



2025 MEDIA KIT



ABOUT THE FORWARD

Established 1897

The most significant Jewish voice in American Journalism

www.forward.com →

Our outstanding reporting on cultural, social, and political issues inspires readers of all ages and animates conversation across generations and different segments of our community.

The Forward builds on over a century-old legacy maintained in our archives and leads to a deeper understanding of what it means to be Jewish in the 21st century.



OUR REACH

By the Numbers

#1
in social media
engagement
among Jewish
media brands



1,300,000+

monthly readers,
a third under 35



110,000+

newsletter subscribers



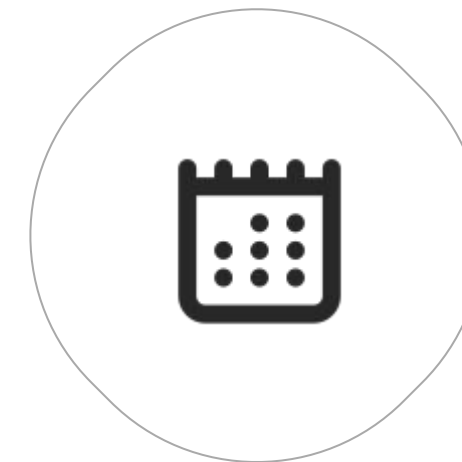
103,000+

Facebook fans in
45 countries



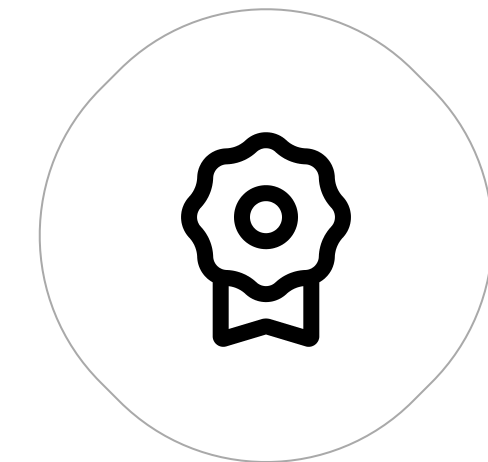
3,400,000+

average monthly
page views



20,000+

guests at our live
journalism events



43

American Jewish Press Assoc
awards for 2021 reporting

Digital Media Opportunities

Forward





EXCLUSIVE SPONSORSHIP
Opportunities

Morning Newsletter

Exclusive newsletter sponsorship –
Align your brand with our
most-popular newsletter!

- Sent Monday–Friday (all sponsorships are weekly)
- 100,000 opt-in subscribers and growing
- 45% average open rate

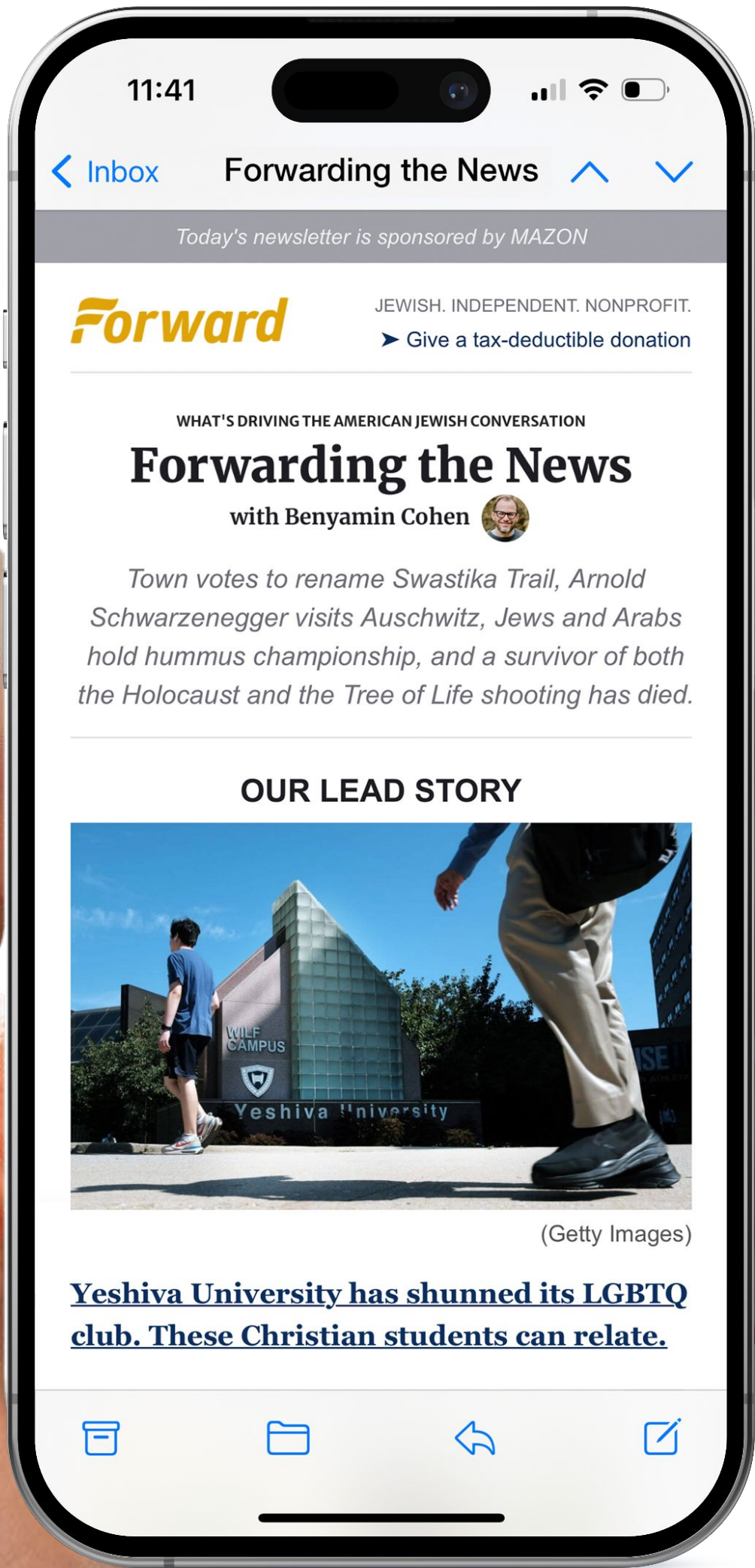
PRICING

\$3,500 for the week

[View this email in a browser](#) →

[Contact your sales representative](#) →

SPECIFICATIONS



1

Link to sponsor website at top of newsletter

2

Dedicated Sponsor block with call to action



- Headline
- Image
- 60 words max
- Button Copy
- Click-through URL

MEDIA TYPES (Image): 300 x 400



DISPLAY ADS
Opportunities

Afternoon Newsletter

- Sent Monday–Thursday
- 105,000 opt-in subscribers and growing
- 40% average open rate

