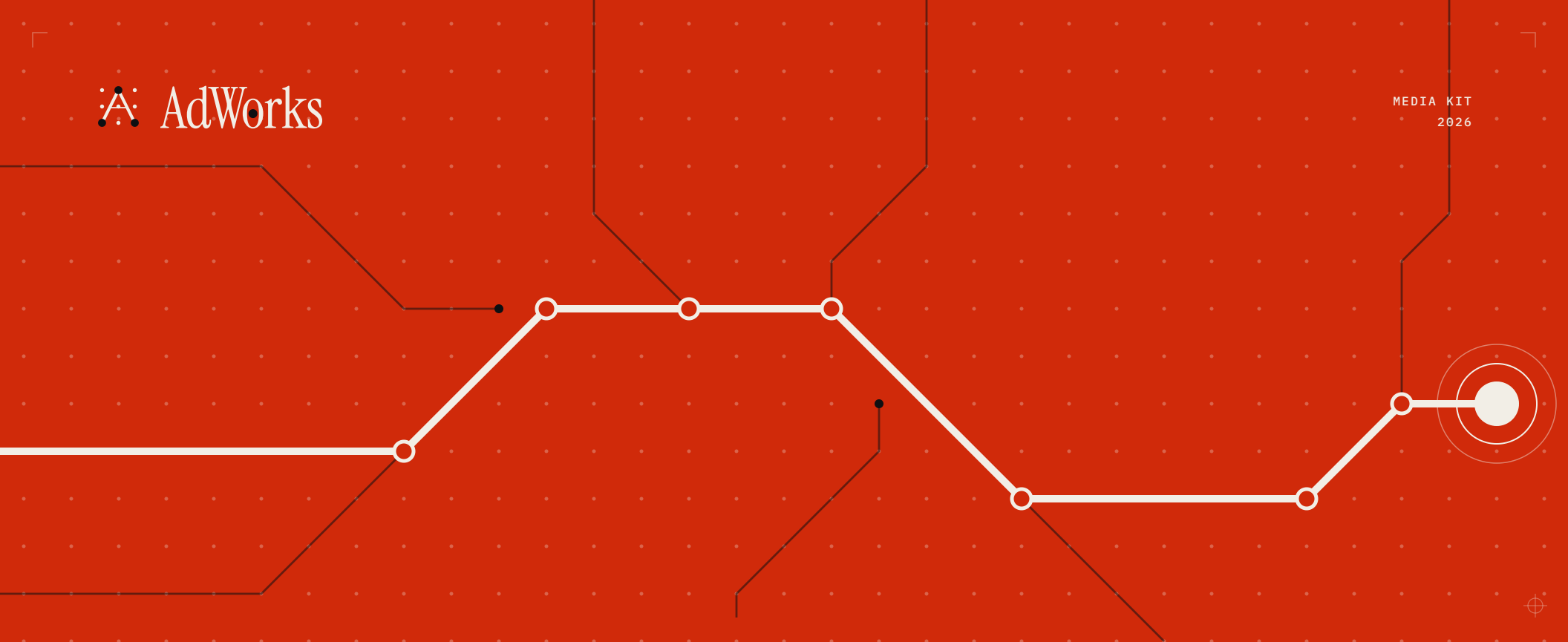




REACH THE AUDIENCE MAINSTREAM MEDIA **MISSSES.**

AdWorks connects national brands with Orthodox Jewish families through the channels they actually use: community WhatsApp, email, and local, national and international news sites with wide readership.

One plan.
One insertion order.
One invoice.

YOSHI FALBER
YOSHI.ADWORKS@MAIL.TAB.BOT

THE SHORT VERSION

AdWorks connects national brands with Orthodox Jewish families through the channels they actually use: community WhatsApp, email, and local, national and international news sites with wide readership.

**One plan, one insertion order,
one invoice.**

Orthodox Jewish families are reached through many small community outlets, each with different rates, rules and paperwork.

AdWorks plans and buys across the outlets we work with and hands you one clean campaign, set up the way a national media team expects.

