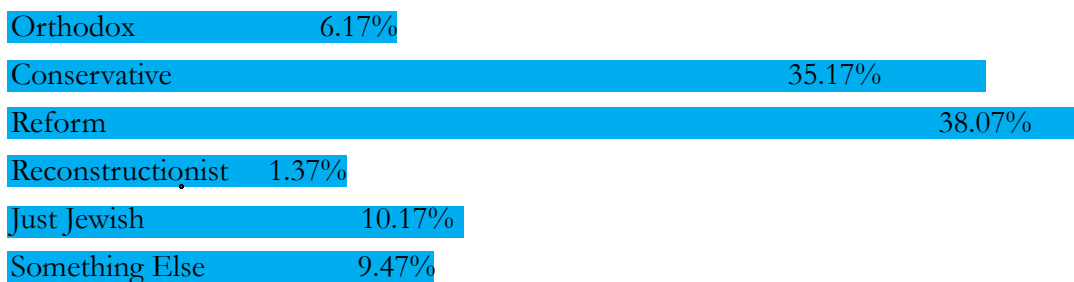




Demographics

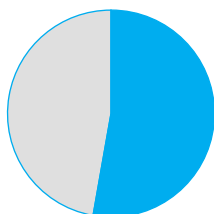
The Jewish Market*
Current Denomination of Jewish Adults



*The greatest percentage of the Jewish market is both conservative and reform, which is the primary readership of the Jewish Post.

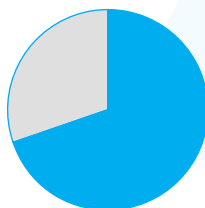
JewishPost.com has over 50,000 hits per month.
Jewish community in New York City totals over 1.7 million.

Gender



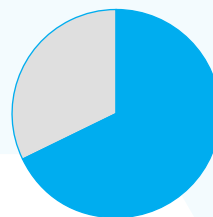
53% Female
47% Male

Education



74% graduated college or attending college
32% Master's and Doctoral degrees or are attending post-grad

Home Ownership



68% own residence

Financial

148,000 average household income
92,000 median household incomes

Age

The majority of our online readers
are between 20-50