

AMPLIFY

M A G A Z I N E

TOGETHER,
LET'S BUILD
A BRIGHTER
FUTURE

A NEW MAGAZINE TO UPLIFT THE NEXT GENERATION

REACHING OVER 35,000 PARENTS AND FAMILIES
IN THE JEWISH COMMUNITY (AND BEYOND)

WHY ADVERTISE IN AMPLIFY?

AMPLIFY is a brand-new magazine launching to mark JLGB's 130th anniversary. It's more than just a publication – it's a vital platform to build a brighter future for the next generation, sharing transformational stories, practical advice, and insights that empower Jewish families to support their children in achieving their potential. With a reach of over 35,000 people, AMPLIFY engages an audience actively seeking guidance on youth development, well-being, and future success.

- **Key themes include** positive mental health, life hacks (like financial advice not taught in school), youth-led celebrity Q&As, and opportunities for social action and leadership.
- **AMPLIFY showcases transformational stories** of Jewish youth that are not just for the Jewish community but for the wider world, amplifying the positive contributions and resilience of today's young people.

LAUNCHING AS PART OF JLGB'S 130TH ANNIVERSARY CELEBRATIONS

WHY AMPLIFY NOW?

Today's parents face unique challenges in supporting their children's futures. Recent global events and the aftermath of the Covid-19 lockdown have heightened the importance of guidance, positive role models, and opportunities for growth to create a resilient generation with enhanced career and life potential. AMPLIFY responds to these challenges by offering families real solutions and inspiration, positioning JLGB as an essential part of their development journey from young person to adult.

AMPLIFY is not just a magazine! It's a crucial resource, bringing together Jewish families, key stakeholders, and helping them navigate these uncertain times.



ADVERTISING DEMOGRAPHICS: WHO YOU'LL REACH

AUDIENCE
Over
35,000
Jewish parents of
children aged 8-25

COMMUNITY-ORIENTED FAMILIES
These families value education, youth development, and community involvement. They are invested in supporting their children's futures and are actively looking for products, services, and experiences that align with these values.

BROAD RANGE OF NEEDS
Our audience represents families with diverse needs, from essential daily requirements to planning significant life events like Bar and Bat Mitzvahs, weddings, and family holidays. They are also interested in self-care, entertainment, and practical solutions that enhance their family life.

ADVERTISING OPPORTUNITIES AND RATES

We offer a variety of advertising packages to suit your needs and budget. Multi-edition discounts are available for those wishing to advertise across all three editions in 2025.

AD TYPE	SIZE	PRICE	BENEFITS
OUTSIDE BACK COVER	A4	£5,000	Strategic placement, lasting impact as readers finish the publication.
INSIDE FRONT COVER	A4	£3,000	Premium exposure, capturing audience attention immediately.
FULL PAGE AD	A4	£2,000	Prime placement, maximising visual impact for your brand.
HALF PAGE AD	A5	£1,500	Strong visibility with a more cost-effective option.
QUARTER PAGE AD	A6	£1,000	Ideal for smaller businesses or specific product promotions.
CLASSIFIED AD (1/8 PAGE)	A7	£500	Great for concise, targeted messaging or offers.

* PLEASE SUPPLY ALL ARTWORK TO TO LEE.JACOBS@JLGB.ORG
- WITH A 3MM BLEED
- IN JPEG, TIF, EPS OR PDF FORMAT, CMYK AND HIGH-RES (300DPI)

* N.B. - WE REGRETTABLY CANNOT RE-USE IMAGES FROM CLIENTS' WEBSITES, AS THESE WILL BE TOO LOW RESOLUTION FOR PRINT.

DISTRIBUTION & MAGAZINE REACH

PRINT AND DIGITAL
Amplify will be distributed via JLGB's extensive networks, including Jewish community hubs in Essex, North-West London, Manchester, and other regional areas.

DIGITAL VERSIONS
Amplify's digital versions will also be accessible through all of JLGB's communication channels, reaching thousands of followers online for even broader engagement.

COMMUNITY PARTNERSHIPS
Like JLGB's partnership with one of the UK's widest distributed national Jewish newspapers, Amplify will benefit from several strategic distribution partners to ensure maximum reach.

SPECIAL OFFERS

MULTI-EDITION DISCOUNTS
Book all three editions planned for 2025 and receive up to 33% off

CORPORATE SPONSORSHIP
Enhance your visibility by becoming a sponsor of JLGB's 130th-anniversary celebrations, with additional branding opportunities at events on our website, communications and social media. See more at www.jlgb.org/Amplify

NEXT STEPS

GET INVOLVED

BE A PART

We invite you to be part of something special by advertising in the inaugural edition of AMPLIFY.

CONNECT

Connect with our advertising team TODAY to discuss your options and secure your spot.

CONTACT OUR ADVERTISING TEAM TODAY

Email Amplify@jlgb.org now
or call 020 8989 8990 (option 5)

ABOUT JLGB

For nearly 130 years, JLGB has been at the forefront of youth development in the UK's Jewish community, helping young people discover their passions, develop new skills, and contribute to society. JLGB's supports over 4,000 young people each and every year, with its reach spanning over 30 Jewish communities across the UK, 55 primary & secondary schools, 10 university campuses, and a young professionals network of hundreds in key areas like North London, The City, Essex, Hertfordshire, Leeds and Liverpool, Manchester, Cardiff and Glasgow.

Through dynamic and highly recognised programmes like the the Duke of Edinburgh's Award and the National Citizen Service (NCS), JLGB removes barriers to participation for faced by Jewish young people and their families, equipping them with the skills they need to navigate today's life's challenges to become tomorrow's leaders.



WWW.JLGB.ORG

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