

Binah

The Weekly Magazine for the Jewish Woman

MAGAZINE

*Cuisine
Crafts
Features
Fiction
Health
Home décor
Humor
Inspiration
Lifestyle
Parenting
Personal Essays
Profiles
Relationships
Travel*





Binah


is the world's only Orthodox Jewish women's weekly. Hebrew for "insight," Binah resonates strongly with Jewish women.

Every week, Binah Magazine taps into the energy and drive of the woman who takes pride in how her home is run, supplying resources and guidance that help her succeed.



Binah Magazine defies the current print media trend

and is steadily increasing the number of subscribers, week after week. This remarkable and continuous expansion parallels the growth of Orthodox Jewry worldwide and its need for publications that will satisfy the community's demand for high-caliber journalism. In addition, Binah's readers deliberately exclude most other media (secular publications, television and internet) from their homes due to philosophy. Significant religious value is placed on maintaining an insular environment within their homes, limiting their entertainment and news sources to those which match their community's high moral, ethical, and modest code of behavior.



Binah Magazine
enjoyed instant success

upon its launch in August 2006. Women in the U.S. and around the globe look forward to its one hundred or so full-color pages of eye-catching, practical, and inspirational reading material, unsurpassed in its professionalism and sophisticated presentation.

Articles discussing issues from everyday life, fine kosher cooking and entertaining, home decorating, organizing and housekeeping tips are favorites of these busy women, who are ready to invest in top-quality products that make living easier.

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Binah's influence on its readers is showcased on the "Your Say" pages, a continuous flow of passionate correspondence from readers that provides valuable and stimulating feedback to the editorial board. Binah's lively reader response has created an unprecedented phenomenon: a public yet private forum for women-only community discussion.



ELEMENTS

The community places a strong emphasis on family and home life, reflected in our readers' drive to make smart consumer choices for their families and to educate themselves about topics and products relevant to their lifestyle.



Voices

Columnists share motivational thoughts or experiences from daily living through which they have gained new perspective.

Your Say

A lively and passionate interchange between readers discussing topics raised in previous issues.

Odds and Ends/Immaterials

Tidbits of trivia on topics in the issue and more in-depth factual explorations shed light on the physical minutiae of contemporary life, from potholes to diamonds.

Fiction

A wide array of short stories and serials, including historical and modern-day settings, written by today's best authors.

ELEMENTS

To Your Health

Pediatricians discuss common children's medical conditions, contributors share extraordinary personal medical sagas, and columnists cover pertinent topics such as nutrition, preventative medicine, and new developments.

Family Matters

Education, psychology, and relationship experts respond to readers' questions.

Relish

A central pullout section features a range of food and home topics. Exclusive Binah columnists present thematic recipes covering different genres from week to week. Product reviews, home organization tips, and innovative practical ideas are interspersed with photo spreads of home décor, interior design, food presentation, and gift and craft ideas.

Sidelights

Light-hearted pieces that find the humorous side of womanhood, motherhood, and daily life.

Self

Short stories and first-person accounts revealing the world of emotion and spirituality.

Features

Issue-wide coverage of subjects both topical and timeless.

Finance

Columnists address economic concerns and present skills necessary for short- and long-term financial health at different stages of life.

Afterthoughts

A thought-provoking coda, reflecting each issue's topics and themes.



www.binahmagazine.com

Binah's website serves as the magazine's online presence, providing digital access to the articles and columns that have made the magazine so successful. With exclusive web-only offerings that complement the printed edition, Binahmagazine.com gives busy women the ability to access Binah anywhere, anytime.

DID YOU KNOW?



MAGAZINE FACTS

Magazines are #1 in ad receptivity compared with television and internet.

Source: Magazine Publishers of America, Simmons Multi-Media Engagement Study, 2009

Advertising in magazines prompts more word-of-mouth referrals (57%) than any other media advertising.

Source: Magazine Publishers of America, Time Inc. Magazine Environmental Tracking Study, 2006

Magazines supply credibility: Multiple sources show that consumers trust ads in magazines.

