

Reaching Our Audience

Native content offers a unique way to share the stories you want to tell with our large and diverse audience of US Jews. By developing and publishing stories that advance your institution/goals while maximizing reader appeal, we'll help you leverage the strength of our brands, reach and journalistic expertise to engage audiences in a different way than possible through traditional advertising.

SPONSORED CONTENT

WHAT IS IT? Stories designed to advance your institution's goals, produced by our experienced professionals, & published/promoted on our brands.

HOW IS IT PRODUCED? We brainstorm story ideas with you, experienced journalists/writers produce the stories and you get pre-publication review.

PUBLICATION & PROMOTION Each story is:

- Published in perpetuity on a single 70FM brand (e.g. JTA, Hey Alma, etc.), with [homepage placement](#) for at least 24 hours
- Syndicated to [JTA's 70 partner media outlets](#)
- Included as a content item in the [newsletter](#) of the selected brand
- Promoted on social media with an [organic post](#) backed by a \$75 ad spend

MEASURING SUCCESS You get performance data for each story – including pageviews, pickups in JTA partner media outlets and other key metrics.

PRICE \$4,250 per story.
Discounting for multi-story deals.

SPONSORED CULTURE
LOOK & FEEL OF A JTA ARTICLE BUT INCLUDES A "SPONSORED" LABEL

JEWISH TELEGRAPHIC AGENCY
EST 1917

SPONSORED CULTURE

Swiss historical drama 'Labyrinth of Peace' shatters myth of Switzerland's neutrality in WWII

BY DEBRA NUSSBAUM COHEN APRIL 14, 2023 10:30 AM



A young Swiss woman named Klara cares for traumatized Jewish teenagers recently liberated from Buchenwald in the Swiss drama "Labyrinth of Peace." (ChaiFlicks)

A young Swiss woman named Klara cares for them, while her new husband, Johann, runs her family's textile business, whose success is dependent on the work of unrepentant Nazis living in comfort in Swiss exile. Johann's brother, Egon, home from the war after five years working as a Swiss border guard, is wracked by guilt for having to turn away Jewish mothers and children at the frontier. His new postwar job in the attorney general's office hunting down ex-Nazis.



The setting for "Labyrinth of Peace" is a verdant Swiss school where Jewish teens recently liberated from the Buchenwald concentration camp are sent to be rehabilitated. (ChaiFlicks)

"Switzerland imported the knowledge of German war criminals," said Volpe, who grew up with success is based on knowledge we took from the Nazis."

"Labyrinth of Peace" was a hit when it aired on Swiss national television, and last year won awards at several Jewish film festivals in the United States. The series is now available nationwide on ChaiFlicks, the subscription streaming service that focuses on Jewish and Israeli content.

Watch "Labyrinth of Peace" [here](#).

TRENDING ON JTA

Gabe Plotkin, Jewish millionaire involved in GameStop saga, buys Charlotte Hornets from Michael Jordan



Putin: My Jewish friends say Zelensky is 'not Jewish'



The Pink Peacock, Glasgow's queer-friendly Yiddish-speaking cafe, shuts down after alleging antisemitism from 'leftists'



A Berlin rabbi has been fired amid mounting allegations that he preyed on young women



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This story was sponsored by and produced in collaboration with ChaiFlicks, the leading streaming platform for Jewish and Israeli TV shows, movies and documentaries. This story was produced by JTA's native content team.

[More from ChaiFlicks](#)

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[More from ChaiFlicks](#)

STORY INCLUDES A TAGLINE AT THE BOTTOM THAT CONTAINS A LINK TO THE CLIENT URL OF CHOICE

Sponsored Stories on our Brands

JTA



[Holocaust 'Book of Names' to be inaugurated at the UN underscores the individual identities of the 6 million](#)
23,000 pageviews / 14 pickups



[For these Orthodox women, balancing demanding careers with family life is worth the challenges](#)
6,200 pageviews / 11 pickups



[The new Florida? Record number of US retirees relocate to Israel in 2021](#)
4,000 pageviews / 12 pickups