PRICING

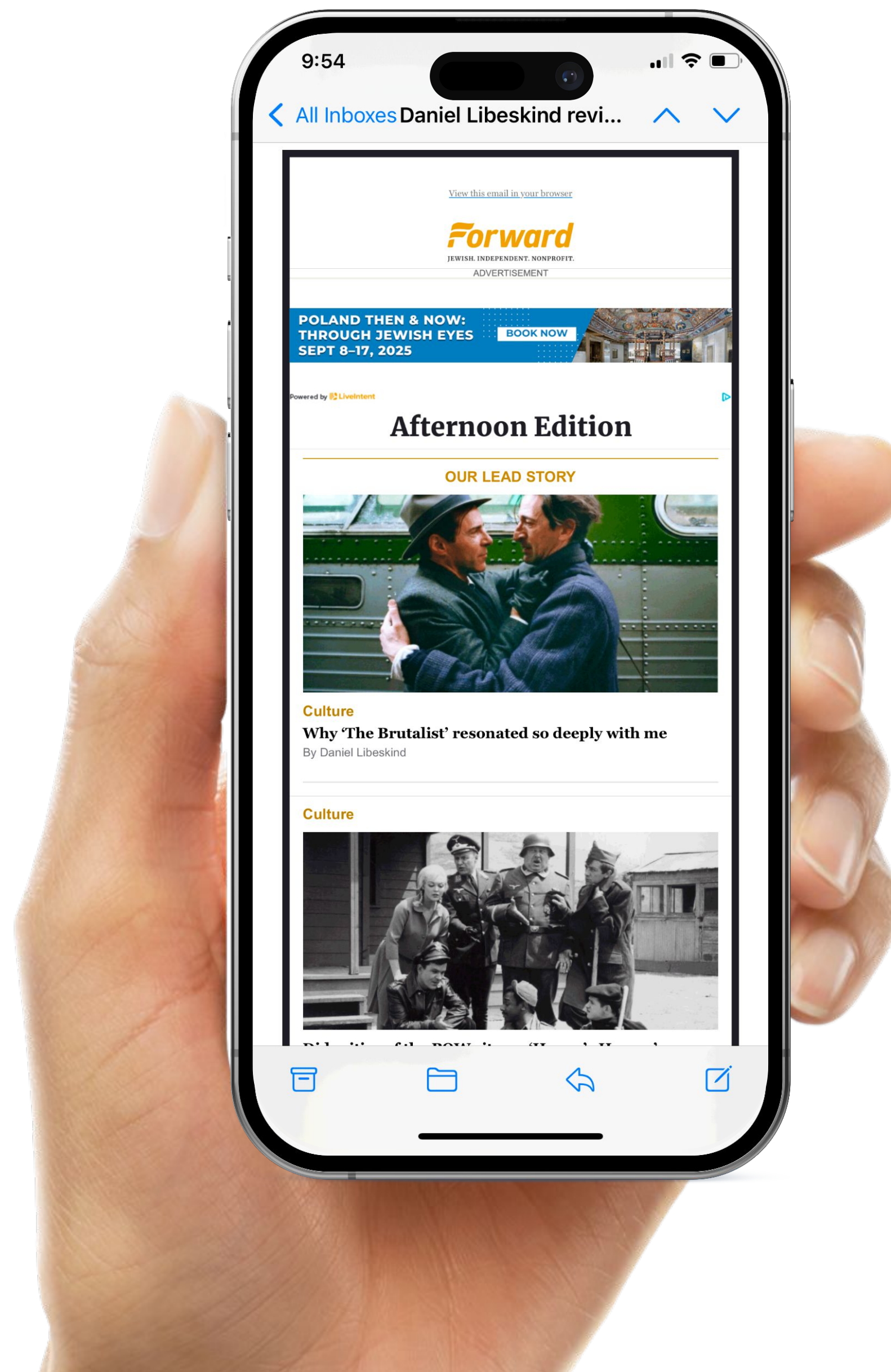
\$500 per day

\$1,500 per week (M–Th)

View this email in a browser →

Contact your sales representative →

SPECIFICATIONS



1

Standard Top Leaderboard
728 x 90



MEDIA TYPES (Image): JPG, PNG, GIF



EXCLUSIVE SPONSORSHIP

Opportunities

Editor-in-Chief Newsletter

Native style ad in weekly editorial from the Forward's editor in chief, Jodi Rudoren

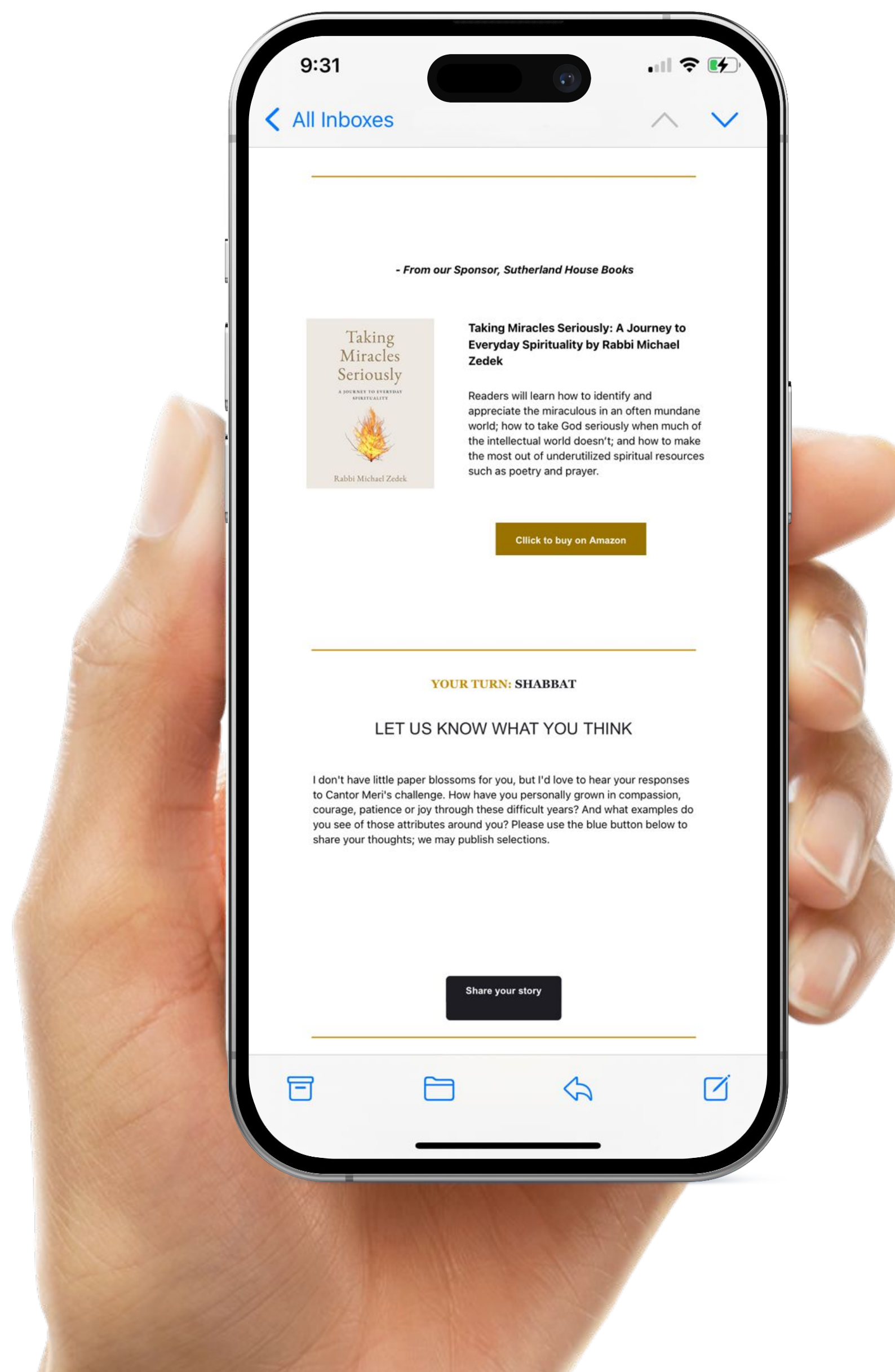
Fridays only

93K Subscribers

PRICING

\$1,000

SPECIFICATIONS



1

Dedicated Sponsor block with call to action

- Header
- Body copy (up to 60 words)
- CTA button copy
- Image (300 x 400)
- Organization logo

