

# SAN DIEGO Jewishjournal

FIRST PLACE  
ROCKOWER AWARD  
WINNER 2003

THIRD PLACE  
ROCKOWER AWARD  
WINNER 2005

## 2008-2009 DISPLAY ADVERTISING RATES

The San Diego Jewish Journal is a full color/all gloss magazine which is unlike any other Jewish publication on the west coast. We showcase the variety and vitality of Jewish San Diego through original human interest features and previews of jewish cultural events

We also contain a calender, a guide to Jewish worship, an adult education directory, along with regular features on food, books, sports, the arts, single life, seniors, travel, and more - all from Jewish perspective. We print several special issues a year where we focus on camps, seniors, education, health and fitness, and other interests in the Jewish community.

The journal is published monthly and has been featured in the San Diego Union-Tribune and the North County Times and on KUSI, KFMB, and KNSD. Our circulation continues to grow. We are now in Palm Springs and Temecula Valley

San Diego Jewish Journal Magazine  
**DEMOGRAPHIC HIGHLIGHTS & CIRCULATION INFORMATION**

**CIRCULATION:**

The San Diego Jewish Journal prints 20,000 copies per month. 15,000 mailed to home circulation throughout San Diego County, Palm Springs and Temecula. 5,500 distributed to high traffic drops in San Diego County, Palm Springs and Temecula.

**INCOME**

Average household income	\$123,000
Average persons/household	2.7
8.5% Annual income exceeds	\$1 million

**GENERIC DATA**

Homeowners	
Average Market Value of home	\$750,000. <sup>00</sup>
Owners of second homes	18%
Professional/business owners	73%
College/post graduate degrees	68%
Men	49%
Women	51%

**AGE BREAKDOWN**

25 - 44	35%
45 - 60	40%
60 +	25%

**MARITAL STATUS**

Married	72%
Divorced/Single/Widowed	30%

**HEALTHCARE**

Insured with PPO/HMO	95%
Practice Diet program	82%
Prescription/household filled monthly	5.8

**RESTAURANTS**

**Average meals in full service res 8.6 per month**

**AUTOMOBILES**

Purchased/leased new car past 12 months	26%
Plan to purchase/lease new car next 12 months	38%

**CINEMA/ATTENDANCE**

Movies attended past 3 months	10
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**THEATRE/CONCERT/EVENT ATTENDANCE**

Attendance past 12 months	
Theatre	66%
Symphony	38%
Fundraising/Charity Events	63%

**TRAVEL**

**In the past 12 months:**

Average air travel trips for pleasure	3
Average air travel trips for business	2

**In the next 12 months:**

Total Air Flights Continental U.S	5.8%
New York	33%
Las Vegas	46%
Europe	31%
Hawaii	24%
Canada	23%
Israel	19%
Mexico	23%

Planning at least 1 ship cruise	14%
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**PLANNED PURCHASES IN THE NEXT 12 MONTHS**

Cable/DSL/Internet	29%
Camera/video equipment	19%
Cell phone	39%
Exercise equipment	53%
Gym membership	33%
Major home appliance	18%
Personal computer	19.5%
Satellite Dishes	46%

**POLITICAL ELECTIONS**

Voted in 2000 national election	87%
Voted local &/or California elections	75%

**PROFESSIONAL SERVICES IN THE PAST 12 MONTHS**

Attorney	42%
Physician	93%
CPA	84%
Financial Planner	25%
Insurance Broker	61%
Real Estate Agent	15%
Personal fitness trainer	11%
Travel Agent	45%

# 2008-2009 Display Advertising Sizes & Rates

Page	Width	Height	1X Rate	3X Rate	6X Rate	12X Rate
Biz Card	3 3/5" (3.604")	2"	\$370	\$290	\$260	\$240
1/8	3 3/5" (3.604")	2 1/2" (2.47")	\$420	\$340	\$310	\$290
1/6	3 3/5" (3.604")	3 1/3" (3.12")	\$530	\$430	\$385	\$360
1/4	3 3/5" (3.604")	5" (4.937")	\$760	\$610	\$550	\$520
1/3	3 3/5" (3.604")	6 2/3" (6.563")	\$960	\$780	\$695	\$660
1/2 V	3 3/5" (3.604")	10"	\$1370	\$1090	\$990	\$940
1/2 H	7 3/8" (7.35")	5" (4.937")	\$1370	\$1090	\$990	\$940
2/3	7 3/8" (7.35")	6 2/3" (6.562")	\$1720	\$1380	\$1240	\$1180
Full	7 3/8" (7.35")	10"	\$2490	\$1980	\$1780	\$1690
Inside Cover	8 5/8" (8.625")	11 3/8" (11.375")	\$2950	\$2360	\$2130	\$2020
Back Cover	8 5/8" (8.625")	11 3/8" (11.375")	\$3400	\$2720	\$2450	\$2320

