



Fleishhigs™
MAGAZINE

**MEDIA
KIT
2023**

ABOUT US

fleishig

flei·shig \ˈflā-shig \
adjective

made of, prepared with, or
used for meat or meat products

A modern lifestyle publication that
presents the trendiest food while
celebrating Jewish traditions.

Fleishigs content is themed around all things
food with a focus around the latest kosher trends.
Fleishigs has established itself as the leading
kosher food publication specializing in meat,
fish and vegan cuisine.

Fleishigs Magazine is the only kosher food and
travel magazine on the market on par with all the
leading mainstream publications and even called
the "Kosher Bon Appétit" by the NY TIMES.

As industry professionals we influence the
influencers and have set many trends and
launched many products and companies
successfully in the Kosher market.
Additionally, our social media has been very
strong and without inflating our following
through 3rd party apps or companies or
joining giveaways or loops we have seen great
engagement and proven to clients that we have
a great deal of influence in the kosher market.

You can check us out at www.fleishigs.com
see our Media Reel as well our instagram and
facebook pages & our digital version on issuu.com



**WE ARE
A WELL
DONE
MEDIUM**

THE PEOPLE HAVE SPOKEN

“Ever since the beginning, we’ve had great experience advertising with Fleishigs Magazine on a monthly basis. We receive great feedback and people really enjoy the magazine and several people have even told me that they hold on to prior issues! People appreciate our contribution to the magazine, both in terms of ads and content. We wish Fleishigs a long and successful life and many more years of productive collaboration.”

- Gabriel Geller, CMO, Royal Wine Corp.

“Fleishigs Magazine is the best way for us to reach an audience that cares about what’s new and exciting in the kosher world. Their team executes an amazing publication and works with us to help develop and grow our brand with each issue.”

- Naftoli Engel, CEO, The Rebbe's Choice

“Whoever tells you that print advertising for the kosher market is a waste, doesn’t understand advertising or the more dedicated part of the kosher market. In terms of media, especially when your targets are passionate foodies, we’ve always been fans of going a mile deep rather than a mile wide. Our clients see tremendous success working with Fleishigs Magazine, but Shlomo’s incredible support of his advertisers, and of the industry in general, is paramount. It’s because of this that we haven’t missed an issue since 2020 and why the New York Times puts Fleishigs at the forefront of the kosher revolution, describing the magazine as “a kosher version of Bon Appetit.” (Though if they use this quote as a reason to raise my rates, I’m going to be really upset.)”

- Sam Ash, Director of Marketing, Misceo



DEMOGRAPHICS

AGE

32% age 18-34

45% age 35-49

23% age 50+

FAMILY STATUS

91% married

88% children at home

INCOME

\$100,000+ average annual income

\$125,000 median household income

EDUCATION

70% college graduates

40% graduate degree

GENDER

89% female

11% male

CHILDREN

93% have children

84% have more than 2 children

40% have more than 3 children

ETHNICITY

91% caucasian

FOOD/RESTAURANT

68% spend over 400% on groceries per week

37% dine out 9 or more times per month

88% dine in restaurants outside their immediate area

HOME OWNERSHIP

72% own a home

32% own a second home

CARS

89% have at least two cars

84% have at least one minivan

CELL PHONES

62% have at least 4 cell phones per household

VACATIONS

65% take at least two family vacations per year

FACTS

WHY PEOPLE KEEP KOSHER?

55%

health & safety

16%

eat halal

38%

vegetarians

8%

good products

35%

taste or flavor

8%

keep kosher all the time

16%

guidelines that they were produced

8%

looking for vegetarian products, either for religious / dietary reasons

-MINTEL REPORT

(**March 2003, *May 2005, January 2009),
Jewish Population Study, United Jewish
Communities (September 2003),
LUBICOM Kosher Analysis (October 2010)

KOSHER FOOD INDUSTRY

12.5 billion

Dollars is the estimated value

12.35 million

Kosher consumers in the United States

1.3 million

Jewish consumers of kosher products

35 million

Non-Jewish consumers of kosher products

50 million

Non-Jewish consumers of kosher products

CALENDAR

2023

NOVEMBER

Ads Due Date Fri, Oct 28, 2022
Print Date Mon, Oct 31, 2022
Release Date Wed, Nov 16, 2022

DECEMBER

CHANUKAH/CHINESE

Ads Due Date Mon, Nov 21, 2022
Print Date Wed, Nov 23, 2022
Release Date Wed, Dec 14, 2022

JANUARY

RESTAURANT

Ads Due Date Mon, Dec 19, 2022
Print Date Wed, Dec 21, 2022
Release Date Wed, Jan 11, 2023

FEBRUARY

PURIM

Ads Due Date Mon, Jan 16, 2023
Print Date Wed, Jan 18, 2023
Release Date Wed, Feb 8, 2023

MARCH

PESACH

Ads Due Date Mon, Feb 20, 2023
Print Date Wed, Feb 22, 2023
Release Date Wed, Mar 15, 2023

MAY

SHAVUOT

Ads Due Date Mon, Apr 17, 2023
Print Date Wed, Apr 19, 2023
Release Date Wed, May 17, 2023

JUNE

SUMMER

Ads Due Date Mon, May 22, 2023
Print Date Wed, May 24, 2023
Release Date Wed, June 14, 2023

JULY

SUMMER

Ads Due Date Mon, June 19, 2023
Print Date Wed, June 21, 2023
Release Date Wed, July 12, 2023

AUGUST

ROSH HASHANA

Ads Due Date Mon, July 17, 2023
Print Date Wed, July 19, 2023
Release Date Wed, Aug 9, 2023

