

Media Kit 2020

Launched in December 2004, *Orange County Jewish Life* has thrived in the Jewish community promoting Jewish culture and events. Now called *Jlife*, we are a full-color, gloss magazine unlike any other Jewish publication on the West Coast. We showcase the variety and vitality of Jewish Orange County through original human interest features and previews of Jewish cultural events, with an emphasis on topical and timely local and international Jewish issues.

We also feature local events, human interest stories, local community members and businesses, along with regular features on food, books, sports, the arts, singles life, seniors, travel, and more — all from a Jewish perspective. We print several special supplements each year in which we focus on camps, seniors, education, health and other interests to the Jewish community.

In January 2014 we added *Kiddish* as a supplement to *Jlife*. *Kiddish* is an innovative publication that brings a fresh, new perspective on Jewish family life in Orange County, California.

Kiddish also focuses on original human interest features, previews of Jewish cultural events and timely local and international Jewish issues, but with an added emphasis on topics of interest to parents and their children.



About Our Readers

CIRCULATION

14,000 • Copies/month.
13,300+ • Home circulation
600-700 • High traffic drops in
Orange County and bordering
cities of Los Angeles County.



Income

Average household income • \$127,500
Average persons/household • 2.7
11% Annual income exceeds • \$1 million

Generic Data

Homeowners • 84%
Average Market Value of home • \$850,000
Owners of second homes • 46%
Professional/business owners • 68%
College/post graduate degrees • 70%
Men • 49%
Women • 51%

Age Breakdown

21-44 • 35%
45-60 • 45%
60+ • 20%



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 rest. • 8.6/month



Automobiles

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

Cinema

Movies attended past 3 months • 10



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 • 5
Planning at least 1 cruise in next 12 months • 14%



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 and/or California elections • 75%



Professional Services

In the next 12 months:
• Attorney • 42%
• Physician • 93%
• CPA • 84%
• Financial Planner • 35%
• Insurance Broker • 61%
• Real Estate Agent • 15%
• Personal fitness trainer • 11%
• Travel Agent • 45%
• Caterer • 23%
• Home Care • 40%

Supplement Calendar 2019



JANUARY

Culture & Judaism

FEBRUARY

Food, Beverages & Celebrations

MARCH

Health & Seniors

APRIL

Passover

MAY

Camps

JUNE

Weddings & Other Simchas

JULY

Travel & Leisure

AUGUST

Education

SEPTEMBER

High Holy Days

OCTOBER

Seniors

NOVEMBER

Arts & Entertainment

DECEMBER

Chanukah



JANUARY

Culture & Judaism

FEBRUARY

Food, Beverages & Celebrations

MARCH

Health & Seniors

APRIL

Passover

MAY

Camps

JUNE

Summer Vacations

JULY

Travel & Leisure

AUGUST

Back to School

SEPTEMBER

High Holidays

OCTOBER

Welcoming Fall

NOVEMBER

Arts & Entertainment

DECEMBER

Chanukah

For more information, please contact 949-734-5074

Email the editor: editor.jlifeoc@gmail.com • sales: mody.gorsky@gmail.com or visit www.jlifeoc.com

Advertising Rates

PRINT

Offset Web Process printing. For full page bleed, please use the following specs:

Trim size: 8.125 x 10.875 (This is the absolute edge of the magazine.)

Safe area: 7.375 x 10.25 (Keep all pertinent info INSIDE this area.)

Bleed size: 8.375 x 11.125 (Add .125 to the trim area)

Space	Width x Height (inches)	1xRate	3xRate	6xRate	12xRate
Biz Card	3.6 x 2				
1/8	3.6 x 2.45				
1/6	3.6 x 3.3				
1/4	3.6 x 4.9				
1/3	3.6 x 6.6				
1/2 Vert	3.6 x 10				
1/2 Hor.	7.4 x 4.9				
2/3	7.4 x 6.6				
Full (w/ or w/o bleed)	7.4 x 10				
Inside Cover	8.625 x 11.375				
Back Cover	8.625 x 11.375				

All premium ad placements • 15% surcharge

ADVERTISING AGENCIES

All open rates commisionable to recognized advertising agencies

POLITICAL ADS

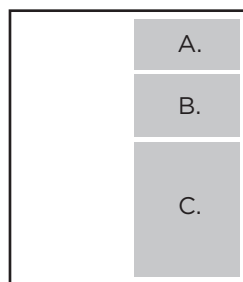
Payable in Advance

ALSO AVAILABLE

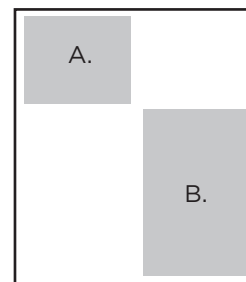
Inserts • Starting at \$1400

Double Trucks •

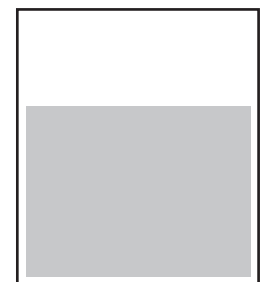
Create as two seperate full pages with the above single page spec



