

THE MONSEY **MEVASER** מבשר

THE PREMIER JEWISH NEWSPAPER

IT'S GOT EVERYTHING YOU WANT AND NOTHING YOU DON'T!

845.835.3399

www.themevaser.com

34 Mariner Way

Monsey, NY 10952

Media Kit

תשפ"ד \ תשפ"ה | 2023 / 2024

About Us

OUR MISSION...

The Mevaser was created to fill the void of a local Jewish newspaper in the Monsey area. Taken by storm, the Monsey community simply cannot get enough of the newspaper that the entire frum kehilla can connect to. From Torah literature featuring our distinct Rabbonim, to vast local news reports, we are committed to bringing up-to-date news and information, while retaining our mantra "It's got everything you need and nothing you don't."

OUR REACH...

In this ever-growing world, access to premium content is more important than ever. That is why we have expanded our distribution way beyond the Monsey community. In fact, each issue of 'The Mevaser' is distributed and mailed to over 18,000 families across the tri-state area, New Jersey, Maryland, and Florida.

In addition, the paper can be found on the web, or directly in your email inbox making 'The Mevaser' the premier community newspaper and a great place to network. And with the greater Jewish community at your fingertips, it is no wonder that everyone is trying to cash in on "the special offers" our unique paper has to offer.

OUR IMPACT...

Our tasteful articles and relevant news reports are just one factor that pulls our readership to The Mevaser. The beautiful presentation and our many ads ensure that the community is getting the best coverage it ever had. Our team is dedicated to ensuring the best "bang for your buck", and we've got countless happy advertisers to prove it! Come, seize the opportunity to make sure you've got a great place with us, too!

Just a few of the many reasons why you should advertise in The Mevaser...

- Read by over 18,000 families each and every week!
- Relatable and engaging content from fascinating writers and leading Rabbonim!
- Your ad gets great placement and never gets lost among hundreds of others!



Although we are a Monsey-based newspaper, The Mevaser can be enjoyed by all - even if you live “out of town.”

With great Siyata D'Shmaya, our circulation has grown tremendously - not only in the Greater Monsey area and Passaic/Clifton, but we also distribute the paper in Teaneck, NJ, Queens, NY, Waterbury, CT, and the greater Lakewood area.

Another aspect of 'The Mevaser' that sets us apart is the quality and uniqueness of our writers and contributors. Beginning with our Editor in Chief, our senior editors and many of the Rabbanim and writers who submit articles each week, the experience of the writers - not to mention the amount of books and seforim they've authored collectively - is nearly beyond compare.

Some of the most notable and leading writers in the worldwide Jewish community are regular contributors and it is not for naught that people pick up the paper each week eagerly anticipating

an article from their favorite writer. Al taam v'reach.... there's something in 'The Mevaser' that each and every person loves to read.



Our Graphics Dept.




Trying to navigate through the “obstacle course” of advertising can be quite challenging for many people. Whether it’s designing an ad, placing an ad, the economics of an ad, or any other related issue, many small businesses feel deluged with decisions when it comes to advertising.

Well, not with ‘The Mevaser’s’ dedicated staff. Our graphics department will design your ad* - and our marketing team will maximize it’s potential by placing it strategically. We strive to meet the satisfaction of our customers; marketing your ad is our priority!

* visit www.themevaser.com/advertising/design-services to see pricing.

