

Meet the Chronicle

The Wisconsin Jewish Chronicle offers compelling, comprehensive coverage on local, national and global events that shape our readers' lives. It delivers the Jewish perspective on contemporary issues – with insights not available in the secular media.

We offer in-depth features on issues such as Jewish identity, conversion, politics and spirituality. The American Jewish Press Association (AJPA) has given The Chronicle awards for excellence in feature writing, editorial writing, and arts and criticism.

The Chronicle is delivered to every home in the Milwaukee Jewish community, as well as Jewish homes around the state, and is also distributed in public places where the community congregates. That means your message is seen by more than 16,000 loyal readers.

Jewish readers are affluent, educated, and influential*:

89% are homeowners

70% have a college or advanced degree

More than 33% have incomes over \$100,000

42% are planning home improvements within the next 12 months.

52% have retirement investments

89% dined at an area restaurant in the past month

71% say they frequently purchase products and services from ads seen in The Chronicle.

*Source: Circulation Verification Council

Here's what our advertisers say about The Wisconsin Jewish Chronicle:

"We love using the Jewish Chronicle because our rep is great at giving us top notch customer service, the ad spaces are very reasonable in price and we get a great return from our ads in The Chronicle."

— Michele Green, Bosley on brady

"The Chronicle helps me keep in contact with the informed investor."

— Elliott Katz, Stifel, Nicolaus & Co., Inc.

"The ad prices are reasonable and effective. It's the best way to reach our clients and get results."

— Teri Ghodi, House of Roth

Here's what two of our readers say about The Wisconsin Jewish Chronicle:

"I faithfully read the Jewish Chronicle every week because I think it's important to stay in touch and in tune with the Jewish community in Milwaukee."

I find the range of articles informative and invaluable because of my overall interest in many aspects of Jewish life. Where else would I get this information?"

— Shari Miller, Fox Point

"I look to the Chronicle for news that I can't get anywhere else. As a Jewish woman,

I consider it my newspaper."

— Sylvia Bernstein, Glendale

Jewish
The Wisconsin
Chronicle

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