CONTENTS

01	Built for national brands	03
02	The audience	04
03	Where your ads run	08
04	Why it works for your brand	10
05	Timing and process	11
06	Programs and pricing	12
07	Measurement and reporting	14
	Contact and sources	15

01

BUILT FOR
NATIONAL BRANDS

ONE PLAN. ONE INSERTION ORDER. ONE INVOICE.

01

One plan

Every channel and region in a single media plan, built around your goal, your markets and the community calendar.

02

One insertion order

One IO covers every placement, with each outlet and date listed. No juggling a dozen small publishers.

03

One invoice, net-30

A single consolidated bill on net-30 terms, the way your finance team already pays media.

WHAT YOU GET BACK

Tracked links

Every placement carries a unique tracked link, so you see which channels and regions drive clicks.

Proof of posting

A screenshot of every placement as it ran, with the outlet, date and time.

Post-campaign report

After the flight: what ran, where, when, and the link clicks each placement earned.

We report what can be checked: proof that each ad ran, and the clicks it earned. No modeled reach, no estimated impressions.

CHILDREN ON AVERAGE, ORTHODOX JEWISH ADULTS

3.3



3.3

ORTHODOX JEWISH ADULTS



1.4

OTHER AMERICAN JEWS

PEW RESEARCH CENTER, JEWISH AMERICANS IN 2020 (2021) ¹

02

THE AUDIENCE

A young, growing, loyal market that most campaigns never reach.

Orthodox Jewish families live in close-knit neighborhoods from Brooklyn and Lakewood to Miami Beach and Boca Raton. They book flights, insure cars and homes, open bank accounts, see doctors and shop for every holiday. With more people under one roof, every one of those decisions is bigger.

1 IN 6

American Jewish adults under 30 identify as Orthodox, compared with 3 in 100 of those 65 and older.

PEW RESEARCH CENTER, 2021 ¹

\$136K TO \$188K

median household income reported by Haredi and Modern Orthodox respondents.

NISHMA RESEARCH, 2021 ²

1 IN 5

Jewish households in the New York area identify as Orthodox.

UJA-FEDERATION OF NEW YORK, 2023 ⁴

WHY MAINSTREAM MEDIA MISSES THEM

National campaigns mostly pass them by.

WHERE BUDGETS USUALLY GO

Network TV
Cable
Streaming
Social feeds
Programmatic display

WHERE FAMILIES ARE

WhatsApp groups
Status broadcasts
Email lists
Community news

01

Many homes have no TV.

Network, cable and streaming spots simply never play in a large share of Orthodox homes.

02

Many phones are filtered.

Filters block open browsing and social media, so social and programmatic display campaigns fall short.⁶

03

WhatsApp is the town square.

News, community alerts, simcha announcements and deals move through WhatsApp groups and statuses, plus widely read local, national and international news sites and email lists.⁶

GETTING IT RIGHT

Modest imagery and plain, honest offers. Nothing posted on the Sabbath or Jewish holidays. Timing that follows the holiday calendar. We review your creative against community standards and adapt it where needed, so your brand lands with respect.

⁶ News reports, October 2021: many community members filter their phones and “receive all their information through WhatsApp.”

WHO YOU REACH

One audience, many communities.

Orthodox Jewish America is not one market. It is a set of close communities, each with its own neighborhoods, rhythms and trusted channels. We plan for each of them, and for all of them at once.

Figures marked **INDICATIVE** come from an opt-in online survey. Figures marked **ESTIMATE** are community estimates. Everything else is from representative surveys and census data.

02.1

Modern Orthodox families

Highly educated professionals raising families, balancing careers, community and day-school tuition.

65%

hold a bachelor's degree or higher

PEW RESEARCH, 2015 ⁸

\$188K

median household income

NISHMA RESEARCH, 2021 ²

INDICATIVE

02.2

Yeshiva-oriented families

Yeshiva-oriented families with large households, centered in Lakewood, Brooklyn and fast-growing hubs nationwide.

71%

have three or more children

NISHMA RESEARCH, 2021 ²

INDICATIVE

97,596

day-school students, up from 47,643 in 1998

AVI CHAI CENSUS, 2018-19 ⁹

02.3

Chassidic communities

Yiddish- and English-speaking families, best reached through the community channels they trust.

