

JEWISH RHODE ISLAND

Delivers a premium audience in an ideal environment for your marketing message.

86%

Jewish Rhode Island community shares many valuable traits. Eighty-six percent say it makes them feel more connected to the community. It's a clearly definable target market.

64%

Advertisers are well-regarded and appreciated by **our** readers; **sixty-four percent** think that local companies advertising with **Jewish Rhode Island** care about the Jewish community.

92%

Jewish Rhode Island audience is among the most educated cohort an advertiser can reach. **Ninety-two percent** hold a four-year college degree.

122%

The median income of our readers is **\$125,000** / year or 122% higher than the average Rhode Island household.

19%

Almost 20% of readers cite **local advertising** as a reason they read the paper.

60%

The majority of readers, 6 in 10 say they have a **very favorable** opinion of **Jewish Rhode Island**.

70%

The percentage of readers surveyed who said they've read the paper for **ten years** or more.

Source: Whitman Insight Strategies March 2017

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