

# 2024 MEDIA KIT

## Yated Ne'eman

THE FAMILY'S NEWSPAPER FOR OUR TIMES.

- ✓ Reach over 200,000 smart, savvy and affluent readers who trust Yated over any other medium.
- ✓ Energetic and intelligent news coverage with a clear and compelling voice and the endorsement of the Rabbinical Leaders.
- ✓ Exclusive columnists to the Yated.
- ✓ The most talked about headlines, people and events every week.
- ✓ Quarterly holiday issues with content you can't find anywhere else.

**WHEN RESULTS MATTER,  
ADVERTISE IN THE YATED. CALL US TODAY.**

# Who We Are



**The community's  
FIRST AND STILL  
NUMBER ONE  
news source**

For over 30 years, the Orthodox Jewish community has turned to the Yated Ne'eman for accurate, intelligent news coverage. The Yated is more than an interesting read. It is part of the daily life of the Jewish community. It is the Jewish world's most trusted paper. We set the standard back then and today.

Before the Yated, there was no publication reaching this burgeoning market of leaders, professionals, rabbis, businessmen, titans of industry, teachers, and students. We blazed the trail and built a loyal readership who eagerly await our arrival every week.

The Yated Ne'eman is a trusted conduit to the larger Jewish community, reaching across the world to many tens of thousands of readers.

## **The Yated offers its readers:**

- Thorough, intelligent news coverage with a clear and compelling voice
- Specialty features relevant to the time of year and current events
- Wide range of entertaining fiction to engage all ages.
- Discussion on important topics such as modern halachic concerns, chinuch, hashkafah, Torah thought, and more.
- Broad range of historical and biographical articles
- Leading columnists help readers appreciate and deal with issues of the day.
- Hard hitting editorials
- Roundtable discussions with leaders in the education, mental health field, and shadchanim.




# Our Readers

**Sophisticated. Articulate. Knowledgeable.**

Every strata of the Jewish community, both men and women, are proud to call themselves members of the Yated Ne'eman community.

From the most respected rabbinic leadership, communal leaders, educators, scholars, top decision makers in multi-million-dollar industries, to students and housewives. **There is something for everyone within the pages of the Yated.**



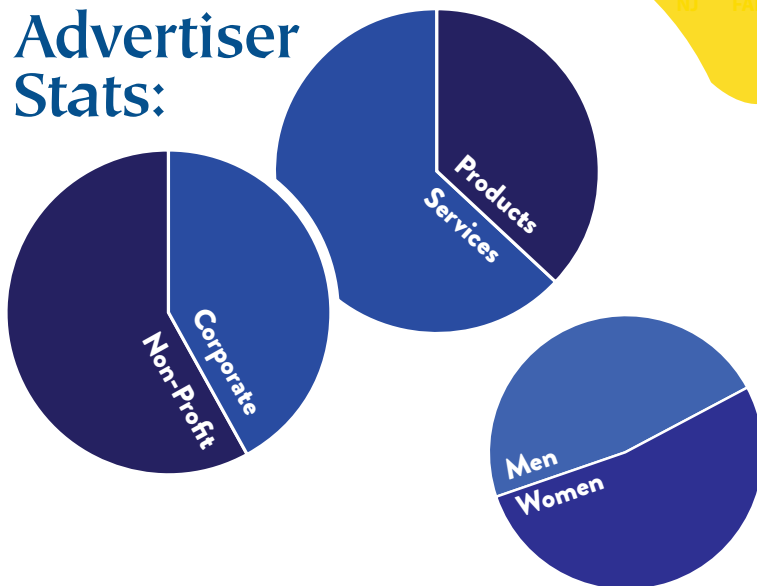


# Our Reach

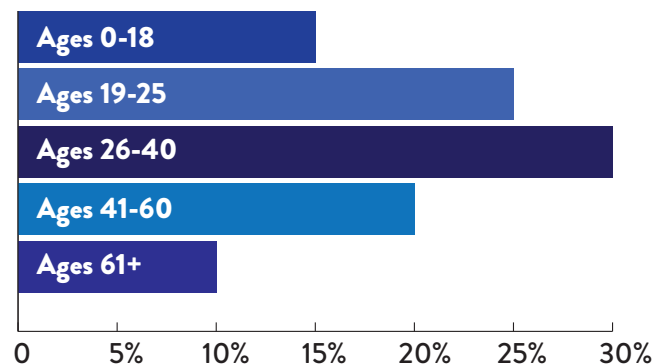
Our paper reaches over 200,000 smart, savvy readers who trust Yated over any other medium. We can be found across the US, Canada, the UK, and Israel.



