

Milestone Media Group Presents...

# B'nai Mitzvah & Jewish Weddings

The Area's Most Complete  
Planning and Resource Guide

**FREE**

25 Word Listing  
and a Link to  
your website  
when you buy a  
1/4 Page Ad or larger!

We Offer You a Complete  
Targeted Marketing Package Including...

**Targeted Publications**  
in the Largest Markets

**Dynamic Vendor Showcases**  
in the Baltimore and Washington DC Areas

[www.bnaimitzvahguide.com](http://www.bnaimitzvahguide.com)  
Direct Customer to Vendor Contact

**Baltimore**  
**Chicago**  
**Metro New York**  
**Philadelphia**  
**South Florida**  
**Washington DC**  
and more coming soon!



The Guide that  
**EVERYONE**  
is Talking About!



**Call Today for Best Ad Placement!**

## Get to Know Our Publication!

- Convenient family friendly format designed for continual use, assuring Maximum Exposure for your ad.
- Distributed FREE through Synagogues, JCCs, libraries, bridal shops and other convenient locations, guaranteed to reach 1000's of Jewish families.
- Content-rich copy, providing invaluable Bar/Bat Mitzvah and Jewish wedding planning information, guaranteed to keep your ad at the fingertips of prospective clients.
- Published by Milestone Media Group, a Jewish owned and operated business, with first-hand knowledge of the Bar/Bat Mitzvah and Jewish Wedding processes.
- Affordable and cost-effective marketing. Advertising dollars are spent reaching the decision makers, so every ad exposure counts.
- Wide-spread support throughout the Jewish community, including Synagogues and other Jewish organizations.

**Call Today!**  
**410-549-5490**  
**1-877-856-5490**

# Reach Your Target Audience

## Compare our Publication with other Media:

### Jewish Weeklies

Look closely at their demographics. Their readers are typically over 55 and well established, but they are not typically parents planning a Bar/Bat Mitzvah or wedding. The Bar/Bat Mitzvah and bridal supplements go to subscribers only.

### Magazines

You may not be reaching families who are shopping for your goods or services. These publications lend themselves to such a broad spectrum of readers, that your ad receives only casual interest. As more magazines are circulated each year, readership has become more fragmented, creating the need to place more ads to reach customers. In *B'nai Mitzvah & Jewish Weddings*, YOUR audience is expecting YOUR ad.

### Newspapers

Like magazines, newspapers target a broad range of readers, but with a greater variety of interests. Because they are published daily, only vendors selling goods and services with the widest appeal (like food and automobiles) get the best value. Any ad is good for only one exposure, so reruns must be daily or weekly at considerable cost.

### Direct Mail

If you add up the mailing list cost, printing and processing expenses, and postage, the expense of direct mail often far outweighs its effectiveness. Most consumers have little time to weed through and digest the large volume of "junk mail" they receive. How do you know the names on the list are current and represent your real target market?

### Radio & Television

Broadcast media may have an immediate impact, but requires many exposures for memory retention. Customers may or may not write down your information. Costs, including production, may be out of reach for many advertisers.

### Yellow Pages

When you know what you want, the Yellow Pages are a great way to find something, but no one carries the Yellow Pages around with them like they do the *B'nai Mitzvah & Jewish Weddings*. With so many different Yellow Pages (competing companies, multiple regions, many internet Yellow Pages), you never know if potential customers are even using the telephone directory you advertise in!

### Other Specialty Publications

Do your homework. You should find out where and how these publications are distributed. A slick ad that isn't read by your target audience will not be effective. With their rich Jewish content, *B'nai Mitzvah & Jewish Weddings* are welcomed into Synagogues and Jewish Community Centers in all of our publication areas, unlike any competitor!

## Keep These Demographics in Mind...

### Baltimore Metro Area

- 49 Synagogues
- Jewish population nearly 100,000
- Over \$24 million spent on approx. 1200 Bar/Bat Mitzvah and 600 Jewish weddings each year

### Chicago Area

- 150 Synagogues
- Jewish population over 250,000
- Over \$66 million spent on approx. 2000 Bar/Bat Mitzvah and 1000 Jewish weddings each year

### Metro New York

- 400 Synagogues
- Jewish population over 550,000
- Over \$66 million spent on approx. 6000 Bar/Bat Mitzvah and 3000 Jewish weddings each year

### Philadelphia Metro Area

- 115 Synagogues
- Jewish population over 200,000
- Over \$60 million spent on approx. 2000 Bar/Bat Mitzvah and 1000 Jewish weddings each year

Cover Photos Courtesy of Debra Liberman Photography

**Keep your business in the public eye with *B'nai Mitzvah & Jewish Weddings*!**

# Reach Your Target Audience

## Our Unique Distribution System:

Our unique distribution system delivers your message DIRECTLY to families that are in the market for your goods and services. Your advertising dollars are spent reaching the decision makers, not the general public, giving our customers the best value for their budgets.

