

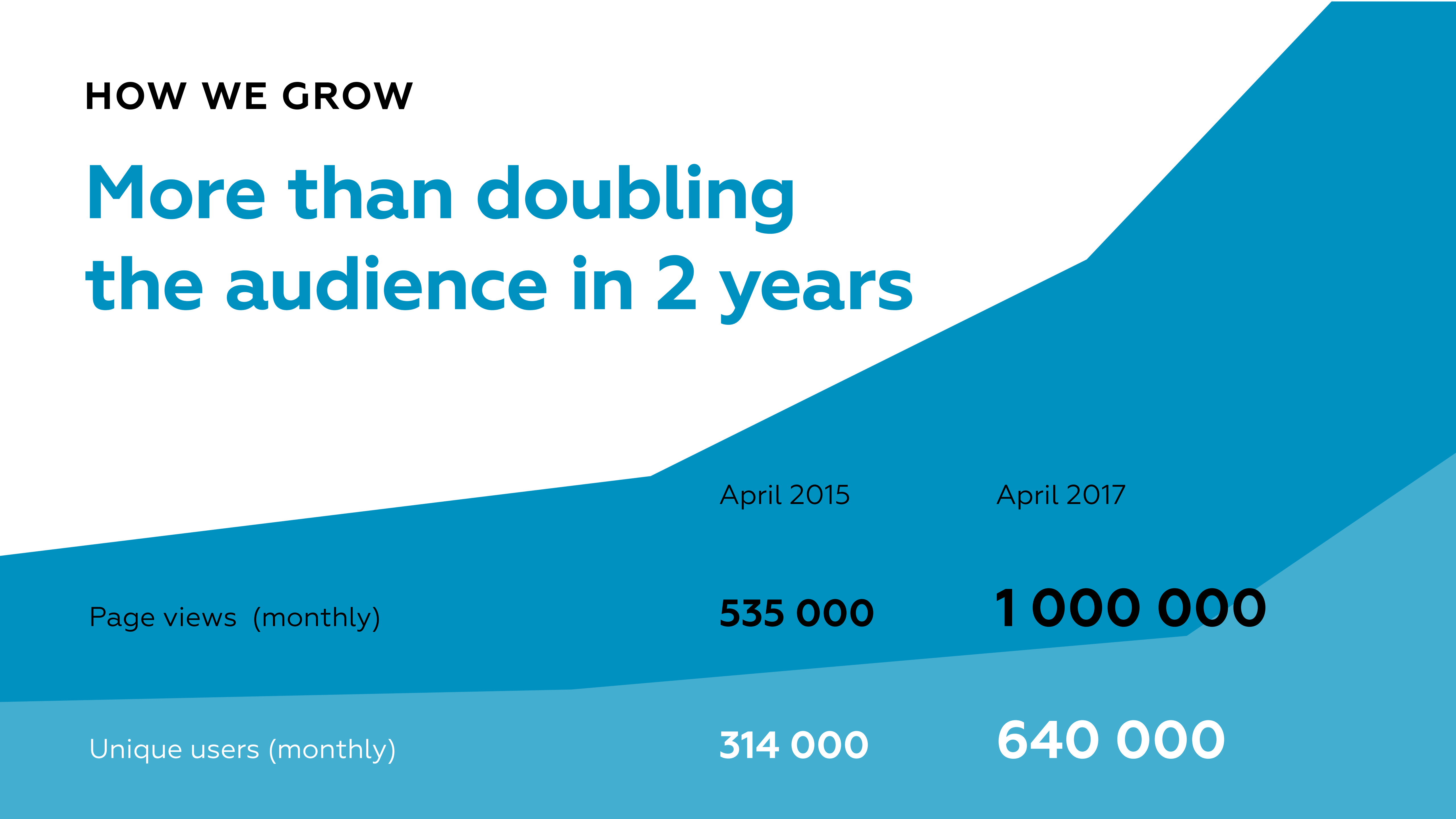
# Jewish.ru

**Jewish.ru is the largest mass media entity for Russian speakers, dedicated to the rich history, thousand-year traditions and modern life of Jewish people worldwide.**

