>	<p>FESTIVAL MAGAZINES</p>  <p>Our anchor magazines tied in with major Jewish festivals. Including Rosh Hashanah (Jewish New Year), Pesach (Passover) and Chanukah.</p>	<p>FASHION MAGAZINES</p>  <p>Twice yearly fashion magazines concentrating on Spring/Summer and Autumn/Winter trends.</p>	<p>INSERTS AND WRAPS</p>  <p>Gloss wraps and inserts available. Get your publication out to our readers.</p>
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Editorial opportunities available to all advertisers in our magazines and supplements

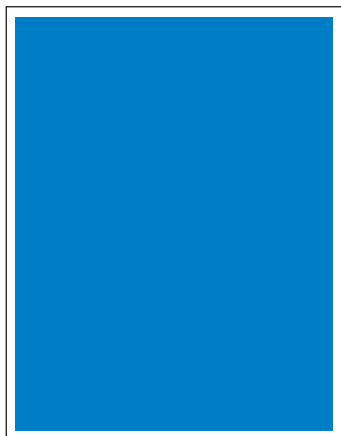
DIGITAL

Tablet, newsletter, website and social media

<p>jewishnews.net.au</p>  <p>Breaking news from the Jewish community in Australia and around the world.</p> <p>Prime positions LEADERBOARD, HOME PAGE</p>	<p>Tablet edition</p>  <p>Interactive multi-media version of the weekly edition and all magazines and supplements.</p> <p>Opportunities VIDEO, SLIDESHOWS, BOOKSHELF</p>	<p>Email newsletter</p>  <p>Weekly newsletter with more than 5,000 subscribers.</p> <p>Opportunities ADVERTISING, COMPETITIONS</p>	<p>Social media</p>  <p>Highly successful strategy has increased the AJN's profile and reach.</p> <p>Opportunities COMPETITIONS, EVENT PROMOTION</p>
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RATES AND SIZES | PRINT

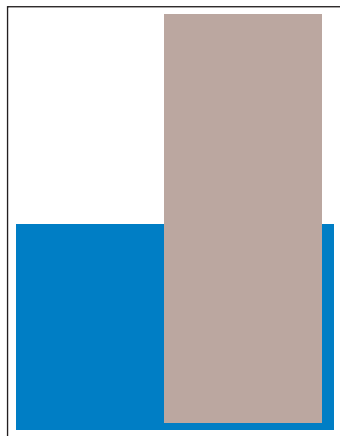
Prices per state - discount applies for national advertising



FULL PAGE

37cm high x 26.2cm wide

\$3,090

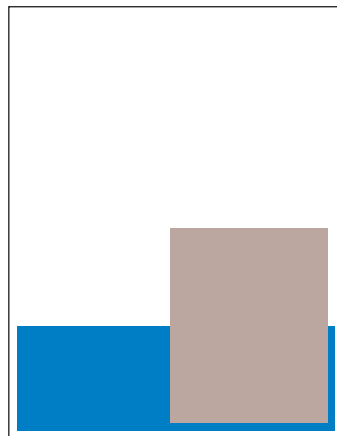


HALF PAGE

Horizontal: 20cm high x 26.2cm wide

Vertical: 37cm high x 13cm wide

\$1,760

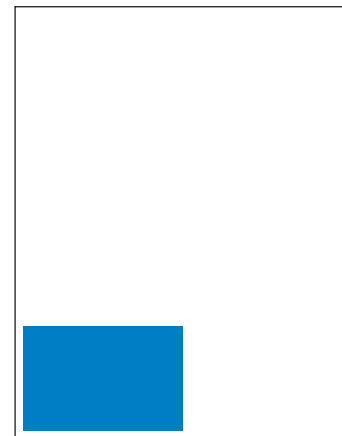


QUARTER PAGE

Horizontal: 10cm high x 26.2cm wide

Vertical: 20cm high x 13cm wide

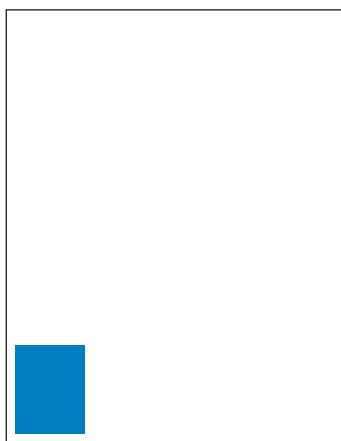
\$1,012



EIGHTH PAGE

10cm high x 13cm wide

\$552



MODULE

10cm high x 6.3cm wide

\$276



FRONT COVER STRIP

5cm high x 26.2cm wide

\$1,575

PRIME POSITIONS

Early General News (pages 5, 7 & 9)	+35%
Back Page (Sport)	+35%
IN FOCUS Cover	+25%
World Lead	+15%
Arts Lead	+15%
Been & Seen	+15%
What's on	+15%

MULTIPLE BOOKINGS

3 to 6: 10% discount | 7 to 12: 15% discount | 13+: 20% discount

INSERTS AND WRAPS

Contact your AJN advertising representative for further details.

RATES AND SIZES | DIGITAL

Website: jewishnews.net.au

Media	100% SOV	50% SOV	33% SOV
Leaderboard Size: 728px wide x 90px high	\$1,400	\$800	\$530
Medium rectangle Size: 300px wide x 250px high	\$903	\$551	\$395
Half page 300px wide x 600px high	\$1,290	\$645	\$430

Weekly email newsletter:

Advertising and full sponsorship opportunities available.

Tablet multimedia

VIDEO	SLIDESHOW/GALLERY	BOOKSHELF
\$450	\$300	\$500
<ul style="list-style-type: none"> Up to 15 seconds embedded video No time limit for YouTube/Vimeo links Editing and voiceover can be provided for an extra fee 	<ul style="list-style-type: none"> Up to 10 images Link each slide to your website or product Add captions for added detail 	<p>We'll turn your existing print publication into an interactive iPad edition, available in the AJN's popular iPad app. Maximum 16 pages plus 4 pieces multimedia.</p>

All prices subject to 10% GST.

CONTACT US

Tel: 1800 010 171 (free call)

Email: advertise@jewishnews.net.au

Web: jewishnews.net.au/advertise