4.7

people per Haredi household, New York area

UJA-FEDERATION NY, 2023 ⁴

94,379

day-school students, up from 39,059 in 1998

AVI CHAI CENSUS, 2018-19 ⁹

02.4

Sephardic and Syrian-Jewish families

A close-knit, entrepreneurial Syrian-Jewish community spanning Brooklyn and the Jersey Shore.

9.5%

of New York-area Jewish adults are Sephardic or Mizrahi

UJA-FEDERATION NY, 2023 ⁴

**38,000
TO 50,000+**

estimated size of Brooklyn's Syrian-Jewish community

COMMUNITY ESTIMATES, 2023 TO 2025 ¹¹ **ESTIMATE**

WHERE THEY LIVE

New York metro and national hubs.

From Brooklyn to Lakewood to the Five Towns, Orthodox family life centers on New York.

Beyond New York: thriving Orthodox hubs in Baltimore, Chicago, Detroit, Los Angeles, South Florida, Cleveland and Dallas.

NEW YORK METRO

MEDIAN AGE · PEOPLE PER HOUSEHOLD

	MEDIAN AGE	HOUSEHOLD	
Kiryas Joel, NY	15.7	● ● ● ● ●	5.08
Monsey, NY	16.1	● ● ● ● ●	5.03
Lakewood, NJ	18.1	● ● ● ● ○	4.36
Woodmere, NY	33.8	● ● ● ● ○	3.47
Lawrence, NY	34.9	● ● ● ● ○	3.26

In Chassidic towns like Kiryas Joel, the typical resident is a teenager and households average five.

U.S. CENSUS BUREAU, ACS 2020–2024. ALL RESIDENTS, NOT ONLY ORTHODOX HOUSEHOLDS ¹⁰

NATIONAL HUBS

ORTHODOX SHARE OF JEWISH ADULTS

Baltimore	21%
Cleveland	14%
Miami-Dade	13%
Detroit	9%
Chicago	7%
Los Angeles	7%

In Baltimore, one in five Jewish adults is Orthodox; in Cleveland, one in seven.

LOCAL JEWISH COMMUNITY STUDIES, 2018 TO 2024. DETROIT: SHARE OF JEWISH RESPONDENTS ¹²

03

WHERE YOUR
ADS RUN

Every channel the community trusts.

We plan and buy across our media partners: the WhatsApp channels, email lists, news sites and community accounts families already read every day. Every outlet is named on your insertion order.

2,000 TO 95,000

SUBSCRIBERS PER WHATSAPP LIST

4,000 TO 50,000+

SUBSCRIBERS PER EMAIL LIST

6

STATES: NY, NJ, FL, MD, IL, CA

List sizes are publisher-reported, read from our media partners' current listings (October 2026). They are per list and overlap, so they are not added together as unique reach. ⁷

01

WhatsApp groups

Your ad posted into community news and deals groups, where people already read the day's news.

BEST FOR LAUNCHES, OFFERS, LOCAL NEWS

03

Community email

A dedicated send to established lists, from deals lists to regional and women's newsletters.

BEST FOR DETAILED OFFERS, SIGN-UPS

05

Instagram

Posts and stories on community accounts with large local followings.

BEST FOR VISUAL PRODUCTS, YOUNGER FAMILIES

02

WhatsApp status

Image or video on popular community status channels, seen as people tap through their day. Runs for 24 hours.

BEST FOR AWARENESS, HOLIDAY PUSHES

04

News sites

Sponsored and pinned articles on leading local, national and international Orthodox news sites with wide readership, plus display banners sold by the week.

BEST FOR CREDIBILITY, STEADY PRESENCE

06

Livestream, podcast, print

Sponsorships of community livestreams and podcasts, and ads in community magazines and local papers.