**This year marks our 17th anniversary; having gained a loyal audience throughout these years, we never stop growing.**

## HOW WE GROW

# More than doubling the audience in 2 years



Page views (monthly)

April 2015

April 2017

**535 000**

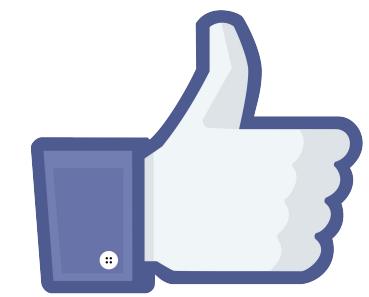
**1 000 000**

Unique users (monthly)

**314 000**

**640 000**

## OUR FACEBOOK PAGE



**465 thousand subscribers**

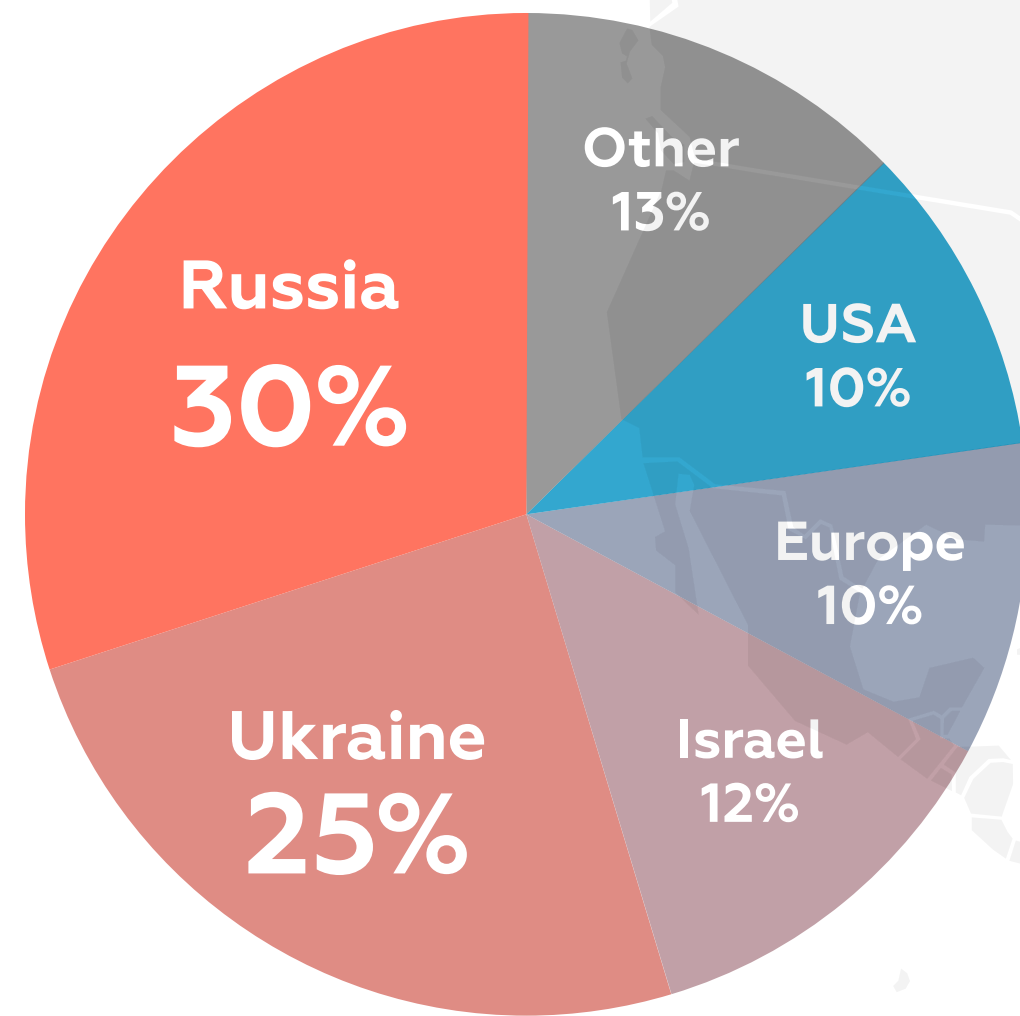
Outreach of our publications –  
**700-900 thousand  
users weekly**

