media kit

*J Media Global:
Leaders in Online
Advertising & Marketing*

In a world sa turated with advertising, it's all about standing out.

You

Who We Are

The J Media Global is the leading provider of online marketing and advertising services to the Jewish niche market. Our publishers represent influential, affluent, well-educated users across North America and worldwide.

What We Do

The J Media Global helps companies and organizations:

- Plan and execute marketing strategies
- Increase brand awareness and reach
- Increase traffic
- Increase online exposure
- Increase online revenues/donations/branding
- Build and increase online membership

Our 55 publishers reach a niche audience of over 600,000 affluent readers daily and offer email access to over 3 million email subscribers.

JMG technologies offer clients access to an unprecedented 9 million Jewish users across multiple online platforms with in depth access to behavioral and demographic targeting.

J Media Global is the leading provider of online marketing and advertising services to the online Jewish niche market. Our publishers represent influential, affluent, well-educated users across North America and worldwide.

For advertisers seeking to gain exposure and increase performance for their service, product, or organization in an affluent, highly-educated Jewish and/or Israeli online niche market, JMG has a one-stop solution. Representing 53 leading Jewish websites (14 on a worldwide exclusive basis), JMG offers the most advanced advertising technologies at the most competitive rates.

Our services
include:

STRATEGIC PLANNING

Planning and executing online marketing strategies.

MAXIMIZING EXPOSURE

Increasing online exposure, traffic, revenues/donations/branding, and online membership.

DIGITAL LEADERS

JMG are google certified partners with experts in digital advertising including direct placement & RTB

CREATIVE

Providing a full range of creative services (banner ads, HTML emails, advertorials, web design, etc.).

WORLD-CLASS TARGETING

World-class targeting services including Geographic, Behavioral and Demographic targeting.

STATISTICS

Hourly statistics and real-time tracking allowing clients to monitor and adjust their campaign's "in-flight" performance.

OPTIMIZATION

Evaluation and optimization of advertising campaigns to achieve optimal results.

PRICING

Providing advertisers with competitive pricing and unparalleled experience and support.

SERVICE

Our team of account managers provide unparalleled service and proffesional guidance.

JMG's 53 publishers reach over 700,000 unique affluent readers daily and offer email access to over 2 million opt-in email subscribers.

JMG's Audience Extension technologies expand that reach to over 9 million daily users.

Leading online publishers we work with include:

12Tribes.com	HonestReporting.com	JewishSouthFlorida.com	TimesOfIsrael.com
5TJT.com	ImAMother.com	JewishWorldReview.com	TheYeshivaWorld.com
Aish.com	IsraelHayom.com	JDate.com	Torah.org
Algemeiner.com	IsraelInsider.com	Kosherwomen.com	Totally Jewish Travel
ArutzSheva.com	IsraelNationalNews.com	Mahnishmah.com	UnitedWithIsrael.com
Breakingisraelnews.com	jewishjournal.com	MyJewishLearning.com	VirtualJerusalem.com
BangItOut.com	Jpost.com	MyJewishLearning.com	VinNews.com
DanielPipes.com	Jpress.com	NewJerseyNews.com	WND.com
DebbieSchlussel.com	Janglo.net	NRG.co.il	WeJew.com
Debka.com	JerusalemOnline.com	NYBluePrint.com	Yideoz.com
Frumster.com	JewishJournal.com	NYSun.com	YnetNews.com
Forward.com	JewishWeek.com	OnlySimchas.com	
Hillel.org	Jmatch.com	SawYouAtSinai.com	
Haaretz.com	JTA.org	Shamash.com	

46%
HHI of $100k+

65%
Hold Advanced Degrees

64%
Own an Investment Portfolio

65%
Travel 6+ Times a Year

80%
Attend Entertainment & Sporting Events Monthly

% National Audience

ADVERTISERS

ADVERTISERS

JMG represents over 180 clients across industries such as Financial institutions, Real Estate corporations, Non-Profit, Education, Entertainment, Commercial, Political, Travel, and more.

