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.

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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 2018, the Forward transitioned into its next major phase by becoming a fully digital publication focusing on essential long-form news, opinion, and lifestyle content. The Forward now reaches 2 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.

“

The FORWARD is a crucial institution

- The Nation columnist Eric Alterman, in Crain’s NY Business

“

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2
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 Gutman
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 EUROPE

SIGMA DELTA CHI

Larry Cohler-Esses & Lili Bayer
INVESTIGATIVE REPORTING (NON-DAILY PUBLICATION)
EDITORIAL NEWSLETTER SPONSORSHIPS

PRICING
Daily e-newsletter, mornings (69K) .......................$500
Daily e-newsletter, one week (6 times) ...............$2000

GUIDELINES
Standard top and bottom leaderboard 728 x 90. Three (3) 300 x 250s, exclusive to one advertiser.

SPONSORED EBLASTS

PRICING
Eblast - Full sponsored list .................................... $2,400
Full blast Geo-Target NYC (12K recipients) .......... $850
Full blast Geo-Target other cities .......................... $600

NOTE: Pricing based on current list size

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.
# Digital Advertising Rate Card

For advertising inquiries, please email [info@forward.com](mailto:info@forward.com)

<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>970 x 250, 300 x 600</td>
<td>ROS (Run of Site)</td>
<td>$15.00</td>
<td>$20.00</td>
</tr>
<tr>
<td>Interstitial Pop Up 540 x 480</td>
<td>ROS (Run of Site)</td>
<td>$30.00</td>
<td>$35.00</td>
</tr>
<tr>
<td>728 x 90, 300 x 250</td>
<td>Content Targeted</td>
<td>$15.00</td>
<td>$20.00</td>
</tr>
<tr>
<td>970 x 250, 300 x 600</td>
<td>Content Targeted</td>
<td>$20.00</td>
<td>$25.00</td>
</tr>
<tr>
<td>320 x 100, 300 x 250</td>
<td>Mobile</td>
<td>$8.00</td>
<td>$12.00</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

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**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.

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**LIFESTYLE**
- 94% Owns a home
- 68% Married
- 87% Graduate degree
- 75% Member of a Synagogue
- 50% HHI $100,000+

**GENDER**
- 46 Female
- 51% Male

**AGE**
- 18-24: 9%
- 25-34: 24%
- 35-44: 20%
- 45-54: 17%
- 55-64: 17%
- 65+: 14%

**JEWISH DENOMINATION**
- Secular Jewish: 14%
- Orthodox: 10%
- Conservative: 26%
- Reform: 21%
- Reconstructionist: 4%
- Other: 25%

**TOP AREAS OF INTEREST COVERED BY THE FORWARD**
- News: 71%
- Culture: 56%
- Israel: 48%
- Opinion: 45%
- Politics: 45%
- Lifestyle: 20%
- Community: 17%
- Other: 5%

Source: 2016 and 2018 Reader Surveys and Google Analytics 2018

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