## Mechanical Requirments: Offset Process

Actual Page Size: 8.125"w x 10.875"h

Page safe print area: 7.375"w x 10"h

- Single column width -  
1 7/10", two column width - 3 3/5",  
Three column width -  
5 1/2", 4 column width 7 3/8"
- Typesetting at no charge
- All premium ad placements - 15% surcharge
- Inserts available - Starting at \$1400

## ADVERTISING AGENCIES

- All open rates commisionable to recognize advertising agencies

## POLITICAL ADS PAYABLE IN ADVANCE

Full page bleeds - 8.625" w x 11.375" h

- Back cover (includes full bleed) \$3400

## WEB ADS

Sizes shown not to scale.

[www.sdjewishjournal.com](http://www.sdjewishjournal.com)

For advertising contact  
a sales representative:  
[sales@sdjewishjournal.com](mailto:sales@sdjewishjournal.com)  
**858.638.9818**

### Skyscraper

**\$175**  
120 pixels wide  
X 600 pixels high

**Small**

**\$125**  
120 pixels wide  
X 60 pixels high

**Medium**

**\$150**  
371 pixels wide X 90 pixels high

## **Publication Dates**

The San Diego Jewish journal is published monthly

## **Ad Production**

SDJJ provides basic typesetting at no additional charge for advertisers who do not submit camera-ready ads. All artwork (logos, product photos and graphics) must be supplied by the advertiser. It is the Advertiser's responsibility to make sure all copyright issues with logos, photos, etc. are cleared up before submitting to SDJJ. best halftone reproduction is obtained with black-and-white glossy prints, no negatives.

An ad proof will be provided upon request to advertisers who submit all ad copy and artwork prior to deadline. Proofs are intended for information checking only; they are not for design/copy changes or additions.

Ads produced by SDJJ are for the exclusive use of the advertiser in SDJJ magazine only. Requests for duplicate of an ad produced by SDJJ for use outside of the publication will in a graphic charge for ad production.

All ads smaller than a full page must be bordered to their exact dimensions. When the border submitted is an incorrect size, we will reborder it to fit

All ads **MUST** adhere to the purchased size and vertical and horizontal proportions. If they extend beyond the purchased size, they will be shrunk.

**Please send as a high resolution printable ADOBE PDF or Quark Xpress documents with CMYK or grayscale .tif & .eps images with Macintosh Postscript fonts included. No Quark type styles (e.g., italic, outlines, shadows, etc.) Images should not be scaled in Quark. Reversed-out type should be bold. All images must be sent 300 dpi.**

Ads may also be sent as high resolution JPEG or EPS with linked images included, text converted to outlines. Ads must be sent as a Word document, which will be recreated in Quark.

**Ads created in MS Publisher, MS powerpoint or Adobe PageMaker will not be accepted.**

For any questions on technical specifications, please call our Art Director, Laurie Miller at 858-6389818 Ext. 110

To place an ad in the San Diego Jewish Journal, Please call Advertising Director Mark Edelstein at 858-638-9818

SAN DIEGO JEWISH JOURNAL - COMMUNITY SOURCE GUIDE

**Dr. Mark S. Moss, Publisher**

**Mark Edelstein, Advertising Director / Co-Publisher**

Send ads to: [art@sdjewishjournal.com](mailto:art@sdjewishjournal.com)

sales @[sdjewishjournal.com](mailto:sdjewishjournal.com)

editor@[sdjewishjournal.com](mailto:sdjewishjournal.com)

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[www.sdjewishjournal.com](http://www.sdjewishjournal.com)

For information regarding our sister publication, Orange County Jewish Life visit [www.ocjewishlife.com](http://www.ocjewishlife.com) or call (858) 442-9922