Source: Magazine Publishers of America, Time Inc. "Storytelling in a Multiplatform World," 2008; Experian Simmons Multi-Media Engagement Study, 2009; MRI, Fall 2009

The majority of magazine readers take action, or plan to act, in response to magazine ads.

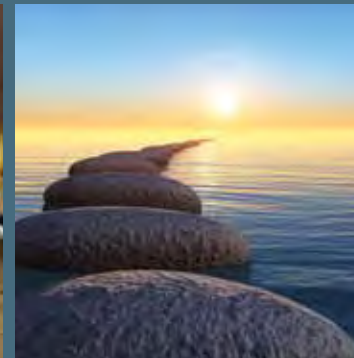
Source: VISTA Print Effectiveness Rating Service, 2009

Consumers are more likely to have a positive attitude toward advertising in magazines compared to other media.

Source: Magazine Publishers of America, Experian Simmons Multi-Media Engagement Study, 2009 Full-Year Study; The Futures Company Yankelovich MONITOR/Sequent Partners, 2008; Dynamic Logic AdReaction Study, 2007

Binah

AUDIENCE



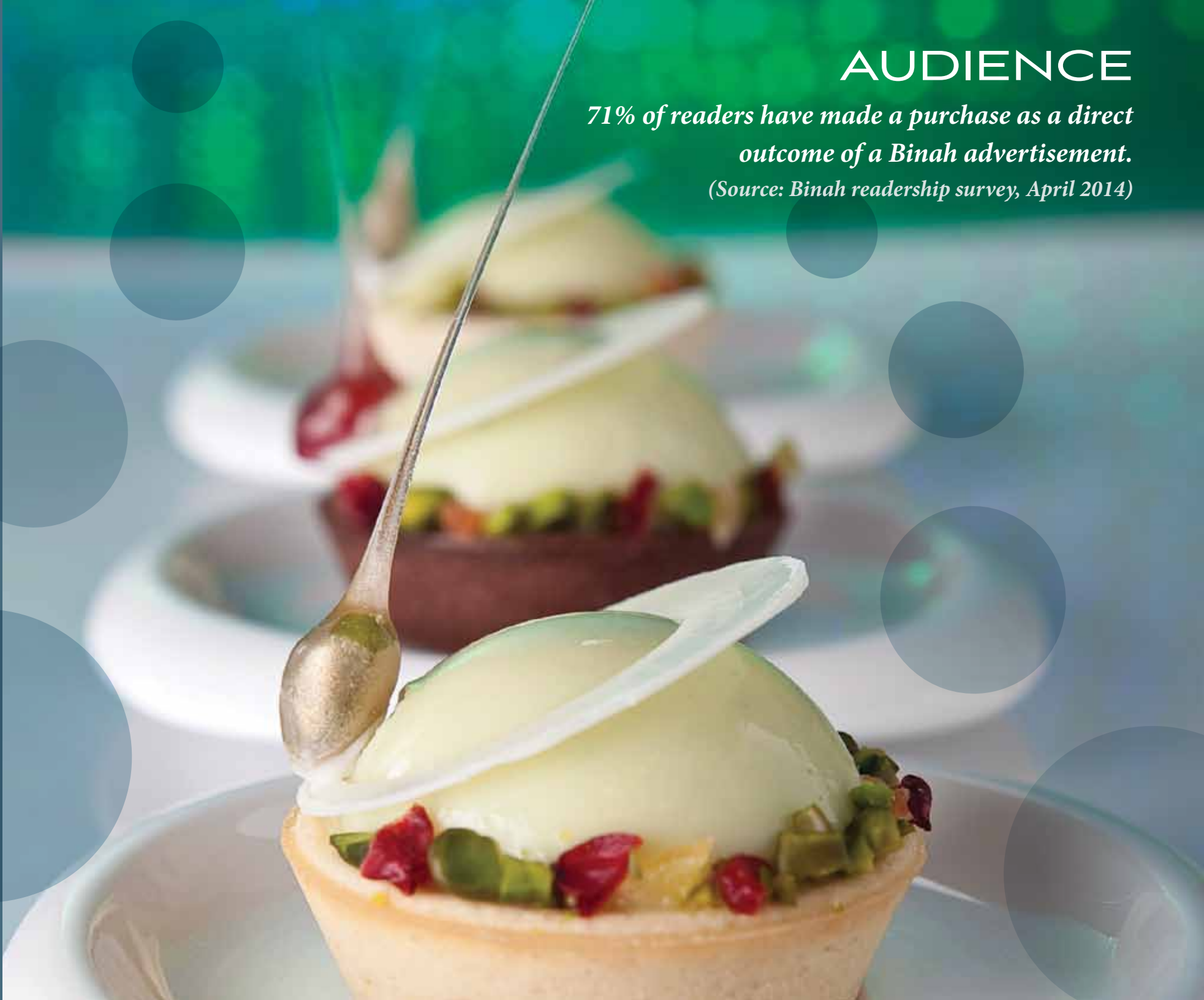
88% of Binah's readers report that the magazine's articles have influenced their opinions and actions.