Visitors engagement –  
**200-350 thousand  
actions weekly**  
(likes, comments, shares)

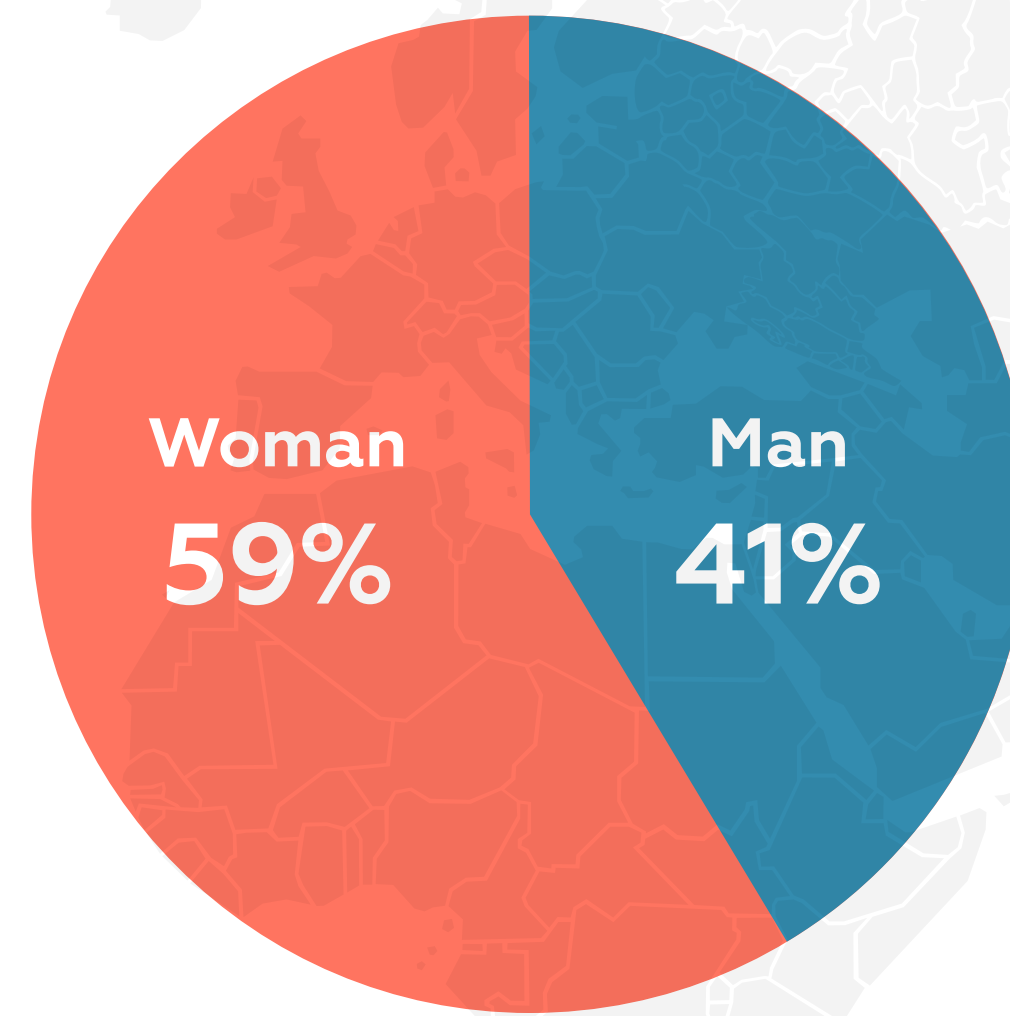
Which means that a single post reaches at least 50 thousand users, while at least 20 thousands of them become engaged into action - liking, clicking, commenting and sharing.