SEPTEMBER

SUKKOT

Ads Due Date Mon, Aug 14, 2023
Print Date Wed, Aug 16, 2023
Release Date Wed, Sept 6, 2023

OCTOBER

Ads Due Date Mon, Sept 18, 2023
Print Date Wed, Sept 20, 2023
Release Date Wed, Oct 11, 2023

NOVEMBER

CHANUKAH

Ads Due Date Mon, Oct 16, 2023
Print Date Wed, Oct 18, 2023
Release Date Wed, Nov 15, 2023

DECEMBER

Ads Due Date Mon, Nov 20, 2023
Print Date Wed, Nov 22, 2023
Release Date Wed, Dec 13, 2023

FLEISHIGS READERSHIP



Austria
Australia
Belgium
Brazil

Canada
Switzerland
Chile
Germany

Denmark
France
United Kingdom
Israel

Italy
Japan
Mexico
Puerto Rico

Singapore
Ukraine
United States
South Africa

Alabama
Alaska
Alberta
Arizona
Arkansas
British Columbia
California
Colorado
Connecticut
Delaware
District Of Columbia
Florida
Georgia
Hawaii

Illinois
Indiana
Iowa
Kansas
Kentucky
Louisiana
Maine
Manitoba
Maryland
Massachusetts
Michigan
Minnesota
Mississippi
Missouri

Montana
Nebraska
Nevada
New Hampshire
New Jersey
New Mexico
New York
North Carolina
Northwest Territories
Ohio
Oklahoma
Ontario
Oregon
Pennsylvania

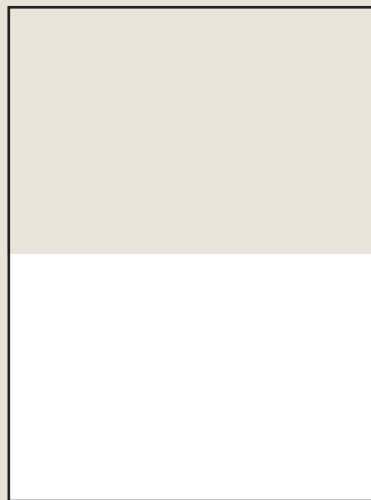
Prince Edward Island
Quebec
Rhode Island
South Carolina
South Dakota
Tennessee
Texas
Vermont
Virginia
Washington
Wisconsin
Wyoming

AD SIZES



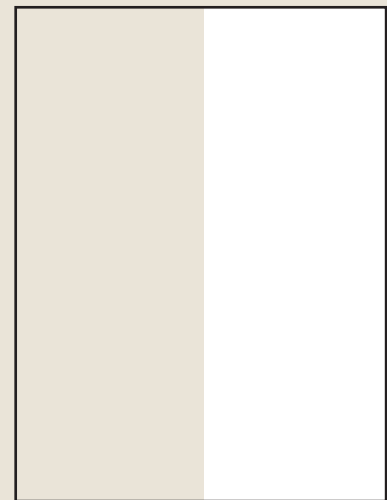
FULL PAGE

8.375" x 10.875"



1/2 HORIZONTAL

5" x 10.3"



1/2 VERTICAL

3.75" x 10.3"

Please add crop marks and 0.25" bleed on all ads.

MAGAZINE DISPLAY RATES

| RATES PER INSERTION | 1x | 3x | 6x | 11x |
|------------------------------------|----------|---------|---------|---------|
| BACK COVER | \$10,000 | \$9,000 | \$8,000 | \$7,000 |
| INSIDE COVERS (Front & Back) | \$8,000 | \$7,200 | \$6,400 | \$5,600 |
| STANDARD FULL-PAGE | \$6,000 | \$5,400 | \$4,600 | \$4,200 |
| HALF PAGE (Vertical or Horizontal) | \$3,600 | \$3,200 | \$2,800 | \$2,400 |

10% DISCOUNT for upfront payment

OTHER ADVERTISING OPTIONS

Co-branded event · Varies, inquire for information

Co-branded eBook · Varies, inquire for information

Live Article Dinner Feature · Varies, inquire for information

Social Media Campaign · Varies, inquire for information)

Ad in Leftovers digital newsletter · \$1,000

Recipe development featuring your product · \$1,000



RECENT COVERS



RECENT ISSUES



Issue 1



Issue 2



Issue 3



Issue 4



Issue 5



Issue 6



Issue 7



Issue 8



Issue 9



Issue 10



Issue 11



Issue 12



Issue 13



Issue 14



Issue 15



Issue 16



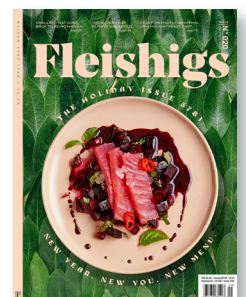
Issue 17



Issue 18



Issue 19



Issue 20

RECENT ISSUES



Issue 21



Issue 22



Issue 23



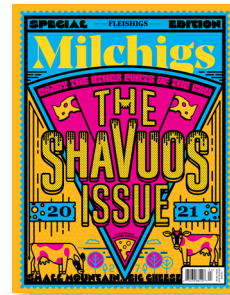
Issue 24



Issue 25



Issue 26



Issue 27



Issue 28



Issue 29



Issue 30



Issue 31



Issue 32



Issue 33



Issue 34



Issue 35



Issue 36



Issue 37



Issue 38



Issue 39



Issue 40



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THERE'S NEW MEAT ON THE BLOCK