Kveller



[Switching My Kids to This Jewish Day School from Public School Was a Godsend – and Came Just in Time](#)



[This Postnatal Retreat Offers the Kind of Postpartum Pampering Every New Parent Needs](#)

heyalma

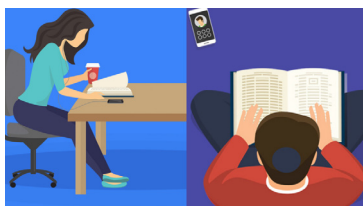


[Here Are 5 Ways to Make Jewish Communities More Nurturing for Jews of Color](#)



[Opening Up About Mental Health is a Jewish Value](#)

**my
JEWISH
LEARNING**



[Now is the Perfect Time to Start Learning with an Online Jewish Study Partner](#)

**the
nosh**



[Hanukkah Recipes From Around The World](#)

Case Studies



This sponsored content campaign was comprised of 10 stories spread out over 18 months. It was Phase 2 of a campaign that included 12 sponsored stories the year before.



[Here are 6 favorite Jewish foods you should stop eating](#)



[Israel gives new hope to patients with multiple myeloma](#)



[His company was sold to Staples. Now this businessman is a leader in the fight against cancer](#)

PROJECT SUMMARY

10 stories published

40,500 pageviews on JTA.org

102+ stories republished in JTA client news outlets

35 different news outlets carried project stories in 30 different metro areas spanning 4 countries and 2 languages

[View complete performance summary.](#)



This integrated content & ad campaign to promote PBS' documentary film, "The US & the Holocaust" included 3 sponsored stories on various brands.



[Why didn't the US save more Jews from the Nazis' clutches? The American people were against it. \(JTA\)](#)



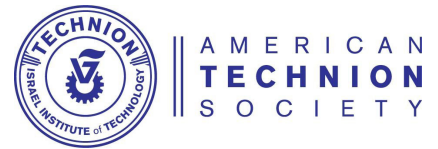
[These Americans' Actions During the Holocaust Show How to Push Government to Live Up to Its Ideals \(Kveller\)](#)



[These 7 facts about America's role during the Holocaust might surprise you \(Hey Alma\)](#)

[View complete campaign performance report.](#)

Some of Our Clients



HADASSAH



Underwritten Content

WHAT IS IT? Stories created by our staff and published on our brands in the subject area of your choice. Underwritten content gives you an opportunity to provide us with the resources we need to produce quality journalism in a priority area that might not otherwise get ample coverage.

HOW IS IT PRODUCED? You choose a broad area of editorial coverage to support, and we produce the stories with complete editorial independence, including sole discretion over individual story topic selection (you do not get pre-publication story review and cannot interfere with our editorial process.) If you wish, you may be identified in taglines on the stories as underwriting the coverage.

PUBLICATION & PROMOTION Each story is:

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- Syndicated to [JTA's 70 partner media outlets](#)
- Included as a content item in the [newsletter](#) of the selected brand
- Promoted on social media with an [organic post](#) backed by a \$75 ad spend

MEASURING SUCCESS You get performance data for each story – including pageviews, pickups in JTA partner media outlets and other key metrics.

PRICING

\$11,000 for 3 stories (3 story minimum required)

\$20,000 for 6 stories

\$30,000 for 10 stories

CONTENT EXAMPLES



[Organic, gluten-free and locally sourced food — now available at Jewish summer camp](#)



[May Their Memories be a Blessing](#)



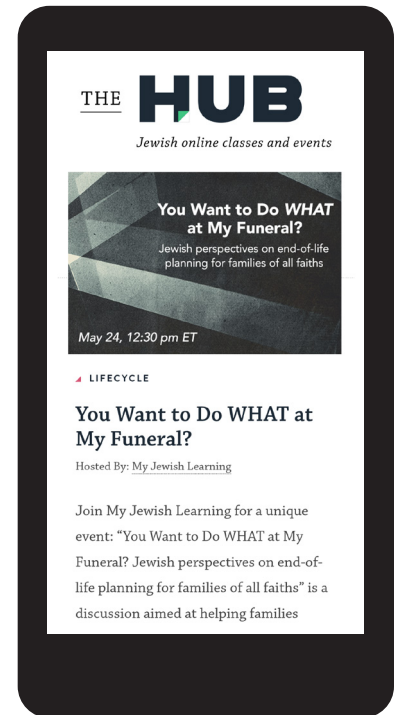
[How Israeli women techies are opening doors for each other in Silicon Valley](#)

Virtual Events

WHAT IS IT? Online events production, including one-off Zoom sessions with live audience participation, interactive multi-day conferences, hybrid in-person/online events and paid classes. Includes technical production, marketing and content production.

