



## WHY

YOU SHOULD MARKET TO THE JEWISH COMMUNITY IN RHODE ISLAND.

The Jewish community in Rhode Island is a defined target market of highly desirable consumers and influencers. The Jewish population indexes significantly above the general population in terms of income, education and consumer spending.

In addition, the Jewish community is an *affinity market* tied together by strong beliefs and traditions guided by their faith. Jews are highly engaged in the Rhode Island's major institutions including business, government education and healthcare on the state and local level.

The Jewish Voice newspaper and website offers businesses and organizations a channel to connect with this valuable consumer group in a **positive commercial environment**. We know that our audience appreciates and patronizes local businesses and companies that support the Jewish community and the Voice with their marketing dollars.

The Jewish market is receiving more attention and dollars from marketers for good reason.

**Income** - 46% earn more than \$100,000 compared to 19% of all Americans.

**Influence** – 20% of Ivy League students and 25% of 400 wealthiest Americans are Jewish.

**Growth** – Kosher food is a \$15 billion industry and has a 12% average annual growth. Nearly 4,000 kosher food products and 487 kosher drinks were launched in 2010 alone.

**Circulation** – The Jewish Voice mails and delivers 10,000 copies of the paper to readers in Rhode Island and Southeastern Massachusetts every other week.

**Loyalty** - Our 2010 reader survey showed that 90% read every issue and 78% spent more than 15 minutes reading the paper.