## Advertiser Stats:



## Demographics:



# Y Magazine



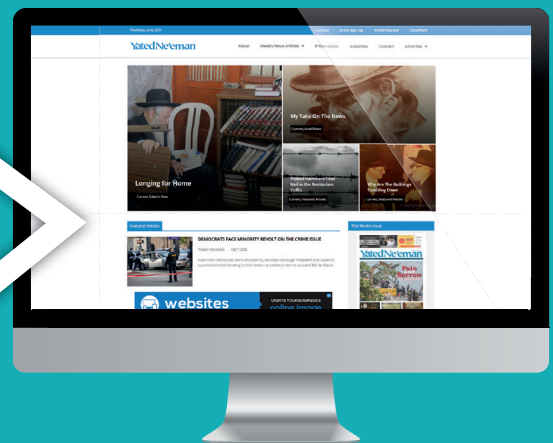
In addition to the wealth of engaging content in the main paper, the Yated's Y magazine features fiction serials, human interest writes ups, advice columns, first person conversations, expert halacha discussions, fiction writing, history as well as teen and childrens sections. The Y Magazine is the highlight for many of our readers.

# Yated Website

In a multimedia world, Yated has recognized the need to reach our readership using multiple media sources.

Our website includes collections of the most popular articles and is also used to submit classifieds and renew subscriptions.

To reserve ad space on our site, reach out to:  
[Tmiller@Yated.com](mailto:Tmiller@Yated.com)



# Weekly Eblast

Yated also sends out a weekly email to our list of over 16,000 email addresses. This engages our readership in another fashion, retaining their attention throughout the week.

To reach our readership via email, contact:  
[Ckaufman@Yated.com](mailto:Ckaufman@Yated.com)

**Rabbi Avrohom Birnbaum**, a contributing editor and writer, has long been associated with excellence in writing and expounding on Jewish topics.

**Rabbi Yitzchok Hisiger**, a veteran editor at the paper, contributes greatly to its weekly perfection.

**Rabbi Yaakov Feitman** is a leading American rabbinic figure and a contributing columnist.

**Rabbi Jonathan Rosenblum** is widely recognized as a leading Chareidi intellect and author. He writes a weekly column.

**Rabbi Yechiel Spero**, a highly acclaimed author and public speaker, is a regular contributor to the paper.

# History

**Yated Neeman** was founded in 1987 as an independent Orthodox Jewish weekly newspaper. Ever since, people have been turning to the Yated for responsible, accurate and intelligent news coverage. More than an interesting and enlightening read, the Yated is part of the daily life of the community.

We have earned international renown for providing indispensable critical insight vital in these challenging times in which we live. In a time of confusion, people turn to us to gain the understanding they require to make decisions and comprehend the goings on of the world.

# Strong Leadership

**The responsibility** for running the Yated and maintaining the integrity of the paper's editorial mission was entrusted to Rabbi Pinchos Lipschutz.

Rabbi Lipschutz is the editor and publisher of the Yated since its inception. He has spearheaded and been involved in high-profile causes, bringing justice where there was none. He is widely respected for his acumen, sensitivity, perception and leadership.

He has authored and compiled several books in English and Hebrew. He is active in charity and community service and serves on the boards of important national and international Jewish organizations.

He is also the rabbi of Congregation Bais Bracha in Lakewood, NJ.



# A Taste of the Yated's Content

- EDITOR'S VIEW
- READERS WRITE
- SHIALOS  
UTESHUVOS
- QUESTIONS &  
ANSWERS IN  
HASHKAFAH &  
MACHSHOVAH
- TALES AND  
TEACHINGS  
OF THE DAF
- FORM HERE  
AND THERE
- FOOD FOR THOUGHT
- CALENDAR  
CALCULATIONS
- THE CHINUCH  
ROUNDTABLE
- THE COUCH
- SPREADING SIMCHA
- FEATURING LAKEWOOD
- AROUND NEW YORK
- WAY BACK IN  
WILLIAMSBURG
- ACROSS THE  
FRUITED PLAIN
- YAHRTZEITS
- PARSHA
- MY TAKE ON THE NEWS
- NEW TIDBITS
- NOTED AND QUOTED
- ISRAEL NEWS BRIEFS
- BIOS



The most talked about headlines, people, and events every week. Widely quoted columns.

Yated has earned renown for supplying its readers with indispensable critical insight in challenging times. Readers treasure and trust the paper's incomparable analysis to provide them with the understanding they require to make decisions. Yated writers and columnists are masters of their craft, known and respected nationwide for their expertise and communication ability.

The Yated also provides entertaining and enjoyable reading material for all members of the family. The entertainment section helps relieve some of the stress inherent in our lives. Innovative self-help columns in such areas as education and interpersonal relationships keep tongues wagging long after the paper has been devoured.