# WHO ARE OUR USERS

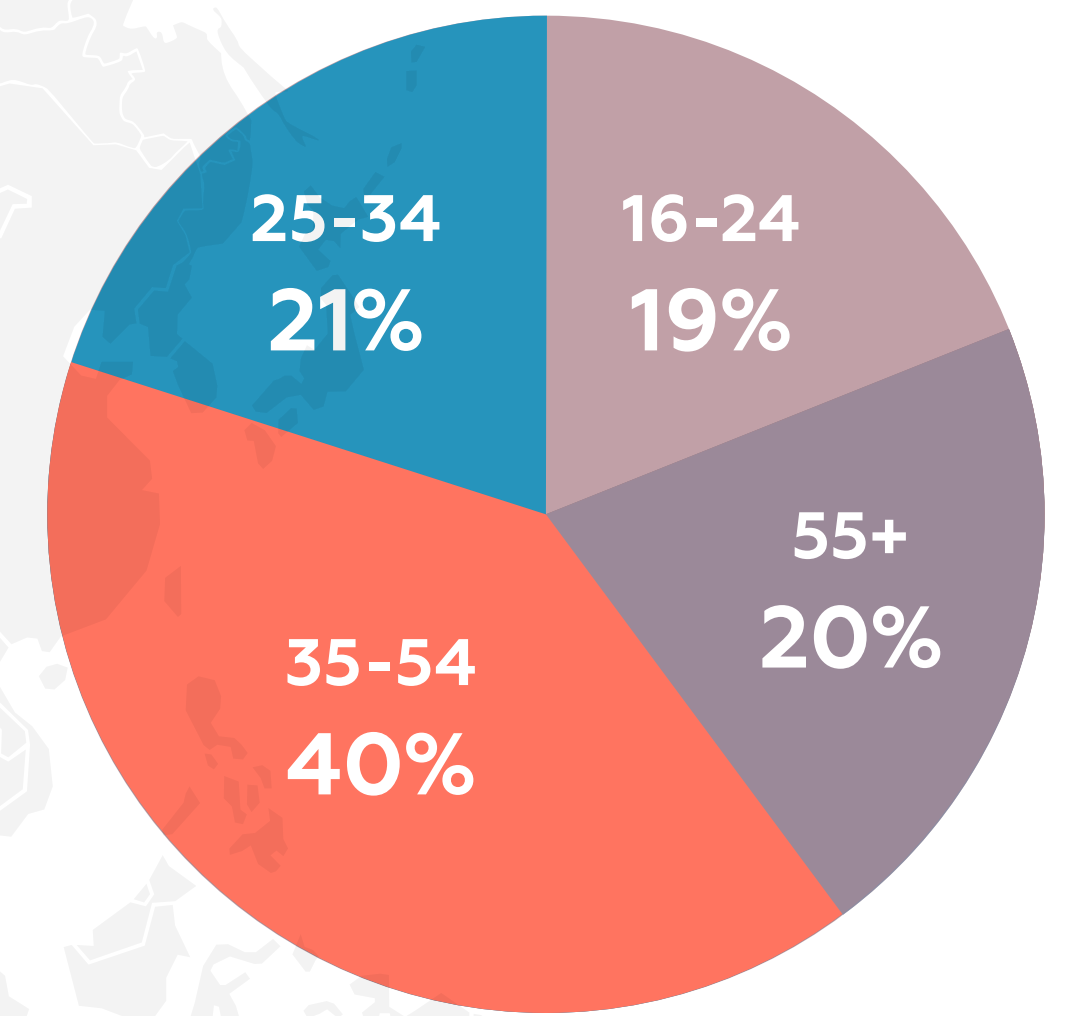
COUNTRIES



GENDER



AGE



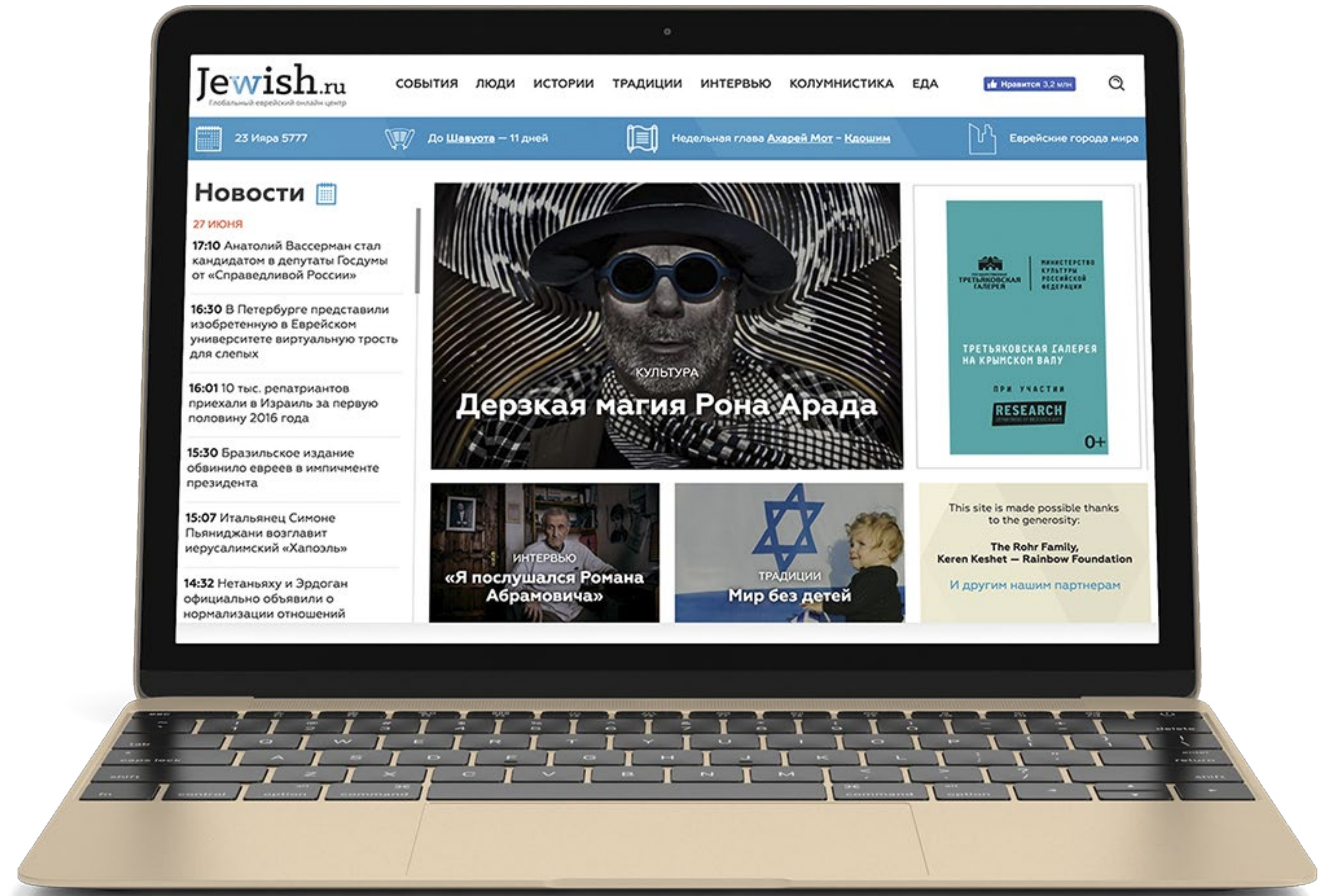
## TOP 5 CITIES

1. Moscow
2. Tel Aviv
3. Saint Petersburg
4. Minsk
5. Kiev

# WHAT DOES THE UPDATED JEWISH.RU OFFER

After the complete re-design that took place in June 2017, it presents a stunning website which looks great on both desktop and mobile devices, utilizing the latest technological advances.