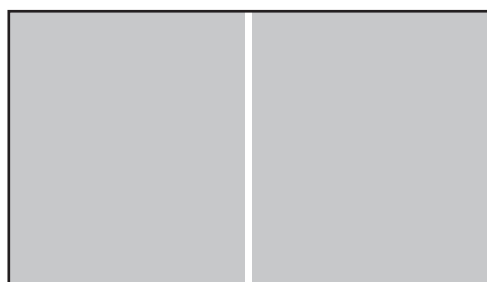
A. Biz Card
B. Eighth Page
C. Quarter Page



A. Sixth Page
B. Third Page



Two-Thirds Page



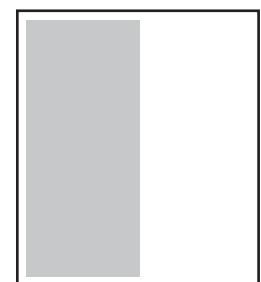
Spread



Full Page



Half Page (Hor.)

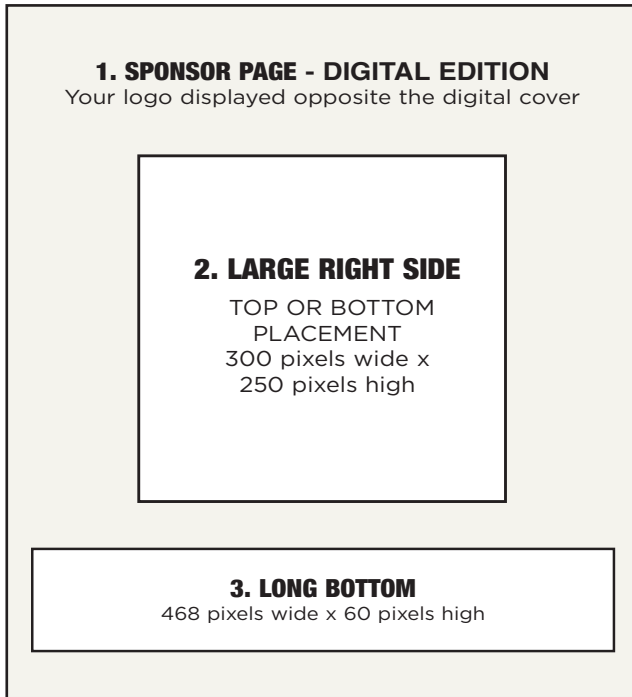


Half Page (Vert.)

Advertising Specifications

WEB ADS - Unlimited clicks

Sizes shown not to scale



Publication Dates

The Orange County Jewish Life is published monthly and distributed on the 1st of every month

Ad Production

Art deadlines are the 15th of each month.

Send camera ready ads

300 dpi, CMYK JPEG, TIF, EPS or PDF.

Questions or artwork?

Tracey Armstrong Gorsky, Art Director at laurie@lauriemillerdesign.com or to our ftp site.

Place an ad

Mody Gorsky at 949-734-5074 or mody.gorsky@gmail.com

MORE AD INFO

- 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 before submitting to OCJL.
- Ad proofs will be provided upon request to advertisers who submit ad copy and artwork prior to deadline.
- Ads produced by OCJL are copywrited by the OCJL magazine and are property of OCJL. Requests for duplicate of an ad produced by OCJL for use outside of the publication will incur a graphic design charge for ad production.
- All ads MUST adhere to the purchased size and vertical and horizontal proportions. If they extend beyond the purchased size, they will be adjusted to size.
- Ads sent as Word document will be recreated by the OCJL.



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www.jlifeoc.com

TRACK PRINT ADS

5 WAYS TO TRACK YOUR PRINT AD EFFECTIVENESS

1 ASK FOR PATRICK/PARKER/PAMELA

Include an "Ask for (name)" line with your contact information. For example, the ad in the magazine will direct readers to "Call Group Specialist Pat for more information". Then, when a prospect calls and asks, "May I speak to Pat?" you'll know the magazine led them to you.

2 DIAL A UNIQUE PHONE NUMBER

Similar to the "Ask for Pat" trick, use a unique phone number in the ad. Online call-tracking services like CallRail.com can tell you which print ads are driving your calls for \$30/month. A low tech solution is to buy a prepaid cell phone specifically for the ad campaign or simply provide an individual's cell phone number for the purpose of this ad campaign.

3 OFFER UNIQUE PROMO CODES

Offer a coupon code with your print advertisement. Add an enticing call to action like, "Get 25% OFF by mentioning coupon code 'ROCKINJUMP25'" to your ad. If a customer uses the coupon code, you'll know they responded to the ad in the magazine.

4 USE A QR CODE

Not only do QR codes drive traffic to your landing page, they can store data, location, and text. This means, by including QR codes in your ad, you will be able to track relevant data in real-time.

5 RUN UNIQUE CONTENT IN MAGAZINE'S AD

Feature different content in each print ad to better gauge results. It can be as simple as offering a specific service only in a specific ad. For example, "Ask about our new Bar Mitzvah packages".