PRODUCTION & PROMOTION 70FM will work with you to produce the online event or event series that meets your goals, market it to relevant Jewish audiences, and handle all the back-end elements. After the event, 70FM may market recordings of the events using our various channels, including articles about the event and digital ads such as eblasts, social media campaigns, newsletter & website advertising.

PRICING Pricing varies widely depending on the nature and scope of the events. Please reach out to 70FM for more information.



CASE STUDIES



2021 ELECTIONS - THE FUTURE OF ISRAEL

CLIENT Israel Democracy Institute

CONTENT 4 Zoom events in the leadup to Israel's 2021 elections featuring panelists from IDI & JTA & key public figures.

PROMOTION Ad campaign before the events included eblasts to JTA subscribers, newsletter ads, banner ads and social media promotions. Promotion after the event included JTA articles (syndication included), social ads, and newsletter & website placements.

PERFORMANCE

400+ live event participants

11,000 event video views

8,000 pageviews on JTA

12 pickups of JTA articles in other media outlets spanning 6 different metro areas

700 registrant emails captured and shared

White-Labeled Products

WHAT IS IT? White-labeled products are pieces of content developed with your organization’s branding and voice. These products are excellent ways to build audience through email acquisition as well as for audience engagement and retention. Our two flagship white-labeled products are:

Newsletter journeys: Multi-part email series developed around a central theme and designed to provide recipients with original content and information.


E-Books: Cookbooks or other compilations of original, online content.

HOW IS IT PRODUCED? 70 Faces Media will work with your organization to determine the type and scope of the project that’s right for you, and then we’ll develop the customized content. You’ll have the opportunity to work with our design and content teams to ensure the content carries your organization’s style and voice. Once the product is finalized, you’ll receive both PDFs and the original design files.

PROMOTION We’ll work with you to set up the product for optimal delivery within your email system and/or to craft a landing page on your website. Where appropriate, we’ll also develop a marketing plan to market the product to the 70 Faces Media audiences and beyond. This can include newsletter and website placements on our brands and social media campaigns.

PRICING Pricing begins at \$15,000 and varies based upon the size and scope of the project.


[View this email in your browser](#)



Welcome to Your MyZuzah Journey

At MyZuzah, we believe that having a mezuzah is a great way to express your unique Jewish identity and think about what being Jewish means to you. As a recipient of a MyZuzah mezuzah, we want to help you dive deeper into this journey. We have partnered with the team at My Jewish Learning to produce an email series to help you delve deeper into a variety of Jewish topics through articles, recipes, and even a video or two.


This first email explores the Jewish home including a guide to Jewish ritual objects, a powerful piece about hanging a mezuzah as a means of coping with the rising antisemitism, and a video that shows you how to make chicken soup with matzah balls. We hope you enjoy this email series. Share your feedback with us at info@myzuzah.org.



What Makes a Jewish Home Jewish?

There are as many definitions of what makes a Jewish home as there are Jewish people on the planet. However, there are certain unifying threads including the presence of ethnic and religious objects — and everyday objects imbued with special meaning. Within Jewish homes, things, people, and even times of day and seasons of the year, and of life, interact in a fluid process. This article shares personal reflections on what things make a home feel Jewish, and how things found in the home facilitate Jewish living and create, maintain, and transmit Jewish identities.

[READ MORE](#)



The Jewish Ritual That Made Me Feel At Home

After 18 years of travel, three cross-country moves, 10 different houses, and two-and-a-half years in her forever home, hanging mezuzahs finally made this author feel settled.

[READ MORE](#)