(Source: Binah readership survey, April 2014)

AUDIENCE

*71% of readers have made a purchase as a direct
outcome of a Binah advertisement.*

(Source: Binah readership survey, April 2014)



Binah's devoted international readership eagerly awaits the arrival of the magazine that connects them with the world. The heavy emphasis on religious principles insulates the homes of Orthodox Jews from secular magazines and newspapers — making Binah the only media entering most of its readers' homes. Surveys reported that Binah earned a record score in the area of consumer confidence and trust.

Our surveys conservatively estimate that more than 185,000 women enjoy each issue of Binah. Households are typically large, meaning more readers (yes, even men);

Our surveys estimate that more than 185,000 women enjoy each issue of Binah. issues are re-read and passed on to friends, and lending libraries even add back issues to their shelves. Thus each issue of Binah is kept in circulation months and sometimes even years after publication. This yields an ever-widening reader

base and infinite product life, compounding the effect of publicity and advertising in Binah.

Binah Magazine is read everywhere and stirs readers from all walks of life in Jewish Orthodox circles. Its latest features are regularly discussed and debated among readers. Thus, it serves as a connection between communities, family members, and friends around the world, uniting them as a global village.

(Source: Binah readership survey, April 2014)





READER PROFILE

The typical Binah reader is a professionally employed woman or self-employed businesswoman, and/or a homemaker. 85% of Binah readers have post-high school education, and 50% have a college education.

The community as a whole places a strong emphasis on family and home life, reflected in these women's drive to make smart consumer choices for their families and to educate themselves about topics and products relevant to their lifestyle. Juggling numerous family, community, and work responsibilities encourages these women to favor purchases of convenience foods and time-saving appliances. They also devote significant time and resources to self-care and grooming, favoring a wide range of conservative and trendy dress styles for themselves and family members.

(Source: Binah readership survey, April 2014)

Binah

READERSHIP DEMOGRAPHICS



The Binah reader is an upscale Orthodox Jewish woman who is family-centered, communally active, and a highly motivated consumer.

READERSHIP DEMOGRAPHICS





Family Size

Most Binah readers are mothers of large families, averaging six children with a multitude of purchasing and service needs. Baby- and child-related purchases average \$10,000 per year. The average Binah reader shops for food three times a week with a weekly food budget of \$500.

Healthcare

A Binah reader will seek out healthcare providers who respect her religious values for determining end-of-life treatments. The Orthodox Jewish group's emphasis on extending life also prods them to seek the most experienced doctors and highest level clinics.

Socially Active

The social circle of a Binah reader is extensive, including a closely-knit extended family averaging 200 people. Community, friends, and acquaintances can number an additional 500 people. A Binah reader will typically spend two hours daily speaking to friends and family, with an average of two phone lines plus three cell phone subscriptions per household. A staggering 150 gift purchases are annually distributed by some Binah readers to mark special occasions.