Supported Image formats:
JPG. PNG. GIF



EXCLUSIVE SPONSORSHIP
Opportunities

Events Newsletter

Native ad within Forward's events
newsletter

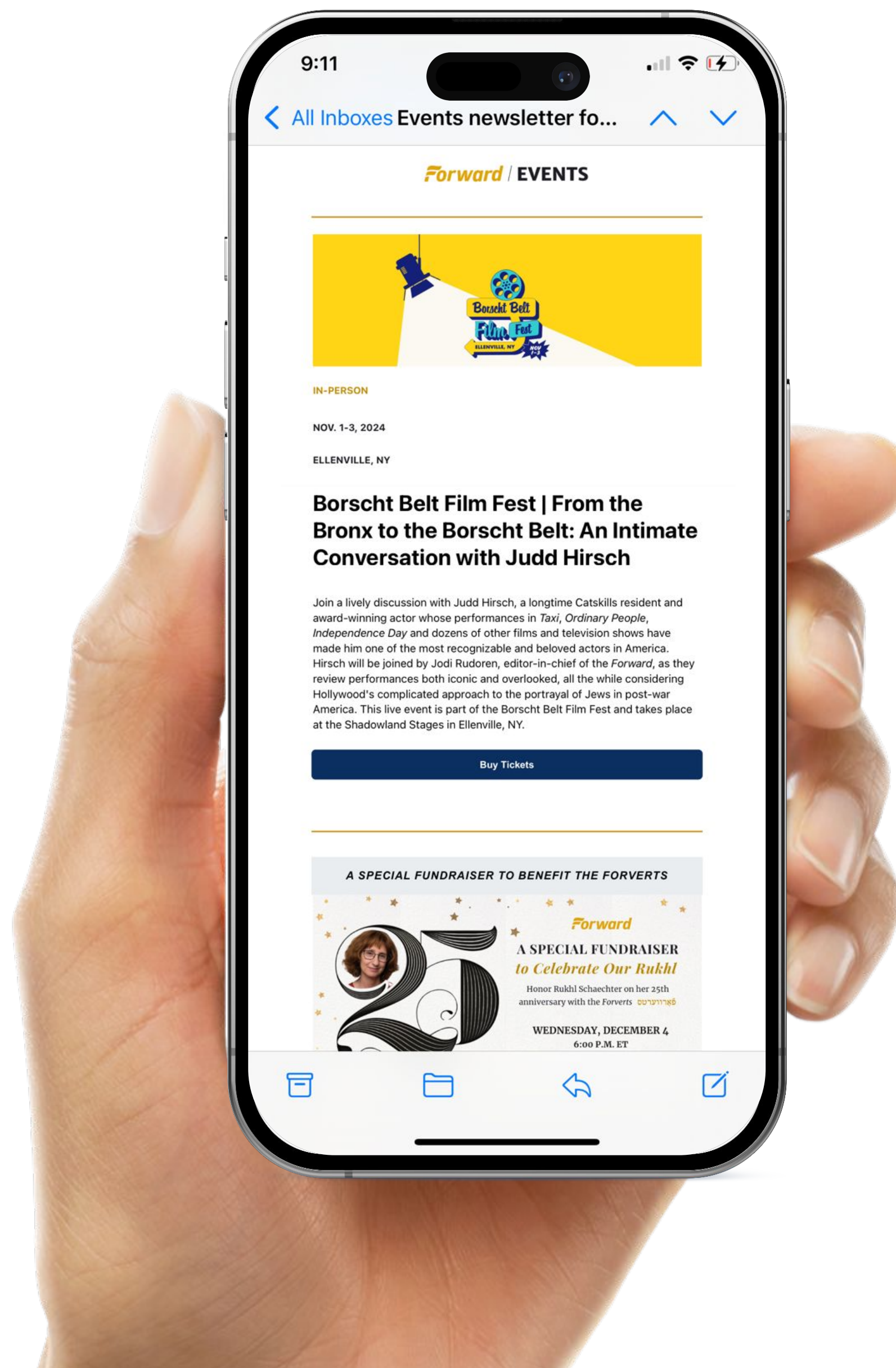
Subject to availability, no fixed
schedule

137K Subscribers

PRICING

\$800

SPECIFICATIONS



1

Dedicated Sponsor block
with call to action



- Event format (in-person,
online or both)
- Event title
 - Event teaser text
 - Event description (up to 75 words)
 - Event pricing
 - Button Text
 - Link(s) to ticketing
 - Lead image (2400x1350; 16:9 ratio)
 - Organization logo

Supported Image formats:
JPG. PNG. GIF



DEDICATED EMAIL
Opportunities

Dedicated Eblast

- 140,000 opt-in subscribers and growing
- 25% average open rate

PRICING

\$3,200 per send

View an Eblast campaign →

Contact your sales representative →

SPECIFICATIONS



ADVERTISERS PROVIDE

- 1
- Image or HTML message
- Subject line
 - Link

DIMENSIONS
600 px wide, 1600 px tall

MEDIA TYPES (Image)
HTML, JPG, PNG, GIF

Sponsored Content

Publish content on Forward.com
Promotion includes:

- Feature on homepage for one (1) day
- One social post on Facebook
- Afternoon newsletter inclusion

