דער איד

DER YID

Voice Of American Orthodox Jewry

MEDIA KIT



נייעס



פאליטיק



ביזנעס



פינאנציעל



אינפארמאציע



אינספיראציע

ABOUT DER YID:

Founded 60 years ago, Der Yid is the oldest, most read, Yiddish newspaper in the Orthodox community.

Der Yid was founded to serve the needs of the Yiddish-speaking Jewish community. Originally, published by Polish and Hungarian European immigrants the newspaper has evolved throughout 8 decades of media trend.

Despite the abundance of sources available, due to its relevancy, **Der Yid remains a vital media source. It continues to provide relevant news and insights to its large audience, in accordance with their lifestyle and religious standards.**

The Der Yid editorial and rabbinical board assumes an important role in developing the newspaper content. This ensures that the content focus is aligned with the values and interests of the readers.

· A weekly periodical that provides news and insights into the world and community events.

· A curated collection of world news, politics, financial and business news, community news and photos

· A newspaper from the perspectives of contributors within the Yiddish-community.

· A comprehensive publication with relevant knowledge for readers, that provides news, information and promotions.

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1
WEEKLY PUBLICATION

4
CONTINENTS

+5
COUNTRIES

4
WEEKLY PRINTED MAGAZINES

11
METRO NY LOCATIONS

45,000
WEEKLY READERS

Der Yid is distributed worldwide and caters to 45,000 readers across Canada, Australia, Argentina, UK, Israel, Belgium, USA, Williamsburg, Borough Park, Flatbush, Manhattan, Monsey, Monroe, the Catskills, Queens, Crown Heights, Cedarhurst, Far Rockaway, Lakewood, Baltimore, Chicago, IL., and Philadelphia, PA.!

OUR READERS:

Over 60 years the Der Yid readership has grown tremendously. In proportion with the exponential community growth worldwide, our readership grows 10-15% annually.

The readership audience encompasses a broad range of ages, lifestyles and locations. Many of our readers are business executives, healthcare professionals, store owners and homemakers. **All have the same need: A newspaper that's relevant and resourceful.**

WHAT WE COVER:

News & Politics:

The News & Politics section is the main section and covers general news and current topics of interest, relevant for Orthodox-Yiddish speaking readers. Articles include: International, national and local politics and developments, and news impacting the Jewish communities locally and internationally. Der Yid also presents analysis and discussions from the editors and readers themselves, on various topics that captivate the readers (Editorials, Op-Eds and Letters from the Readers). This section also offers the opportunity for elected officials, government agencies, corporations, local businesses and community organizations to reach out to the community through advertisements, interviews, and infomercials.

Communities & Institutions:

The Communities & Institutions section offers readers the news they need to keep up with developments in Yiddish-speaking communities around the world. This section includes: Developments, construction, and dedications of educational institutions, Kehilos and synagogues, fund-raising events, weddings within families of rabbinical dynasties and other prominent figures, holiday events and other communal gatherings, and a book review section with new Sefarim and relevant Yiddish books. In this section, community members, organizations and institutions can also place public service messages regarding, school registration information, condolences and elaborate obituaries, public thanking messages, Mazel Tov wishes, and wedding invitations.

WHAT WE COVER:

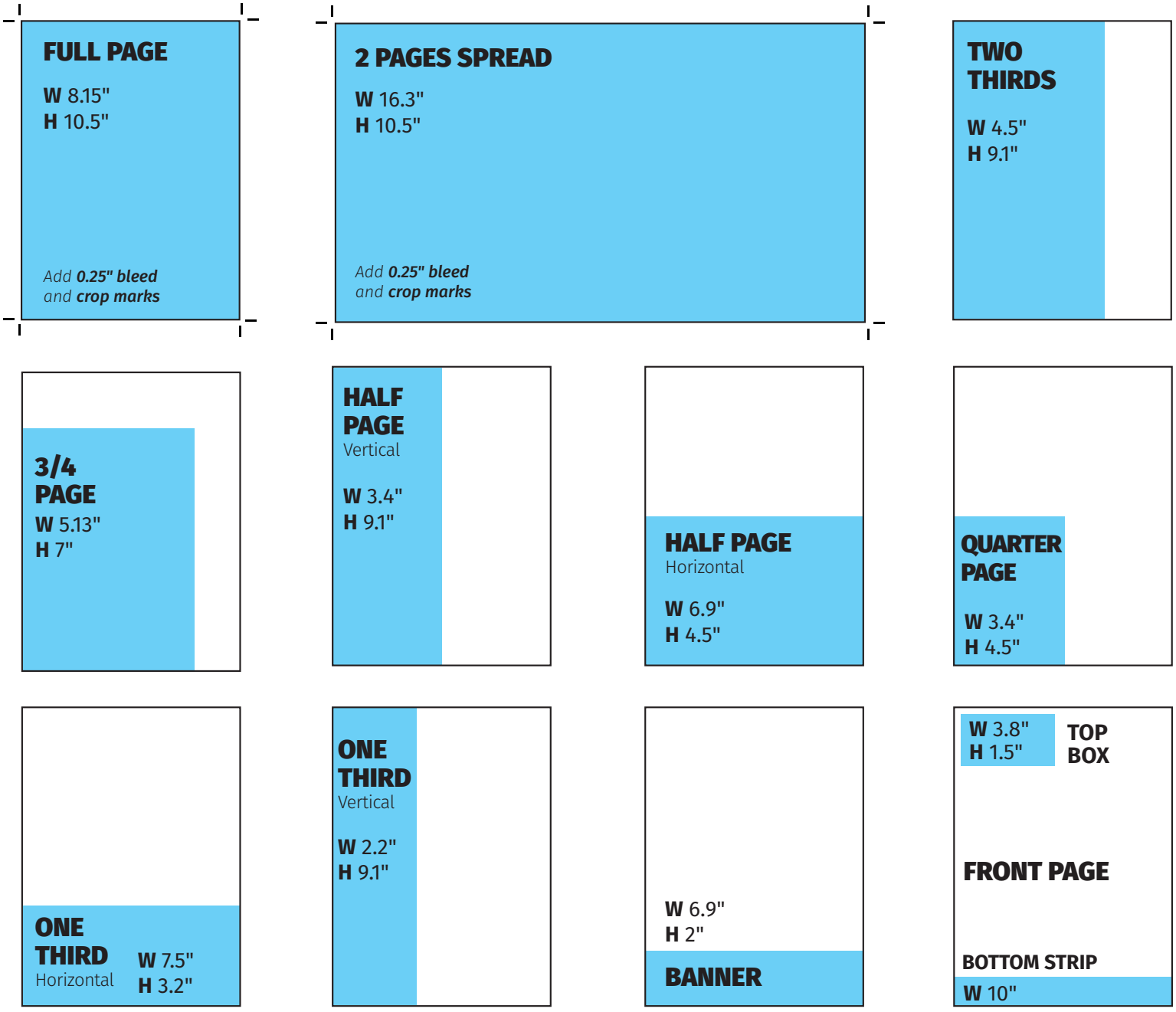
Torah:

The Torah section offers readers insights into various religious topics. This section includes: Halachic analysis and explanation of customs and traditions, profile articles of Jewish leaders or scholars, interviews with elders regarding Pre-War Europe and post-war life. During the holidays, this section is enhanced with articles and uplifting stories for entertainment and insight. Many readers especially appreciate this section on Shabbosim and Yomim Tovim.

Family:

The Family section caters to the interests of Jewish mothers and children. This section includes: recipes for every day meals, occasions, and holidays, housekeeping tips, and articles of interest for women (physical health, nutrition, emotional health, Chinuch etc.). It also features a "Children's Corner" with stories and puzzles for children.

DER YID 2025 Sizes דער איד



Submission Deadline: Tuesdays 12:00 PM ■ adv@deryid.org ■ 718.797.3900