SONY PICTURES

m&m's

Jewish National Fund

DELTA AIR LINES

AFI RESIDENCES

US AIRWAYS

AMERICAN FRIENDS OF MAGEN DAVID ADOM — מגן דוד אדום — IT'S A MATTER OF LIFE

Bar-Ilan University

ISRAEL MINISTRY OF TOURISM

ISRAEL Land of Creation

ISRAEL BONDS

AHAVA ACTIVE DEADSEA MINERALS

masa מסע Israel Journey

TECHNION ISRAEL INSTITUTE OF TECHNOLOGY — AMERICAN TECHNION SOCIETY

EL AL אל על

NYU

IDC HERZLIYA — Raphael Recanati International School

RAMBAM Health Care Campus

YAD VASHEM

TEL AVIV UNIVERSITY INTERNATIONAL

THE FUTURE OF ADVERTISING TECHNOLOGY IS HERE AND IT'S AWESOME

Publisher's Website

TAKE A LOOK AT OUR ADVANCED ADVERTISING TOOLS

Why?

—

JMG is on the cutting edge of groundbreaking advances in the way advertisers reach their potential customers. Now, advertisers can target their ideal market with more precision and specification than ever before, using powerful methods – many of which are exclusive to J Media Global. No other media service provider can compete with the effective ways that J Media Global can promote an advertiser's business or organization online. JMG targets campaigns to the desired audience geographically, demographically AND behaviorally, in addition to extending the scope of that audience through our unique Audience Extension and Jewish Ad Network technologies.

THE JEWISH AD NETWORK (JANET)

The Jewish Ad Network (JANET) offer advertisers an opportunity to test campaigns over multiple publishers simultaneously. The JANET comprises of over 25 publishers from English speaking online leading publications around the globe.

The JANET provides JMG clients with a unique opportunity to:

O Test campaigns on multiple publishers whilst simultaneously optimizing their campaigns and increasing exposure throughout the campaign on publishers that provide the best results.

O JANET advertisers enjoy a powerful branding effectas their ads are seen across over two dozen publications providing multiple touch points for online readers.

O IN conjunction with JMG's behavioral and demographic targeting capabilities, JANET 2.0, offers the same reach as the original JANET with the additional ability to behaviorally and demographically target users across the network. By way of example, JMG can target viewers of a particular gender, age bracket, scholastic level, income level, marital status etc.

The JANET
Advertisers' banners are loaded onto the JANet

SCHEDULE
DEMO-TARGET
OPTIMIZE
GEO-TARGET
DELIVER
TRACK RESULTS
ANALYZE RESULTS
RE-TARGET
}

OUR JANET SITES

Times of Israel	Jewish World	Jewish Voice
Jewish news	Review	JLTV
Jewish standart	D. Schlussel	Breaking Israe
Arutz 7	Kolbo	INews
ILTV	Torah	Hillel
Algemeiner	Cross Currents	Kosher Woman
Debka	EIS	Ynet News
Virtual	5TJT	
Jerusalem	Simcha Spot	

Audience Extension

Audience Extension allows publishers to use their first-party data (occasionally appended with third-party data) to target their audience on third-party inventory.

HOW IT WORKS

Participating publishers embed code on their sites, allowing them to identify visitors to their sites (or to any section of their site, such as travel or business sections). This code allows JMG to "target" the site's visitors and show them your campaigns when they visit other premium publishers across the web.

1. Visitors come to a publisher website
2. Visitors are cookied and marked as audience members of that publisher
3. Target the publisher's audience as they visit other websites

ADVANTAGES OF AUDIENCE EXTENSION INCLUDE:

- Access to a much larger pool of users both on the publisher's site as well as on other premium publishers across the web.

- Increased reach allows for advanced Demographic and Behavioral Targeting (due to the increased number of users reached).

- Inventory is increased, thus avoiding situations of insufficient inventory for large campaigns and providing opportunity for competitive pricing.

HERE'S AN EXAMPLE:

Publisher Acme.com has 10,000 daily visitors and 150,000 monthly visitors. By identifying all the visitors during the month, J Media Global is able to target advertising to all of Acme.com's 150,000 visitors at one time. You see, while these 150,000 visitors do not visit Acme.com everyday, JMG can find them and show them ads as they visit other sites on the web everyday.

WHY IT WORKS

Using Audience Extension technology allows advertisers to target Acme.com's audience, which may often be limited or sold out, while they visit other web sites.

facebook

The JMG along with it's audience size of 8 million daily users on real time bidding platforms, the JMG tracks these users on social media such as Facebook and ad this demograghic as an additional targeting component in online social media campaigns.

Jewgle

The "Jewish Google"

With Google heads having coined JMG "The Jewish Google", targeting your exact audience has never been more precise!
By overlaying the relevant third party data, JMG can identify your preferred Jewish Audience and show your ads to them.
See, for example (right), Jewish people in market for trips to Israel. Or, those in market for culinary associated tours or products. These people can them be targeted on mainstream websites, Facebook and several other platforms.