It now offers special slots for various promotional materials and a tool-kit that allows creation of attractive and informative special projects.



# HOW JEWISH.RU IS STRUCTURED

## News

brief review on what is going on in the Jewish world

## Events

articles on most important occasions requiring detailed analysis

## People

lives and achievements of outstanding persons in the fields of art, business, society

## Stories

chronicles, reviews, literature, humor

## Traditions

accessibly presented Jewish wisdom and law

## Interviews

hit-the-target questions and thought-provoking answers

## Columnists

Jewish view on developments in the world, in the country and in the family

## Food

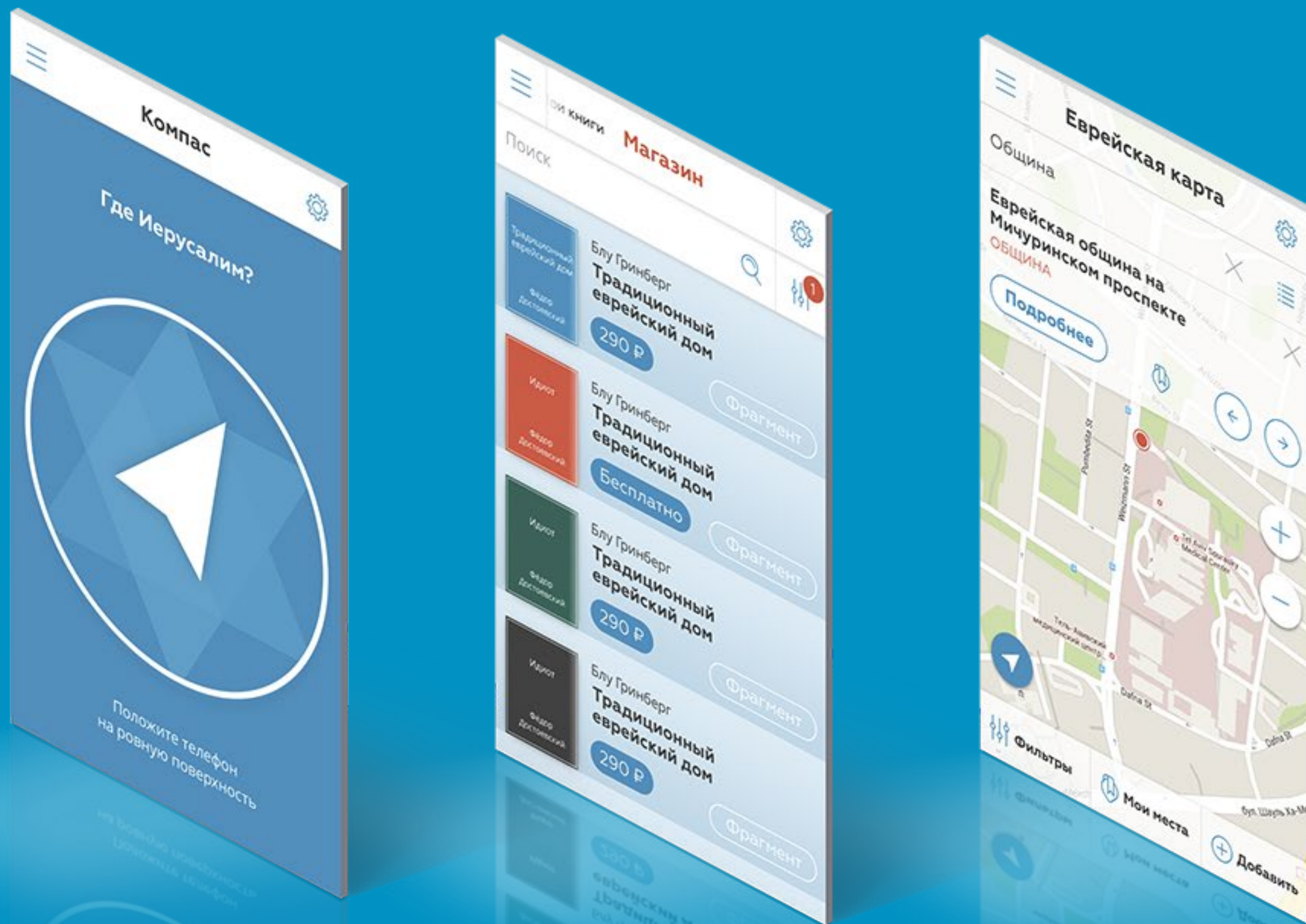
delicious recipes of Jewish cuisine



**We publish daily: 10-15 news items as well as 3-5 full-size articles in other sections.**

# MOBILE APPS

Following the projects' re-launch, the number of people who use our updated apps on iOS and Android devices is growing rapidly. These apps feature full functionality of the website together with several additions, as follows:



## Alerts

on candle lighting times and reminders on Jewish holidays

## Compass

which shows the direction to Jerusalem

## Library

where one can download books on varied Jewish topics

## Jewish Map

which shows the closest community center, synagogue, kosher restaurant or Jewish museum based on your location.

If you own or represent a unique place which can be added to the Jewish map database, we will be glad to discuss this opportunity as well as its promotion on our platforms.

# COOPERATION WITH JEWISH.RU



## **Partner articles**

We do not publish press-releases and “ready-made” texts, but develop a suitable individual story. We create interesting articles about businesses, people and events. We would be happy to inform our readers about you or your business as well as present you as a media-sponsor of any given article.

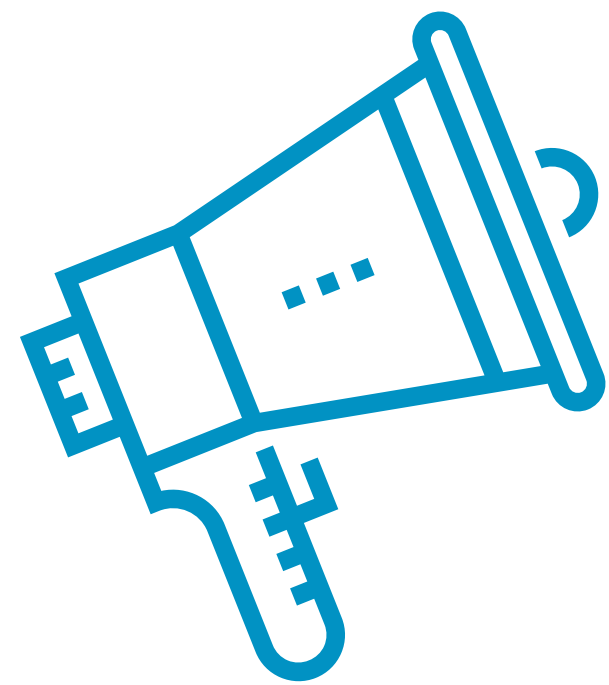


## **Editorial special projects**

Original content and advanced formats for providing information on a dedicated website section. Based on the message you want to convey to the audience, we create an exciting story, add unique infographics, high-quality illustrations and interactive elements.