Rates & Sizes

Size/Placement	Dimensions	1x	Multiple Issues	Full Year
Full Page	10" x 12.46"	\$525	\$475	\$450
Communicated Full Page* 	Call for specifics	\$445	\$405	\$375
Advertorial (Professional Write-up)**	Call for specifics	-----	Call for pricing	-----
1/2 Page Horizontal	10" x 6.146"	\$275	\$245	\$230
1/2 Page Vertical	4.915" x 12.46"	\$275	\$245	\$230
1/4 Page	4.915" x 6.146"	\$190	\$165	\$150
1/8 Page	4.915" x 3"	\$140	\$130	\$115
Back Cover	10" x 10.8125"	\$945	\$845	\$745
Cover Box	1.1" x 1.33"	\$250	\$225	\$195
Inside Cover	10" x 12.46"	\$725	\$675	\$645
Page 3	10" x 12.46"	\$845	\$795	\$760
Page 5	10" x 12.46"	\$680	\$640	\$605
Page 7	10" x 12.46"	\$625	\$580	\$540
Inside Back Cover	10" x 12.46"	\$650	\$540	\$430
2 Page Spread	21" x 12.46"	\$1,045	\$975	\$875
Center Spread	21" x 12.46"	\$1,375	\$1,250	\$1,150
Insert	NA	-----	Call for pricing	-----

Classifieds

20 words	free
20-50 words	\$25
Business Card	\$55

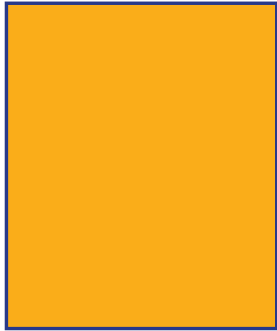
Rates are for the year 2023-24 and are subject to change at any time.

Please call our office (845.835.3399) for specialty/bulk pricing.

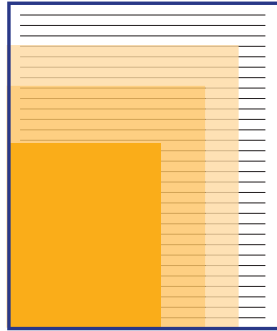
Ad/Classifieds Submission Deadline: Tuesday 5:00pm

* ad + article that you provide | ** article written by our talented staff

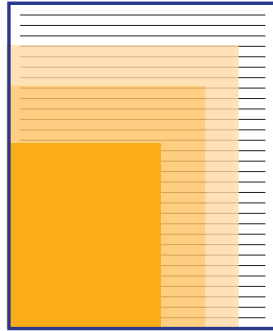
Visual Ad Sizes



Full Page
(10" x 12.46")



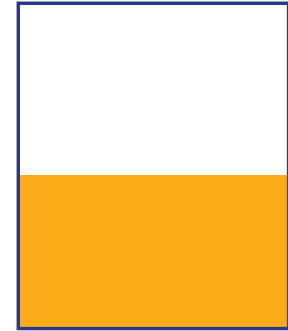
Communicated Full Page
(Call)



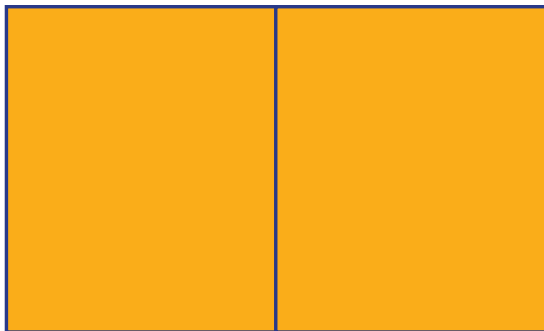
Advertorial
(Call)



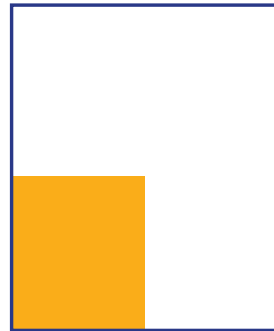
1/2 Page Vertical
(4.915" x 12.46")



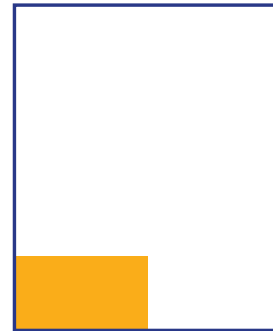
1/2 Page Horizontal
(10" x 6.146")



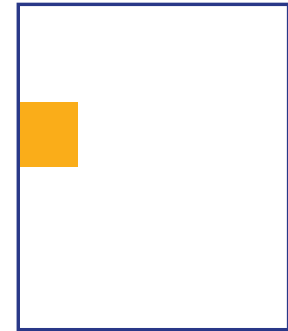
2 Page Spread
(21" x 12.46")



1/4 Page
(4.915" x 6.146")



1/8 Page
(4.915" x 3")



Cover Box
(1.1" x 1.33")

Digital Marketing is one of the best ways to reach your clientele!