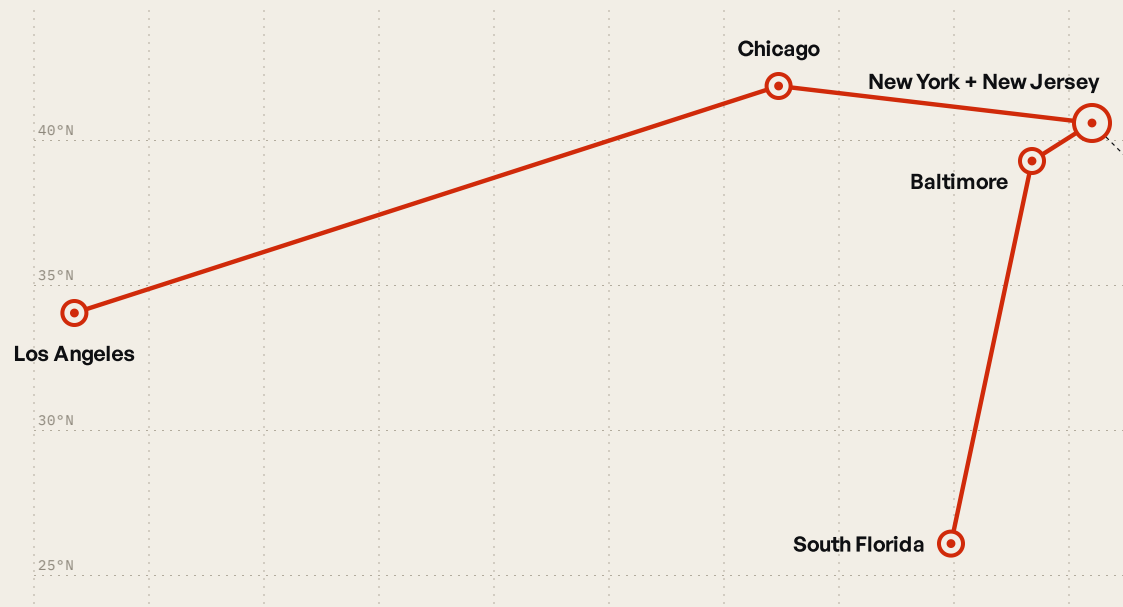
BEST FOR REACH BEYOND THE PHONE

ONE PLAN
ONE IO

COVERAGE

Where the community lives.

NEW YORK	Brooklyn (Boro Park, Flatbush), Queens, Monsey, Five Towns
NEW JERSEY	Lakewood, Passaic, Teaneck
FLORIDA	Miami Beach, Aventura, Hollywood, Boca Raton
MARYLAND	Baltimore
ILLINOIS	Chicago
CALIFORNIA	Los Angeles
NATIONAL	WhatsApp news channels and email lists read across every community



DETAIL NEW YORK + NEW JERSEY



ABSTRACT PLOT, NOT TO SCALE. DOTS MARK THE COMMUNITIES WE PLAN FOR; THE LINE IS ONE CAMPAIGN RUNNING ACROSS ALL OF THEM.

04

Big families make big decisions.

Seven categories where the community's demographics turn into real demand.

WHY IT WORKS
FOR YOUR BRAND

04.1



Airlines and Israel travel

A family of seven buys seven seats. Trips to Israel, Passover and Sukkot travel, and summer visits to family keep big families flying all year, and they plan well ahead.

04.2



Big-family retail and CPG

Orthodox Jewish adults have 3.3 children on average. That means bigger grocery runs, bulk household goods, diapers for years, and a full wardrobe refresh before every holiday.¹

04.3



Auto

Big families outgrow sedans fast. Minivans and large passenger vans are a household necessity, and a family that trusts a brand often buys the next one from it too.

04.4



Banking, fintech and tuition

Haredi families with children in K-12 report a median of \$20,000 a year in tuition. Add mortgages for young families and you have steady demand for lending, savings, payments and tuition financing.²

04.5



Insurance

Several drivers, growing kids and young homeowners need life, health, auto and home coverage that fits. Word of mouth runs strong, so one good fit spreads across a neighborhood.