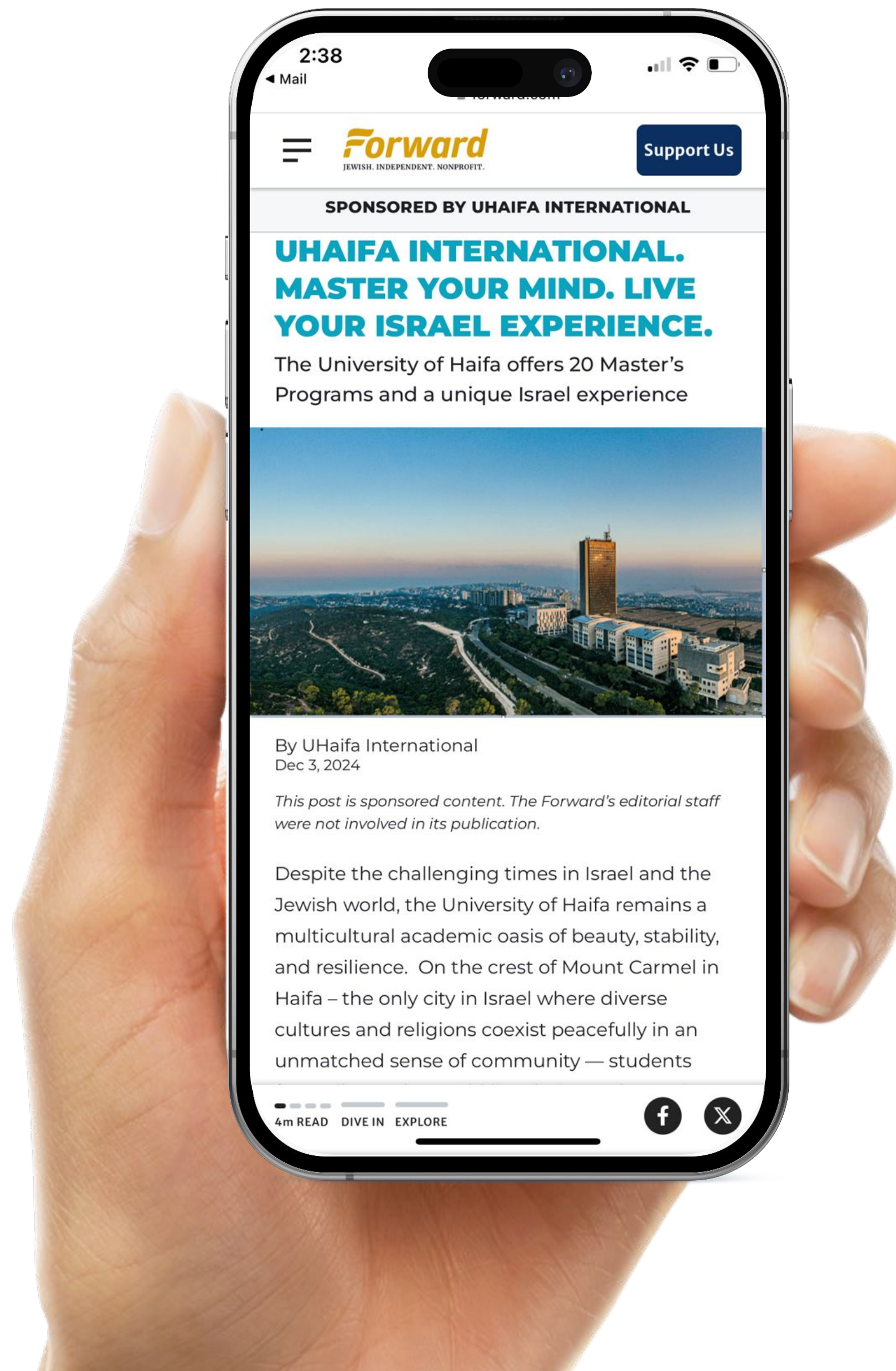
PRICING

\$3,000

[View live example](#) →

[Contact your sales representative](#) →

SPECIFICATIONS



Sponsor Content must have the following elements:

- Sponsor logo image
- Lead image
- Headline
- Teaser deck
- Byline
- Body Copy

MEDIA TYPES (Image)

JPG, PNG

SUGGESTED ADD-ON OPTIONS

- 1 Morning Newsletter
- 2 Eblast

Sponsored Posts

The Forward can help build your brand and drive social engagement.

You can use the power of the Forward brand to reach the Jewish market. The Forward has one of the largest Jewish social media audiences in the United States.

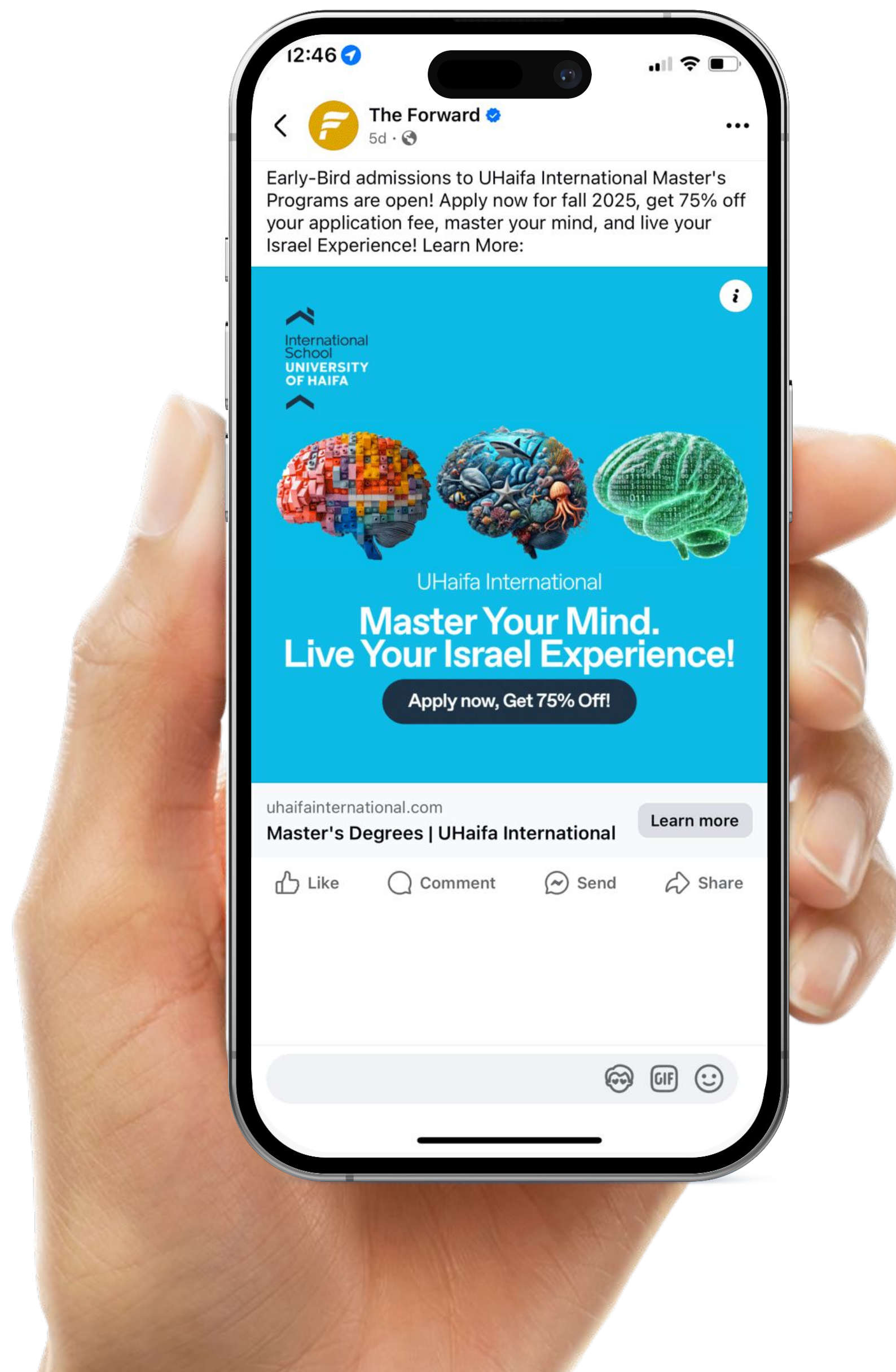
- 102K Facebook followers
- 68K Twitter followers
- 12K Instagram followers