# PROMOTION OF PARTNER ARTICLES AND SPECIAL PROJECTS



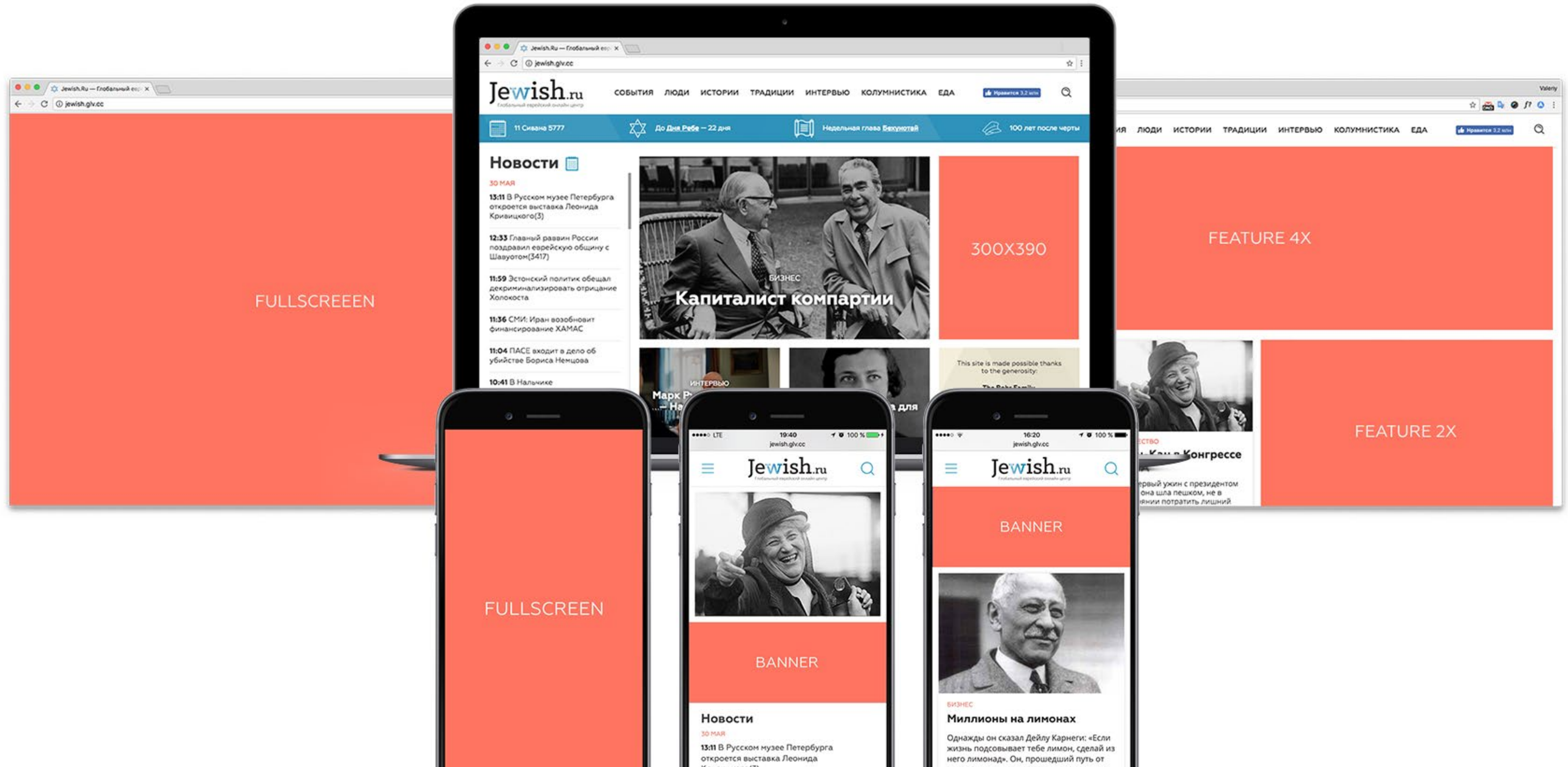
- Jewish.ru Homepage
- Jewish.ru Weekly Newsletter
- Social Networks

**Jewish.ru is present on**



# INTERESTED IN BANNER PLACEMENT?

We offer a wide range of standard ad-banner sizes and formats



**THANK YOU!**

**Feel free to ask any questions and clarify details  
at [ad@jewish.ru](mailto:ad@jewish.ru)**