

Forward



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.

For advertising inquiries, please email info@forward.com

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

2018 JOURNALISM AWARDS

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 Guttman
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



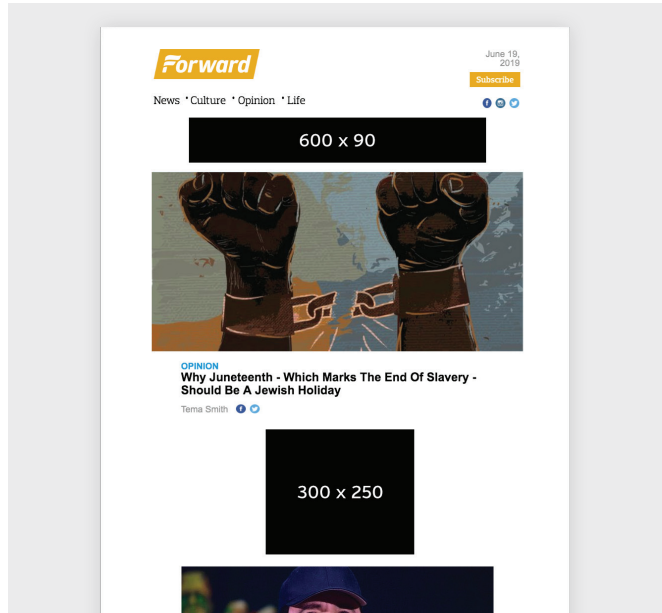
SIGMA DELTA CHI

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



EMAIL RATE CARD AND SPECS

EDITORIAL NEWSLETTER SPONSORSHIPS



PRICING

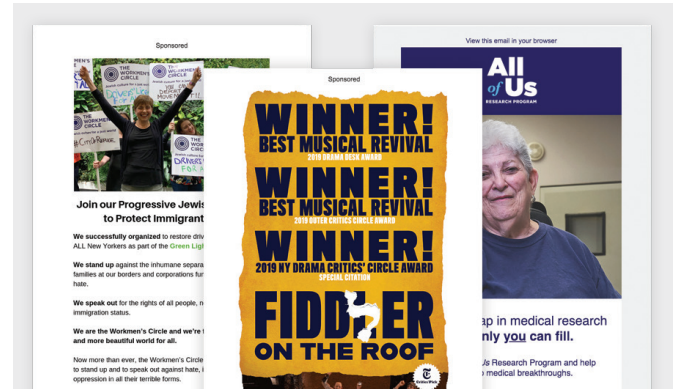
Daily e-newsletter, mornings (69K)\$500
 Daily e-newsletter, one week (6 times).....\$2000

GUIDELINES

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

MONDAY	DAILY, CULTURE
TUESDAY	DAILY, OPINION
WEDNESDAY	DAILY, CULTURE
THURSDAY	DAILY, OPINION
FRIDAY	DAILY, CULTURE
SATURDAY	DAILY
SUNDAY	DAILY

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

Forward
News • Culture • Opinion • Community

January 30, 2017

Search [] []
Subscribe [] Give []

Top Leaderboard 970 x 250

Interstitial Pop Up 540 x 480

Half Page Ad 300 x 600

Medium Rectangle 300 x 250

FAST FORWARD
Ivanka Trump Ripped for Flaunting Glamorous Lifestyle Amid Immigration Chaos
Daniel J. Solomon

OPINION
How Jewish Frat Boys Rescued Refugees in the 1930s, and Why It Matters Today
Shira Kohn

LATEST NEWS
Muslim Ban Catches Jewish Refugees, Too
WATCH: Trump Wunderkind Stephen Miller is on a 'Power Trip' Says Morning Joe
Starbucks CEO Promises 10,000 Jobs for Refugees
World Jewish Congress, Others Condemn Attack on Quebec Mosque

TOP STORIES FROM THE FORWARD
Get more Forward

AD SIZE	PLACEMENT	CPM	GEO TARGETED
728 x 90, 300 x 250	ROS (Run of Site)	\$10.00	\$15.00
970 x 250, 300 x 600	ROS (Run of Site)	\$15.00	\$20.00
Interstitial Pop Up 540 x 480	ROS (Run of Site)	\$30.00	\$35.00
728 x 90, 300 x 250	Content Targeted	\$15.00	\$20.00
970 x 250, 300 x 600	Content Targeted	\$20.00	\$25.00
320 x 100, 300 x 250	Mobile	\$8.00	\$12.00



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.)

The screenshot shows the top of the Forward website with navigation links for News, Culture, Opinion, and Community. A featured article is titled "Why Israeli Jews Crowned and Dethroned a 'Lost Tribe' King from Africa" by Nick Kesselbaum. Below the article is a sponsored advertisement for "When in Israel, Drink Local" with a red box highlighting the ad. To the right of the ad is a "DID YOU KNOW?" section and a "TAP YOUR ICE" calculator.

The screenshot shows a Facebook event page for "Jewish Art for the New Millennium: Avant-Garde Poetry, Music, and Politics". The event is scheduled for Sunday, September 16, 2018, at 7 PM - 10 PM PDT. The page includes details about the event, a list of 18 users who went, and a "Recent Posts" section with a post from Malka Yagelman.