PRICING

\$850 per Facebook post, boosted \$150

Contact your sales representative →

SPECIFICATIONS



POST TYPES

- 1 **Social Posts**
that link back to your website

MEDIA TYPES (Image)
JPG, PNG



Rich Media: Display Parallax

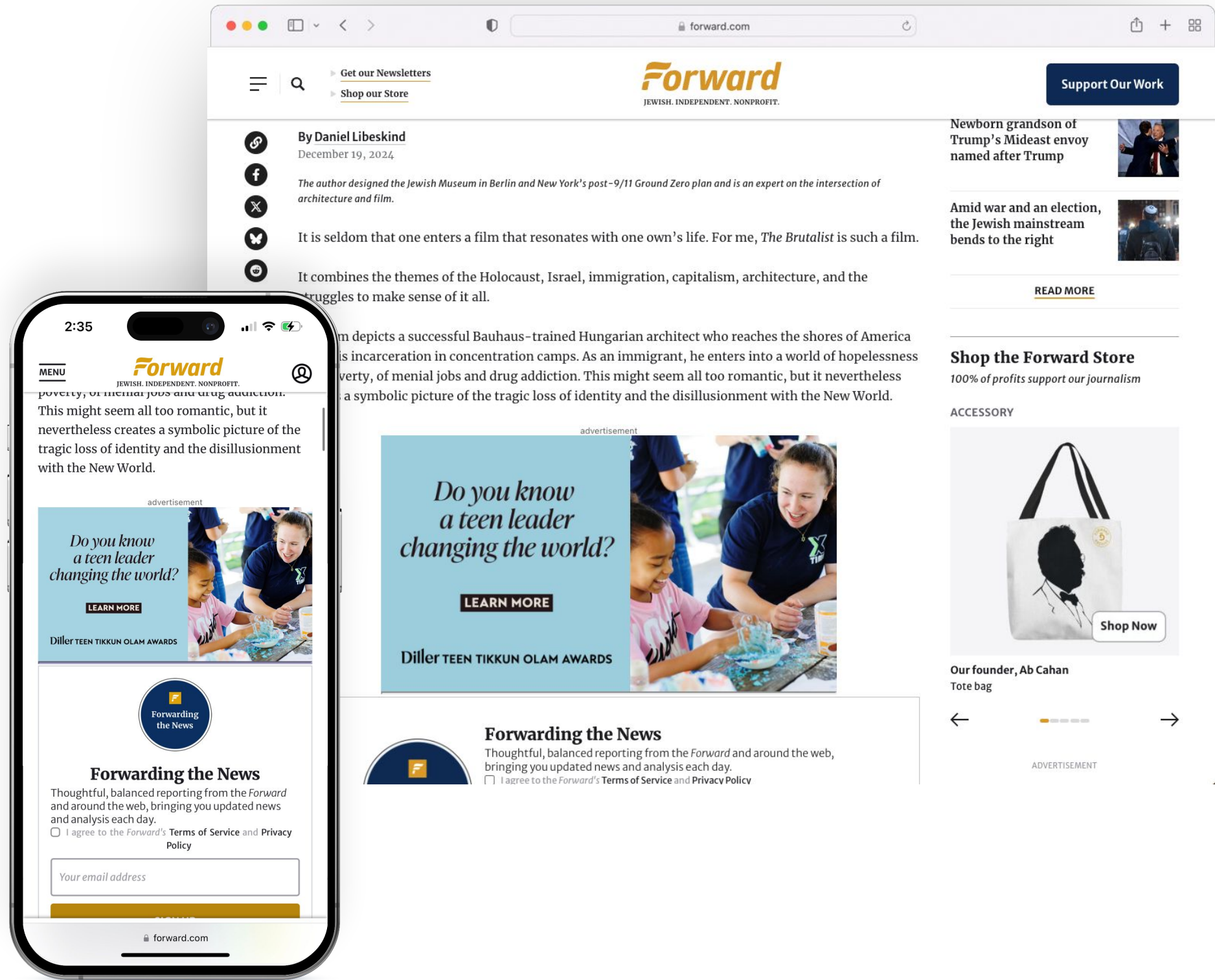
Display Parallax dynamically injects an adaptive image parallax inline display horizontally on desktop and vertically on mobile anywhere into content layout, in-feed, or in-article for maximum viewer engagement in the focal point of content experience.

PRICING

\$30 CPM

Contact your sales representative →

SPECIFICATIONS



MEDIA TYPES (Image)

Image URL, GIF, JPG, BMP, PNG

FILE SIZE

200kb maximum

IMAGE DIMENSIONS

720 x 480

Rich Media: Video Parallax

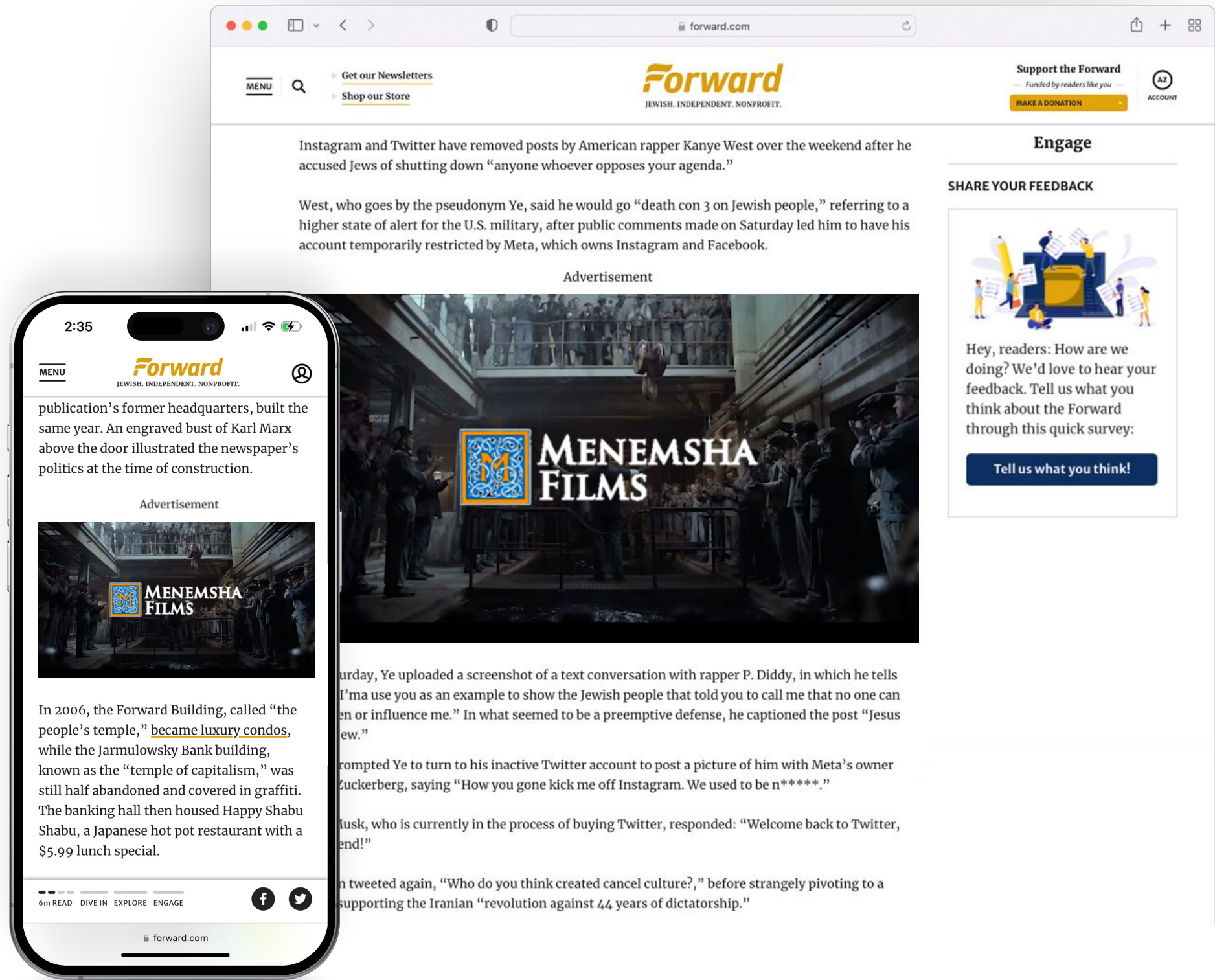
Video Parallax dynamically injects an adaptive video parallax inline display horizontally on desktop and vertically on mobile anywhere into content layout, in-feed, or in-article for maximum viewer engagement in the focal point of content experience.