See how a custom designed Mevaser E-Blast can help grow your business!



MM E-Blast

We have a dedicated email address list of over 6,500 subscribers (and growing) who have all opted in to receive MM E-Blasts! That means you have a much better chance of your ad being seen and not sent directly to spam!

1x	2x	3x	6x	12x+
\$200	\$150	\$100	\$65	call

For more information (and pricing) about our MM E-Blasts, please send an email to:

sales@monseymevaser.com

Please note:

Rates are for the year 2023-24 and are subject to change at any time.

We also offer custom packages for all digital/print ads. Combine everything into one easy rate to make the perfect package for your business. For more info please contact our office.

Our graphics department stands ready to assist in designing the perfect ad for you and your business! So, give us a call! For more info please contact our office.

Publication Calendar 2024

*issue titles are subject to change

Jan 4	New Year's Edition	May 9	Chodesh Iyar/Spring Edition	Sep 12	Education Edition
Jan 11	Rosh Chodesh Shevat Edition	May 16	Sefiras Ha'omer Edition	Sep 19	Pre-Selichos Edition
Jan 18	Tu B'shevat Edition	May 23	Lag Ba'omer Edition	Sep 26	Pre-Rosh Hashanah Edition
Jan 25	NO ISSUE - Yeshiva Week	May 30	Achdus Edition	Oct 3	Rosh Hashanah Edition
Feb 1	Health & Wellness Edition	Jun 6	Chag HaShavuot Edition	Oct 10	NO ISSUE - Aseres Yemei Teshuva
Feb 8	M'shenichnas Adar Edition	Jun 13	NO ISSUE - Shavuot	Oct 17	Chag HaSukkos Edition
Feb 15	Anniversary Edition	Jun 20	Graduation Edition	Oct 24	NO ISSUE - Sukkos
Feb 22	Purim Katan Edition	Jun 27	Early Summer Edition	Oct 31	Chodesh Cheshvan Edition
Feb 29	Snowstorm Edition	Jul 4	Liberty Edition	Nov 7	Health & Fitness Edition
Mar 7	Parshas Shekalim Edition	Jul 11	Technology Edition	Nov 14	Bitachon Edition
Mar 14	Marbim B'Simcha Edition	Jul 18	Shiva Asar B'Tammuz Edition	Nov 21	Shidduchim Edition
Mar 21	Purim Edition	Jul 25	NO ISSUE - Summer Off Week	Nov 28	Thanksgiving Edition
Mar 28	Geulah Edition	Aug 1	Nine Days Edition	Dec 5	Tefillah Edition
Apr 4	Parshas HaChodesh Edition	Aug 8	Tisha B'av Edition	Dec 12	Chinuch Edition
Apr 11	Pre-Pesach Edition	Aug 15	NO ISSUE - Summer Off Week	Dec 19	Pre-Chanukah Edition
Apr 18	Shabbos HaGadol/Chag HaPesach Edition	Aug 22	Late Summer Edition	Dec 26	Chanukah Edition
Apr 25	NO ISSUE - Pesach	Aug 29	Back to School Edition		
May 2	NO ISSUE - PesachPre-Pesach Edition	Sep 5	Chodesh Elul Edition		

WELL...

COME CHECK US OUT AND SEE WHAT
EVERYONE IS RAVING ABOUT...

www.themevaser.com



THE MONSEY
MEVASER
מבית

Designed by:
NHDESIGN 773.977.8562