04.6



Healthcare

Orthodox Jews have their first child at 23.6 on average, five years earlier than other American Jews. That means years of steady demand for maternity, pediatrics and urgent care.¹

04.7



Homebuilders and real estate

Lakewood, NJ grew from 92,843 residents in 2010 to 135,158 in 2020. Young families keep moving into growth towns, buying homes and looking for the next neighborhood.³

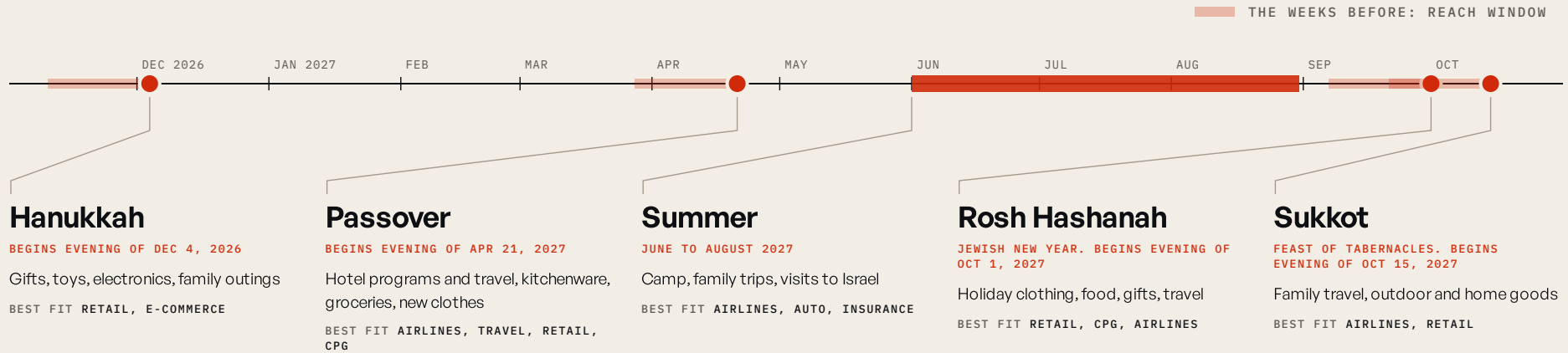
¹ Pew Research Center (2021). ² Nishma Research (2021). ³ U.S. Census Bureau, 2010 and 2020 Census. Full sources on the last page.

05

The moments that matter.

The Jewish calendar sets the rhythm of spending. Reach families a few weeks before each holiday, while they are planning.

TIMING



Holiday dates: Hebcal Jewish calendar (hebcal.com). Each holiday begins at sundown the evening before its first full day. ⁵

HOW A CAMPAIGN WORKS

1

Tell us your goal

A short call about your product, your regions, your timing and your budget.

2

We build the plan

Channels, outlets and dates in one media plan, timed around the community calendar. You approve it and sign one insertion order.

3

We get the creative right

We review your copy and images for community standards and adapt them where needed, then set up a tracked link for every placement.

4

Launch, proof and report

Placements go live on schedule. You get a screenshot of each one as it runs, then a post-campaign report and one net-30 invoice.

06

PROGRAMS
AND PRICINGPROGRAMS,
NOT POSTS.

National brands win by staying present. Start with a pilot, then run across every channel for a season, a quarter or a full year, planned, bought and reported as one campaign.