PRICING

\$30 CPM

Contact your sales representative →

SPECIFICATIONS



	ALL DEVICES
Image aspect ratio	16:9
dimensions (expanded state)	Video/creative: 1920 x 1080 Mobile image: 720x480

MEDIA TYPES (Image)
Image URL, GIF, JPG, BMP, PNG

MEDIA TYPES (Video)
Video URL, YouTube ID, MP4

VIDEO LENGTH
Recommended 15 seconds (30 sec max)

FILE SIZE
Hosted video file size must be 4 MB or less for Chrome Heavy Ad Intervention (HAI) compliance. Video URLs may be supported without HAI restriction up to 40MB with auto-transcoding to render on certain browsers. Hosted image file size (for mobile only) is up to 200kb.

Rich Media: Static Skybox

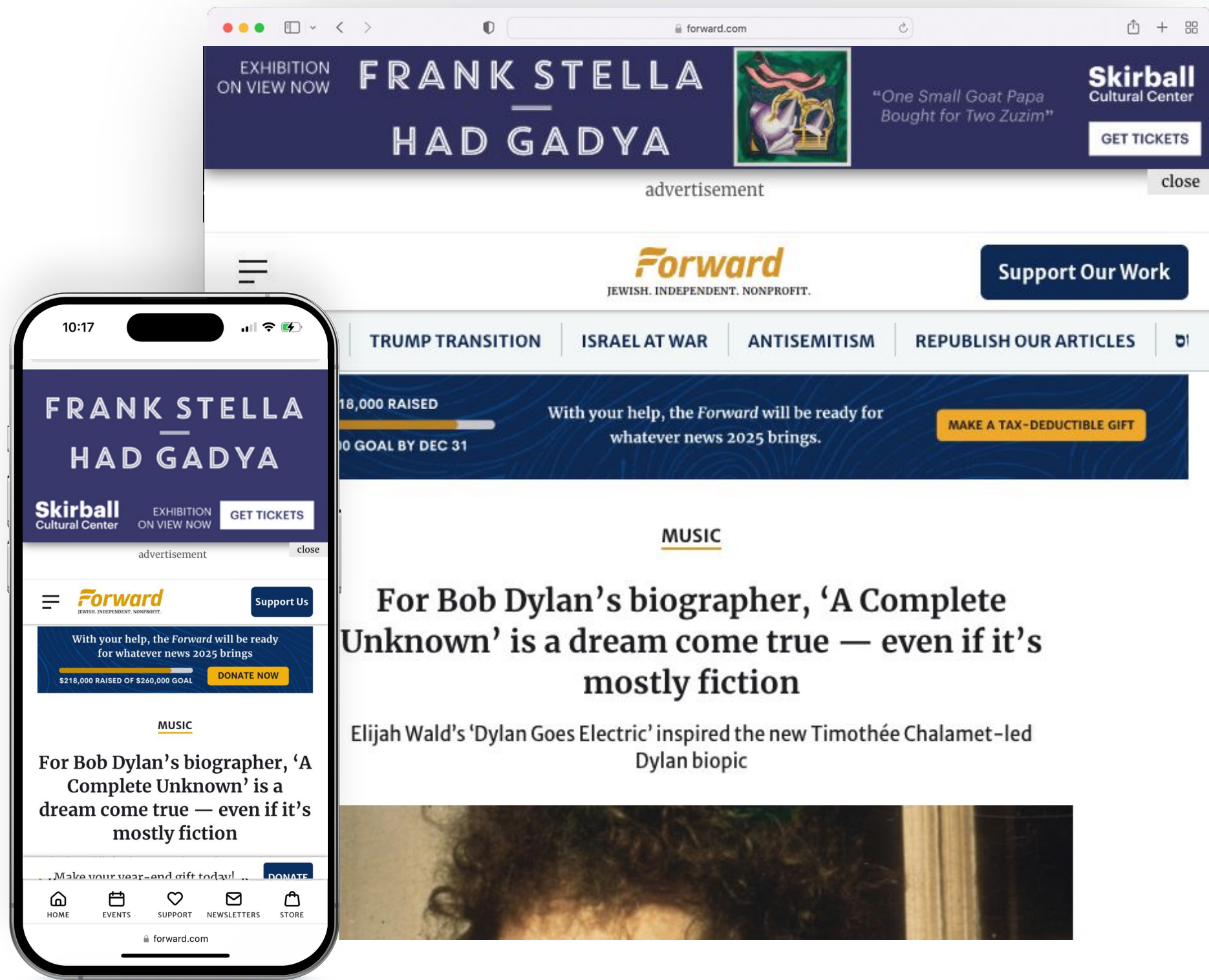
A high-impact rich media unit that sticks to the top of the page and remains sticky while users are scrolling down, across desktop and mobile providing high viewability and enabling further viewer engagement. Users can collapse the unit at any point by clicking the collapse button in the top right corner.

PRICING

\$30 CPM

Contact your sales representative →

SPECIFICATIONS



MEDIA TYPES (Image)

Image URL, GIF, JPG, BMP, PNG

MEDIA TYPES (Video)

Video URL, YouTube ID, MP4

FILE SIZE

Hosted video file size must be 4 MB or less for Chrome Heavy Ad Intervention (HAI) compliance. Video URLs may be supported without HAI restriction up to 40MB with auto-transcoding to render on certain browsers. Hosted image file size (for mobile only) is up to 200kb. Video Length: Recommended 15 seconds (30 seconds max)

	ALL DEVICES
Dimensions	Creative: 640x360, 1456x180, 525x250, 300x170

Rich Media: Video Skybox

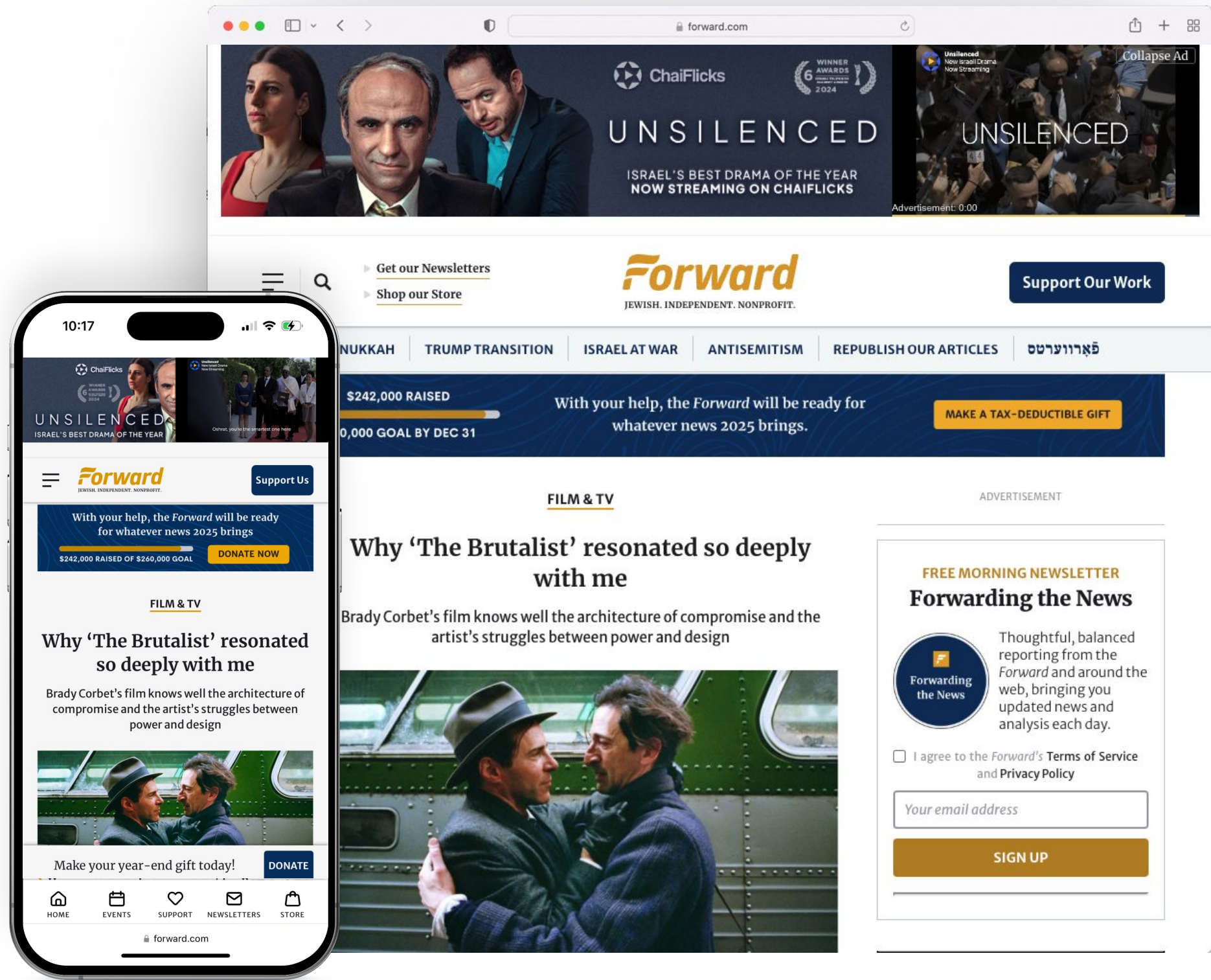
A high-impact rich media unit that sticks to the top of the page and remains sticky while users are scrolling down, across desktop and mobile providing high viewability and completion prior to auto-snapping into place and enabling further viewer engagement. Users can collapse the unit at any point by clicking the collapse button in the top right corner.