The kitchen is the center of the Jewish family. Extensive kitchen equipment is found in every Binah reader's home.

Kosher Kitchen

As kosher consumers, this group purchases only food products with kosher certification. Additionally, the requirement to fully separate meat and milk products necessitates the purchase of two full sets of dishes, flatware, crockery, and often ovens, sinks and dishwashers.

Sabbath and Holidays

The festive Sabbath and holiday meals at a Binah reader's home include multi-course meals of fine cuisine, plus a selection of wines, served on silver, china, and sometimes high-end disposable goods. Homes are furnished with formal dining sets and regularly host dinner guests and parties. Weekly expenditures for Sabbath food average \$200 per family.

Passover

Passover laws necessitate the purchase of additional sets of meat and milk dishes, flatware, and crockery, plus additional small appliances such as mixer, blender, and food processor. Many households even build a special kitchen complete with its own appliances exclusively for Passover use.

(Source: Binah readership survey, April 2014)



Relish, Binah's recently launched food and home section, is a 12-page pullout.

Prominently featured in the center of the magazine makes it easy to keep for future reference or to share with a friend. Pre-holiday editions are printed as stand-alone, 32-page inserts two or three times a year.



RELISH

Weekly Food Columns

Relish's food columnists present a trio of thematic recipes each week. A weekly salad appeals to the health-conscious, and a rotating selection of soups, side dishes, and desserts appears throughout the month.

Tutorials

Easy-to-follow instructions on a variety of food and home-based topics, from basic and advanced kitchen skills to home décor and crafts.

Q&A

Biweekly columns answer readers' questions about food science and home organization.

Entertaining with Ease

Lush photo spreads of home décor, interior design, and food presentation provide both inspiration and direction for readers who enjoy entertaining family and friends.

Top Ten

A roundup of home décor and gift ideas with a unifying theme or seasonal slant.

Binah

DISTRIBUTION

*Binah Magazine
is distributed worldwide*

- ▲ USA
- ▲ CANADA
- ▲ ISRAEL
- ▲ EUROPE
- ▲ AUSTRALIA
- ▲ SOUTH AMERICA



Binah's core readership is in the United States, primarily concentrated in the major metropolitan areas of New York and New Jersey, as well as the Northeast, Midwest, greater Los Angeles, South Florida, and pockets of communities in between.

Binah Bunch includes not one but TWO exciting magazines for kids — Binah Bunch Clubhouse, for younger readers, and Binah BeTween, for tweens and up. Week after week, the Binah Bunch family of young readers grows larger, with school children worldwide excitedly following all of the magazine's features.



BINAH
beTWEEN
BINAH
bunch

A supplementary magazine for kids included with each copy of Binah

Science experiments, step-by-step drawing and cooking lessons, original craft ideas and more build children's confidence and creativity as they create exciting projects and artwork.

An action-packed comic serial, mystery fiction, teen serials, short stories, mind-bending puzzles and interactive contests keep young readers eagerly turning the pages, providing countless hours of amusement.

Teens are offered guidance in a letter/answer format written by a knowledgeable and trustworthy advice columnist. True-to-life interviews introduce readers to people who have undergone interesting life experiences.

Weekly theme sections provide educational enrichment. These spreads are commonly used by educators as high-interest subject matter. Nutrition, health, science, and history gain new appeal in Binah Bunch as topics are explored and presented in an eye-pleasing and intriguing manner.

Kid of the Week is one of the most popular features to be found in any publication on the market, introducing readers to their contemporaries living across the globe.



Novels

Binah's weekly serial story writers have gone on to become published novelists with a high volume of sales, leveraging the popularity they acquired among Binah's readers.



Cookbook

A compilation of recipes from the weekly food column has been published in a 320-page cookbook. Sales have reached the 7,000 mark to date, and plans for future editions are in the works.