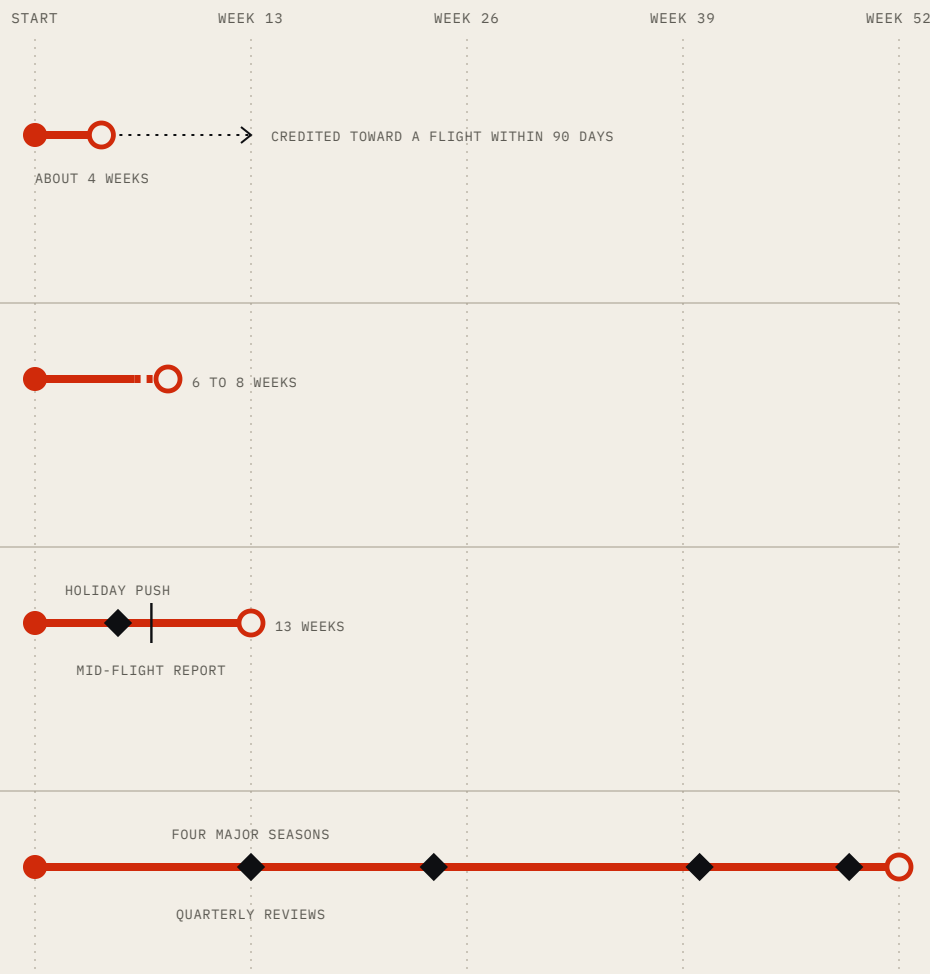
Prices as of October 2026. Every program is quoted on your insertion order.

Individual placements available on request.

Pilot

FIXED PRICE **\$10,000**

About 4 weeks. First-time partners only, fully credited toward a Holiday Flight booked within 90 days.



Holiday Flight

STARTING AT **\$20,000**

6 to 8 weeks around one season, such as Passover, Sukkot, Hanukkah or back-to-school.

Quarterly Program

STARTING AT **\$45,000**

13 weeks always-on, plus one holiday push and one branded content piece.

Annual Partnership

STARTING AT **\$150,000**

All four major seasons, first look at holiday inventory, quarterly reviews.

WHAT EACH PROGRAM INCLUDES

Four programs, built to scale.

Each program is planned to your goal, priced from current outlet rates and confirmed on your insertion order.

PROGRAM 01

Pilot

FIXED PRICE

\$10,000

A first campaign to prove the channel for your brand.

- About 4 weeks in market
- For first-time partners
- Fully credited toward a Holiday Flight booked within 90 days
- Tracked links, proof of posting, report

PROGRAM 02

Holiday Flight

STARTING AT

\$20,000

One season, such as Passover, Sukkot, Hanukkah or back-to-school.

- 6 to 8 weeks in market
- Every channel, every week
- WhatsApp group posts and status
- Email blasts, sponsored articles, banners
- Tracked links, proof of posting, report

PROGRAM 03

Quarterly Program

STARTING AT

\$45,000

Thirteen weeks always-on across every channel.

- 13 weeks, every channel
- One holiday push
- One branded content piece
- Mid-flight report
- Tracked links, proof of posting, report

PROGRAM 04

Annual Partnership

STARTING AT

\$150,000

A year-round presence across all four major seasons.

- All four major seasons
- First look at holiday inventory
- Quarterly business reviews
- Dedicated planning
- Tracked links, proof of posting, report

07

MEASUREMENT
AND REPORTINGEVERY PLACEMENT,
MEASURED.

We tag, track and report every program in your own systems, so this community shows up in your numbers, not just ours.

07.1

Trackable links on every placement

Every post carries its own short link tagged with your UTM parameters. Traffic shows up in your analytics by channel, list, day and creative.

07.2

Your analytics. Your CRM.

We work with your existing analytics, ad server and CRM. Send us your tracking tags, click trackers and naming conventions, and we build them into each placement wherever the format allows.