PRICING

\$30 CPM

Contact your sales representative →

SPECIFICATIONS



MEDIA TYPES (Image)

Image URL, GIF, JPG, BMP, PNG

MEDIA TYPES (Video)

Video URL, YouTube ID, MP4

FILE SIZE

Hosted video file size must be 4 MB or less for Chrome Heavy Ad Intervention (HAI) compliance. Video URLs may be supported without HAI restriction up to 40MB with auto-transcoding to render on certain browsers. Hosted image file size (for mobile only) is up to 200kb. Video Length: Recommended 15 seconds (30 seconds max)

	DESKTOP/TABLET	MOBILE
Image aspect ratio (<i>expanded state</i>)	3.88:1	1.76:1
Image dimensions (<i>expanded state</i>)	970 x 250px	300 x 170 px
Image aspect ratio (<i>collapsed state</i>)	2:1:1	
Image dimension (<i>collapsed state</i>)	525 x 250 px	
Video aspect ratio	16:9	16:9



Rich Media: Billboard

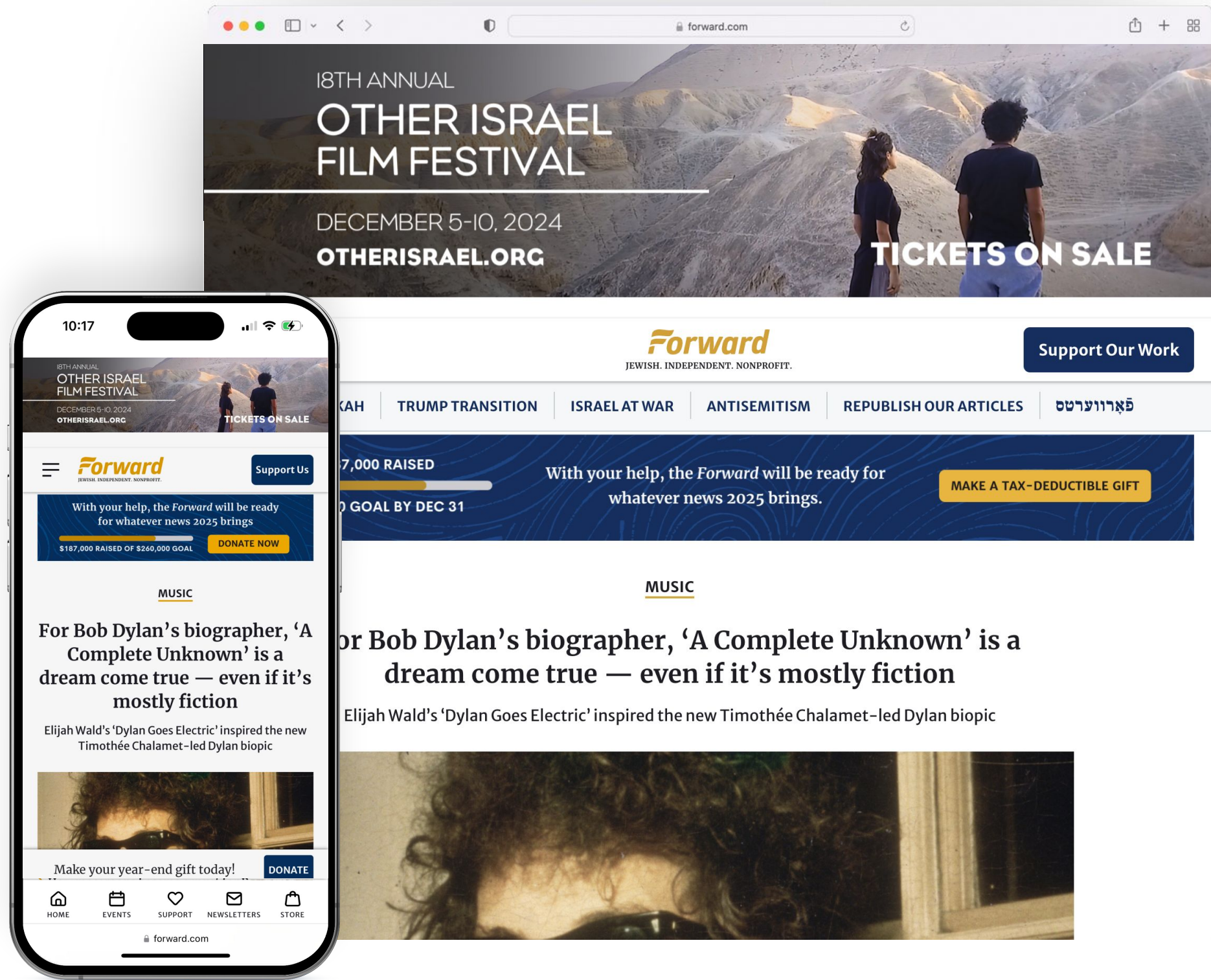
A high-impact rich media horizontal, across desktop and mobile providing high viewability and enabling further viewer engagement.