Jews
↓
In market
↓
Travel to the Middle East

Jews
↓
In market
↓
Culinary

ADVANCED EXCLUSIVE SERVICES

FACEBOOK

With over 1 billion users, Facebook is the most powerful social media platform today. Alexa rates it as the second most visited site on the World Wide Web, under Google. The estimated reach of JMG's strategic opportunity to connectwith the Facebook jewish audience is 7,000,000+ users and 500,000+ million impressions per month, representing over 1,500,000 opt-in emails from leading publishers.

J Media Global is able to target individual members of each email list, via targeted ads, on their individual Facebook page. For example, the JMG can now target your advertising to Facebbok users who are members of the subscriber list of leading publishers. Ads can also be customized using the following criteria:

Location	Country, State, City - down to individual zip code
Gender	Age and/or birthday
Interests	Cooking, food and dining, gaming etc.
Relationship Status	Single, married, engeaged, in a relationship etc.
Education Level	High School, College, Graduate School, etc.

TARGETING & OPTIMIZATION

The need to find tune advertisers' target audiences to which we direct their campaigns is of upmost priority to JMG. As leaders in technology-driven advertising, we place great emphasis on targeting advertisers' campaigns to the correct audience in order to ensure the best ROI on their advertising investment.

Targeting campaigns come in many flavors and technologies,
which include the use of both first - and third - party data.

GEOGRAPHIC TARGETING

Where advertising is displayed is often critical to the success of the campaign.
Targeting the correct users in the correct places and at the correct time are paramount.

To this end, JMG offers advanced advertising and tracking of campaigns targeting:

Country	ZIP Code
State	Hour of the Day
DMA	Day of the Week
City	

DEMOGRAPHIC TARGETING

Demographic Targeting addresses the profile of the user who eill be exposed to a campaign. Demographic Targeting is imprtant because it lends itself to making sure that ads are shown to users who are most likely to be interested in, and engage with the campaign. Our technology is capable of targeting over 200 demographic segments.

BEHAVIORAL TARGETING

Behavioral Targeting addresses the need to target campaigns to users based on their behavioral trends both on - and off - line. With use of sophisticated third-party data from leading companies. JMG is able to idenify users based on over 10,000 unique behavioral patterns, which include by way of example:

Example Behavioral (As confirmed by third-party source)	Reach
Auto - Byers	46.396.511
Propensity - Personal Tech - Mobile - Smartphone	20.183.725
Propensity - Retail - Jewelry	24.717.808
Shopping	5.559.456
Travel	41.606.062
Finance - Charitable Donors	239.733.846
Finance - Investing	4.242.595
Offer Seekers	47.978.510
Pets	23.735.833
Politics - Likely Voter	124.809.016
Philanthropic donors to various cause	
People seeking travel to Israel	
Users interested in Education	

RETARGETING

One of the most likely users to engage with a campaign is one who has expressed interest in a campaign in the paast. That is, in a nutshell, what retargeting is all about. Implementing retargeting technologies on all advertising platforms (banner advertising, email advertising, social network advertising) allows J Media Global, in real time, to expose an advertiser's campaign to users who have engaged, and clicked on, their ads in the past. These retargeted campaigns allow us to reinforce their message by showing their campaign repeatedly to users eho have previously expressed interest in their products or services.

J Media Global offers Retargeting Services through email, direct placement advertising, and network advertising (such as the Google Ad Exchange, Google Bio Manage. Facebook Exchange, Google Ad Words, and The Jewish Ad Network (The JANet)

OPTIMIZATION

Optimizing campaigns is the process of zeroing in on the types of campaigns and on publishers that perform best for a company or organizaiton. J Media Global utilizes a vast array of advanced technologies for both manual and automatic optimization, enabling us to improve the quality and ROI of an advertiser's campaign in real time, while their campaigns are still running.

No longer do we need to wait for a campaign to conclude before analyzing, optimizing and executing better and more precise targeting.

JMG employs a vast array of technologies which place us at the forefront of real-time optimization technologies, which will improve the quality and ROI of advertisers' campgains.

EMAIL DEMOGRAPHICS

JMG is proud to introduce demographic targeting for email lists. To date, we have completed demographic targeting of almost a dozen email lists, and continue to expand our email demographic targeting on a regular basis.

DELIVERABILITY

JMG's Delivery Monitor allows us to analyze the probability of major ISPs blocking emails and make the necessary corrections where needed, prior to sending emails.