07.3

KPIs agreed at kickoff

Before launch, we agree on the outcome that matters to you: site visits, offer redemptions, leads, store or dealer visits. Every report measures against it.

07.4

Optimized while it runs

Weekly reports show which lists, sites, days and creative drive response. At mid-flight we shift spend toward what's working and refresh creative.

07.5

Proof of every post

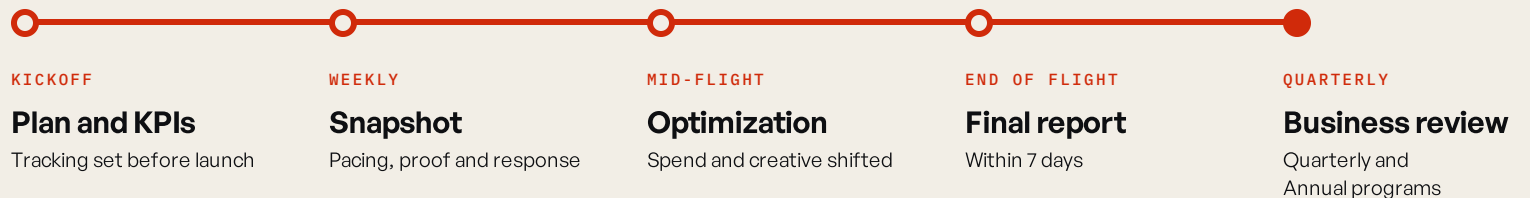
Each placement comes with a timestamped screenshot and the publisher's stated audience, so you see exactly what ran, where and when.

07.6

Built for real lift tests

This audience lives in a few concentrated communities. That makes matched-market tests practical: run in some towns, hold out comparable ones, and read the difference in your own sales or lead data.

REPORTING RHYTHM



LET'S TALK

Reach the families your competitors are missing.

Ask for a free plan built for your brand and regions.

Yoshi Falber

ADWORKS MEDIA GROUP

yoshi.adworks@mail.tab.bot

SOURCES

- 1 Pew Research Center, "Jewish Americans in 2020," May 11, 2021, chapter on Jewish demographics. [pewresearch.org/religion/2021/05/11/jewish-americans-in-2020](https://www.pewresearch.org/religion/2021/05/11/jewish-americans-in-2020)
- 2 Nishma Research, "The Finances of Orthodox Jewish Life," December 2021. Online survey of 2,306 Orthodox respondents reached through synagogues. nishmaresearch.com
- 3 U.S. Census Bureau, 2020 Census: Lakewood Township, NJ population 135,158; 2010 Census: 92,843. [census.gov](https://www.census.gov)
- 4 UJA-Federation of New York, "Jewish Community Study of New York: 2023." About 1 in 5 Jewish households in the eight-county New York area identify as Orthodox. communitystudy.ujafedny.org
- 5 Hebcal Jewish calendar, hebc.com, holiday dates for 2026 and 2027.
- 6 News reports, October 2021: many community members filter their phones and "receive all their information through WhatsApp."
- 7 List sizes and readerships: our media partners' published listings and media kits, read October 2026, as reported by each publisher.
- 8 Pew Research Center, "A Portrait of American Orthodox Jews," August 2015 (2013 survey data). [pewresearch.org](https://www.pewresearch.org)
- 9 AVI CHAI Foundation, "A Census of Jewish Day Schools in the United States, 2018–2019." avichai.org
- 10 U.S. Census Bureau, American Community Survey 2020–2024 five-year estimates, via [censusreporter.org](https://www.censusreporter.org). Figures cover all residents.
- 11 Syrian-Jewish community size: upper range from UJA-Federation of New York 2023 (about 38,000) and community leaders' estimate of at least 50,000, reported in JIMENA, "The Syrian Jews in Brooklyn," 2025. sephardicstudy.org
- 12 Community studies: Baltimore 2020 (The Associated), Cleveland 2022 (Jewish Federation of Cleveland), Jewish Miami 2024, Detroit 2018 (Jewish Federation of Metro Detroit), Jewish Chicago 2020 (JUF), Study of Jewish LA 2021.