PRICING

\$30 CPM

Contact your sales representative →

SPECIFICATIONS



MEDIA TYPES (Image)
Image URL, GIF, JPG, BMP, PNG

MEDIA TYPES (Video)
Video URL, YouTube ID, MP4

FILE SIZE
Hosted video file size must be 4 MB or less for Chrome Heavy Ad Intervention (HAI) compliance. Video URLs may be supported without HAI restriction up to 40MB with auto-transcoding to render on certain browsers. Hosted image file size (for mobile only) is up to 200kb. Video Length: Recommended 15 seconds (30 seconds max)

	ALL DEVICES
Dimensions	1600x400

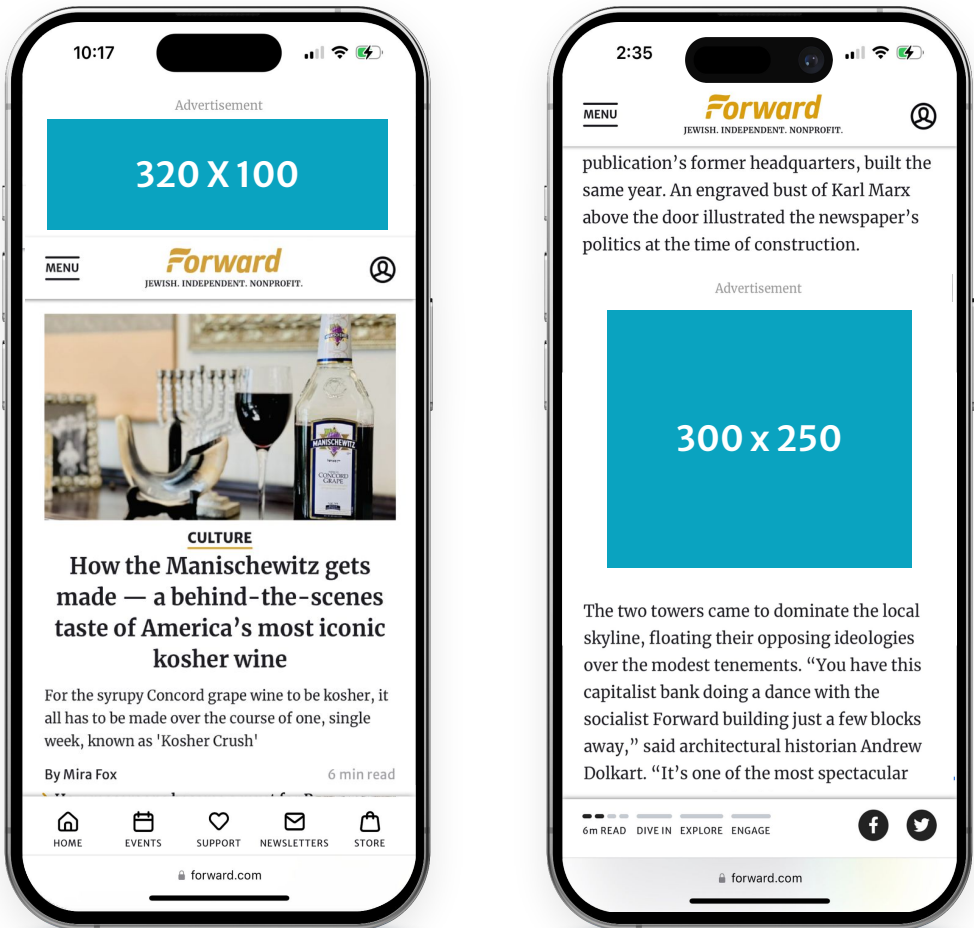
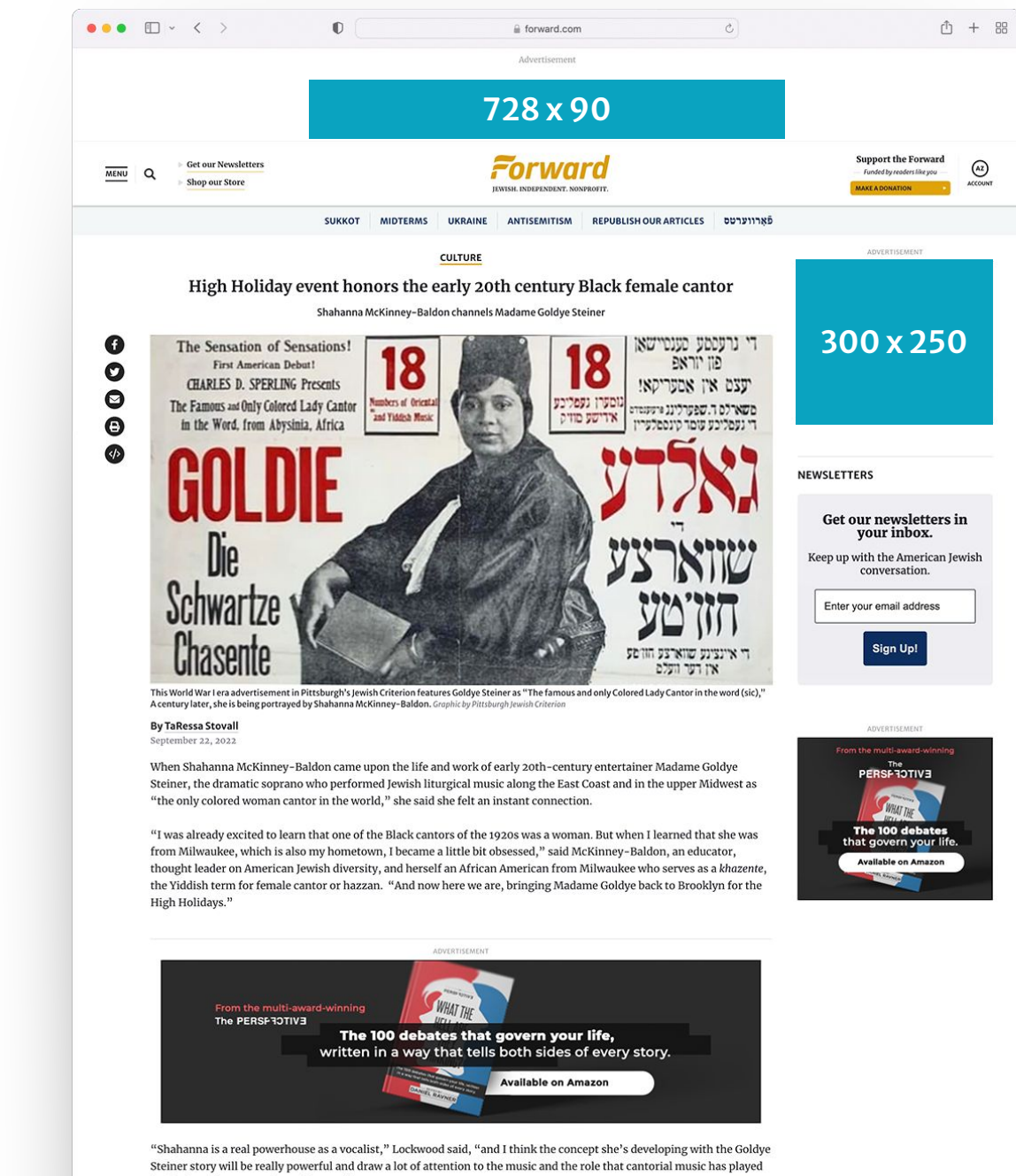
Run of Site and Geo Targeted Display Advertising

AD SIZE	PLACEMENT	CPM	GEO TARGETED
728 x 90, 300 x 250	ROS	\$10.00	\$18.00
728 x 90, 300 x 600, 300 x 250, 320 x 100	Content Targeted	\$15.00	\$20.00
320 x 100, 300 x 250	Mobile	\$8.00	\$18.00

Contact your sales representative



SPECIFICATIONS





CONTACT US

Sales

Learn more
about advertising
opportunities at
the Forward



David Kelsey

Sales Executive

Email: david@kelseymedia.com

Phone: 917-673-9503

A white hexagon with a thin black border, centered on a solid yellow background.

Forward

THANK YOU