When advertising your product, you want a platform that people trust and actually read, not just flip through and throw away. Yated provides that and a whole lot more.

## No filler, No junk.



# Exclusive Columnists at the Yated

Rabbi Pinchos Lipschutz  
Rabbi Yitzchok Hisiger  
Rabbi Don Kestenbaum  
Rabbi Yitzchok Tzvi Schwarz  
Rabbi Yaakov Feitman  
Avrohom Birnbaum  
Yochanon Donn  
C.B. Weinfield  
Tzvi Yaakovson  
Yaakov Kornreich  
Shmuel Leeb  
Avi Yishai  
Rabbi Boruch Leff  
Shaya Gottlieb  
Libby Lazewnik



# Expert Mechanchim & Shadchanim

## Mental Health Professionals

Aviva Biberfeld, Psy.D  
Esther Gendelman, MS, LPC  
Ronen Hizami, MD  
Yehuda Lieberman, LCSW  
Chaim Neuhoff, Ph.D.  
Mordechai Weinberger, LCSW

## Chinuch Roundtable Contributors

Rabbi Avrohom Neuberger  
Rabbi Nosson Scherman  
Rabbi Yechiel Spero  
Rabbi Dovid Engel  
Rabbi Mordechai Kamenetzky  
Rabbi Shmuel Yaakov Klein

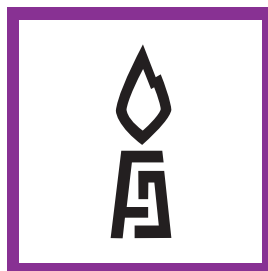
Rabbi Meir Kranczer  
Rabbi Yisroel Hisiger  
Rabbi Mordechai Levin  
Rabbi Dovid Morgenstern  
Rabbi Moshe Bender  
Rabbi Shneur Aisenstark



# A

another indication of Yated's engaged readership are the many notable businesses and organizations who advertise with the Yated.

Below is just a sampling of our long-time advertisers.



# Yearly Calendar

The highlights of the Yated are the holiday issues, which are released in conjunction with the Jewish calendar. From halachic discussions to Yom Tov recipes, these issues are packed with interesting articles to fill our readers' long Yom Tov afternoons.

**Special Issues:** Rosh Hashana • Sukkos • Chanukah • Pesach • Shavuos • Shabbos Nachamu

An abstract graphic at the bottom of the page features several overlapping, wavy, organic shapes in shades of blue and yellow. The shapes flow from the left towards the right, creating a sense of movement. The background is a solid dark blue, and the overall design is modern and minimalist.

# Ad Rates, Sizes & Deadlines

Your business or organization can also reach its marketing goals by advertising with the Yated.

AD RATES*	Ad sizes	1x	3x	5x	Color
Back Page	10 x 12.25	\$1,950	\$1,755	\$1,657	Add \$500
Inside Front	10 x 12.25	\$1,625	\$1,462.50	\$1,381.25	Add \$500
Inside Back	10 x 12.25	\$1,430	\$1,287	\$1,215.50	Add \$500
Full Page	10 x 12.25	\$1,300	\$1,170	\$1,105	Add \$500
Junior Page	8 x 10	\$975	\$877.50	\$828.75	Add \$400
Half Page	10 x 6 or 5 x 12.25	\$650	\$585	\$552.50	Add \$300
Third Page	6 x 8	\$455	\$409.50	\$386.75	Add \$300
Quarter Page	5 x 6	\$325	\$292.50	\$276.25	Add \$150
Sixth Page	4 x 6	\$260	\$234	\$221	Add \$125
Eighth Page	4 x 4	\$190	\$171	\$161.50	Add \$100
Small Display	4 x 3	\$130	\$117	\$110.50	Add \$75
Business Card	4 x 2	\$120	\$108	\$102	Add \$50
Classified	Single Box	\$30	-	-	

All rates are for purchase of space only. Type and design are available at an additional charge. Speak to your Yated advertising representative for more details on alternative sizes and custom packages.

Free Standing Insert deals are available. Call for details and pricing.

## SUBMISSIONS:

- Deadline for reserving space for display ads is the Friday prior to publication.
- Camera-ready artwork must be received by Monday, 5:00 PM.
- Deadline for classified ads (new and repeat) is Monday, 5:00 PM.

# When results matter, advertise in the Yated.

For more information, contact Display Advertising.

Phone: 845-369-1600

Fax: 845-369-NEWS

Email: [Ads@Yated.com](mailto:Ads@Yated.com)

[Classifieds@Yated.com](mailto:Classifieds@Yated.com)

[Editor@Yated.com](mailto:Editor@Yated.com)

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Brick, NJ 08724