THE BINAH EFFECT

The magazine serves as a launching pad for an array of profitable second-generation products that benefit from Binah's widespread name recognition, household acceptance, and trust.



WHAT PEOPLE ARE SAYING:

As Brooklyn's premier kosher food market, we look for advertising venues that reflect our style and our values. Binah delivers!

-- Matt Swerdloff, Pomegranate

Advertising at Binah not only brings results, the people who work there are a pleasure to deal with! Thank you, Binah, for always being there for us as we pursue our common goal: bringing quality reading material to Jewish consumers everywhere.

-- Moshe Kaufman, Israel Book Shop

Whenever I place an ad in Binah, I know that it will be seen and noticed by thousands of Jewish mothers and their families, thus achieving our goal of informing the community about Hamaspik's services.

-- Joseph Landau, Hamaspik

Supplements

Topics cover a wide range of interests including entertaining, health, lifestyle, spirituality, and fiction. Supplements enjoy an even longer shelf life than the weekly magazines, as readers generally hold on to them for future reference.



STRATEGIC ADVERTISING



Binah Magazine boasts an experienced service team to cater to your company's individual needs and help you reach a whole new market. Our in-house development team will work with you to deliver your message in a format that will interest readers and create name recognition, increase brand awareness, and improve brand loyalty with a variety of options including:

- ▲ AD DESIGN
- ▲ INSERTS
- ▲ ADVERTORIALS
- ▲ CAMPAIGNS
- ▲ SUPPLEMENT SPONSORSHIP
- ▲ EDITORIAL STRATEGY

Binah offers a host of sponsorship opportunities including editorial collaboration with advertisers in magazine features. Pomegranate, the Brooklyn-based upscale kosher food emporium, ran a highly successful advertising campaign with their Binah recipe supplement and enjoyed a huge increase in sales – both in general, and specifically of ingredients required in the recipes they featured.

Entertainment and charity functions depend on their Binah advertisements to deliver high attendance.

Binah

Binah Magazine's unique blend of practical and inspirational content resonates with over 185,000 readers every week in its full-color magazine package, designed to provide quality reading material for the entire family.

Whether entertaining, shopping, working, enjoying time with family and friends, organizing, or making time for herself, today's Jewish woman relies on Binah to provide inspiring and practical solutions to make her life easier and more rewarding.

We invite you to join Binah and benefit from our commitment to excellence and customer satisfaction.



Binah



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ADVERTISING RATES

Binah

the magazine for today's jewish woman

\$2400

FULL PAGE

W/ BLEED
8.625" x 11.125"

NO BLEED
8" x 10.5"

\$1725

JUNIOR PAGE

HORIZON. W/ BLEED
8.625" x 8.35"

W/ BLEED
5.75" x 11.125"

NO BLEED
5.25" x 10.5"

\$1250

1/2 PAGE

HORIZONTAL W/ BLEED
8.625" x 5.35"

W/ BLEED
4.25" x 11.125"

\$830

1/3 PAGE

HORIZONTAL W/ BLEED
8.625" x 3.7"

W/ BLEED
2.875" x 11.125"

\$640

1/4 PAGE

HORIZONTAL
8.5" x 2.75"

4" x 5.35"

\$305

1/8 PAGE

4" x 2.75"

Back page - \$10,000
 Page 2 (inside front cover) - \$5,200
 Page 3 - \$5,900
 Centerfold spread - \$7,500
 Full page with perforation - \$3,400
 Ad placement on right side - Additional 10%

Artwork Requirements:
 PDF or EPS format with outlined or embedded fonts,
 CMYK Color

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IN THE EVENT THE ADVERTISER DEFAULTS, THE PUBLISHER SHALL HAVE THE RIGHT TO RECOVER FROM THE ADVERTISER, IN ADDITION TO THE AMOUNT DUE, REASONABLE COST OF COLLECTION, ATTORNEY FEES AND LITIGATION COST.

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