INBOX ANALYSIS

JMG offers advanced analyses which help us predict the success of advertisers' email campaigns. One such service is our Inbox Deliverability Analysis, which allows us to predict inbox deliverability before sending an email.
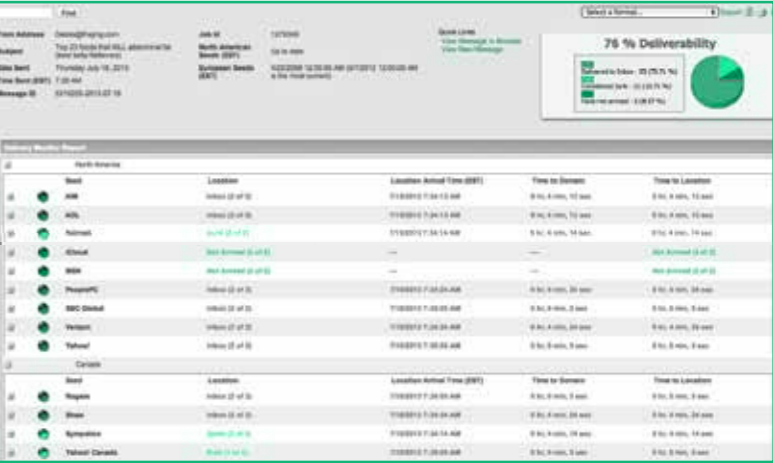
With offices in **New York**, **Los Angeles** and **Tel Aviv**, JMG provides you with a global solution for your advertising needs

REPORTING

Using advanced and email reporting, JMG is available 24/7 to track your campaign's performance.

ADVANCED REPORTING

We at J Media Global understand that our success is measured by results. This is why we provide our clients with access to all of their campaign reports with a dedicated login and password. JMG will monitor our advertiser's campaign's progress and make strategic adjustments on the fly.

Our clients track reports such as:

- Publisher Reports
- Comparison Reports
- Creative Summary
- Creative Reports
- Geo-Targeting Reports
- Conversion Summary

EMAIL REPORTING

JMG provides all of our clients with detailed statistics on HTML eMail blasts, providing them with valuable data including:

- Total recipients delivered
- Total click-throughs
- Click-throughs by specific hyperlink
- Unique opens
- Total opens
- Total engagement
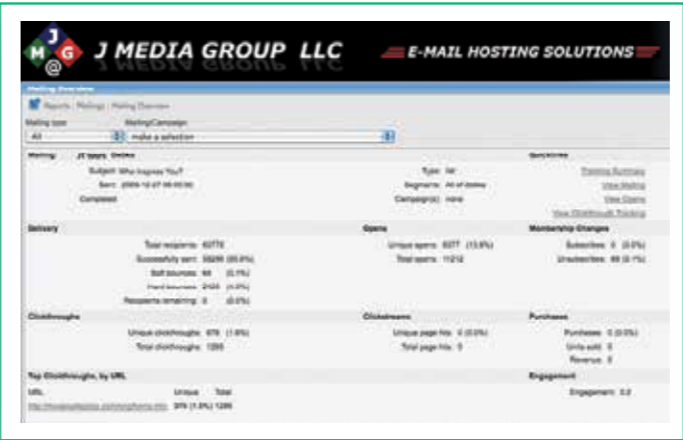
OFFLINE ADVERTISING

OFFLINE MARKETING SOLUTIONS

JMG offers a full service solution for all of your offline advertising and marketing needs including: radio, print, television, billboard advertising, conference management and much much more....

JMG Global represents over 70 leading print publications in Jewish and main stream markets across the globe, with 45 across the US.

With unbeatable buying power, our clients can enjoy the best prices and un-compromised prime positioning of their ads int he most prestigious niche and mainstream publications.

Jewish Niche publishers across the US include:

- The Jewish Week NY
- The Jewish Press
- LA Jewish Journal
- Boston Jewish Advocate
- Miami Jewish Journal
- Chicago Jewish News
- NJ Jewish News
- NJ Jewish Standard
- Atlanta Jewish Times
- Texas Jewish Post
- Washington Jewish Post
- Baltomore JJ

- St Louis Jewish Light
- Moment Magazine
- The Forward
- Long Island Jewish World
- Philadelphia Exponent
- Ami
- Binah
- Mishpacha
- Hamodia
- NY Jewish Voice
- Queens Weekly Link

and more!

JMG ALSO REPRESENTS INTERNATIONAL JEWISH NICHE PUBLICATIONS INCLUDING: THE JERUSALEM POST, HAARETZ, AJN, UKJN AND MORE.