COSTS

- \$650 Sponsored Post
- \$750 Video Sponsored Post

The logo for "Germany travel destination" features a stylized globe icon and the text "Germany travel destination" and "www.germany.travel".

The advertisement text reads: "Discover why Germany can be a great destination for the Jewish traveler!". It highlights the location of Erfurt, the Old Synagogue, and the Jewish Museum. It also mentions Dr. Ansel Hartinger, Director of the History Museum of Erfurt, and the Starming Synagogue of Germany.

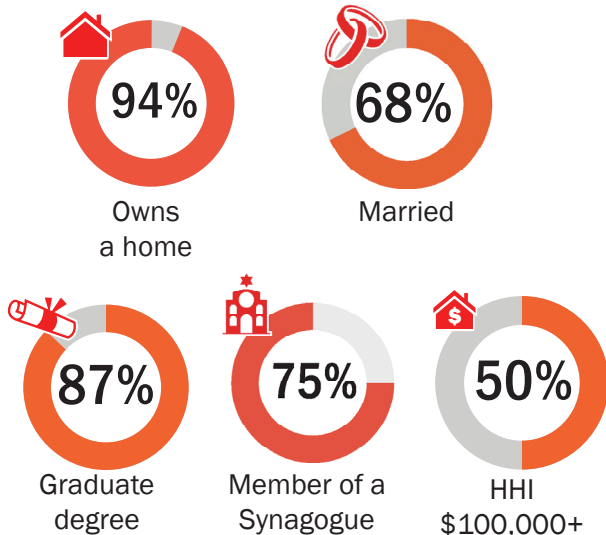


DEMOGRAPHICS & READERSHIP NUMBERS

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.”

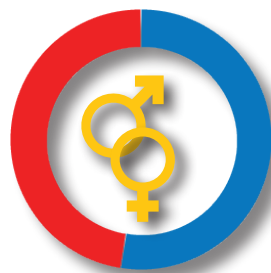
The Forward The best publication for reaching successful, engaged, influential Jews across America.

LIFESTYLE

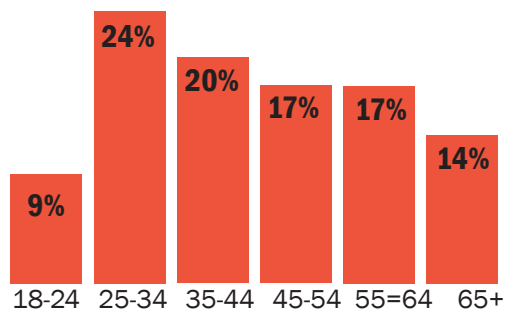


GENDER

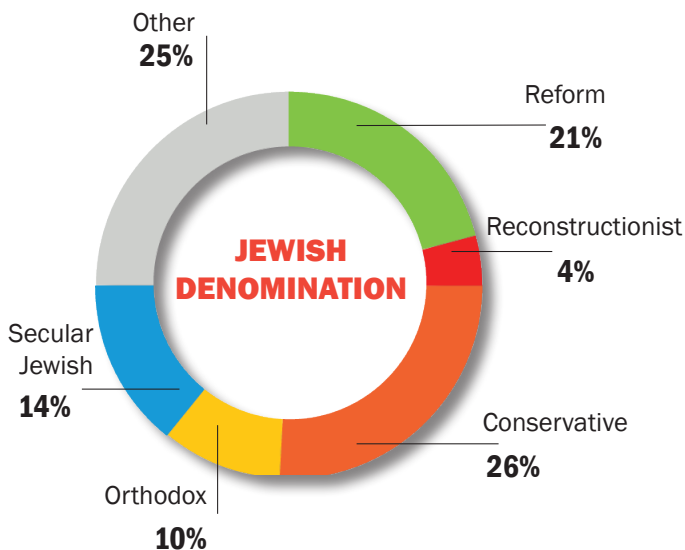
46 Female



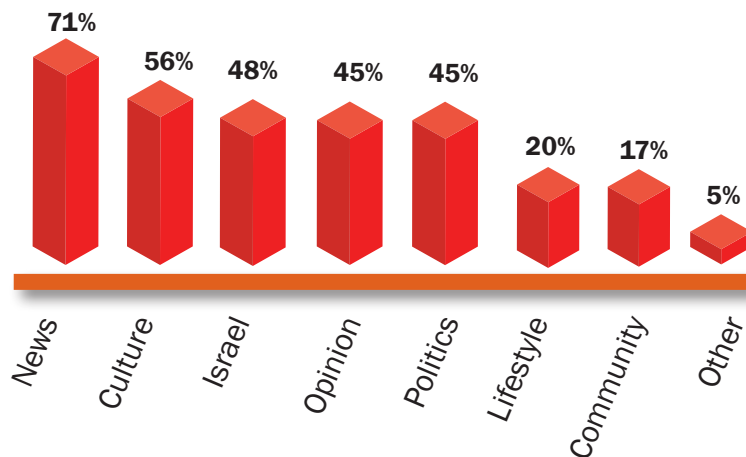
51% Male



AGE



TOP AREAS OF INTEREST COVERED BY THE FORWARD



Source: 2016 and 2018 Reader Surveys and Google Analytics 2018

For advertising inquiries, please email info@forward.com