**1**

### In The Synagogues:

*B'nai Mitzvah & Jewish Weddings* are distributed directly to most area synagogues, through religious schools or directly to parents.

**2**

### In The Community:

*B'nai Mitzvah & Jewish Weddings* are distributed throughout the community at strategic locations, which are listed on our website... [www.bnaimitzvahguide.com](http://www.bnaimitzvahguide.com)

**3**

### In the Marketplace:

Through advertisers' storefronts and directly to customers

**4**

### Directly to Customers:

Distributed to parents at Bar/Bat Mitzvah and bridal showcases

## Maximum Value For Your Dollar!

- Parents tell us it's the single most useful tool in planning a Bar/Bat Mitzvah, and they refer to it over and over again. It works for you 7 days a week.
- The cost for a one-week run of the same ad in another media is likely more than for an entire issue of *B'nai Mitzvah & Jewish Weddings*.
- It includes a free listing and (for most size ads) a free description of your business.
- No other media comes close to the value of a *B'nai Mitzvah & Jewish Weddings* ad. Our resource guide format encourages continued ad exposure.
- An ad in *B'nai Mitzvah & Jewish Weddings* reaches the exact audience you want.

## ...with Milestone Media Group

### South Florida Area

- 150 Synagogues
- Jewish population over 500,000
- Over \$66 million spent on approx. 3000 Bar/Bat Mitzvah and 1500 Jewish weddings each year

### Washington DC Metro Area

- 65 Synagogues
- Jewish population over 115,000
- Over \$30 million spent on approx. 1300 Bar/Bat Mitzvah and 650 Jewish weddings each year

*B'nai Mitzvah & Jewish Weddings*

Your message effectively delivered at the right time to the right people at the right price!



Maximum Value for your Dollar!

*We also offer...*



## *Bar/Bat Mitzvah & Jewish Wedding* **SIMCHA SHOWCASES**

### **In the Baltimore and Washington DC Areas**

If you want to reach thousands and thousands of shoppers and increase your Bar/Bat Mitzvah business, participate in our annual Simcha Showcases. Our showcases are an exciting way to directly communicate with your customers and get instantaneous feedback.

Our showcases are held annually in the Baltimore, MD and Washington DC areas. From caterers to entertainers, our showcases are always credited as the best available! Call today to reserve your space at our next showcase!

### **Milestone Media Group also offers Website Exposure to Compliment Your Ad!**

Our popular site has many features with more added all the time!

It is supported by the fastest growing Simcha publication and a helpful web team.

When you purchase a 1/4 pg ad or larger, your company will be given both a listing on our website and a direct link to your website or e-mail account.

Customers will be able to contact you directly to purchase your services for their celebration.

Our website offers a Simcha Shopping section for easy consumer access. Guests can browse our vendors by area and type of services.

Visit us online at...

[www.bnaimitzvahguide.com](http://www.bnaimitzvahguide.com)



**To Place an Ad in one of our Upcoming Guides or Reserve a Space in one of our Showcases, Call Today!**

**410-549-5490**  
**1-877-856-5490**

**Our friendly sales staff and designers will work with you to ensure that your company is represented with a Great Ad at an Unbeatable Price!**

### **Another Great Publication!**

**Proms Plus! Reaches over 120,000 high school students and their families!**

You can reach over 120,000 high school students and their families with Proms Plus!

Proms Plus! is your Everything Guide to Safe and Fun Proms, After Prom Parties, School Dances and Graduation Celebrations.

Proms Plus! is also a career and college planning guide to help plan for beyond high school. It is distributed directly to High Schools students.

Proms Plus! is distributed in Baltimore City, Anne Arundel,

Baltimore, Howard, Carroll, Charles, Prince Georges and Montgomery Counties.

Visit us online at [www.promsplus.com](http://www.promsplus.com)



***Thank you for choosing B'nai Mitzvah & Jewish Weddings!***