

The first French-speaking Jews' magazine in the United States

FREQUENCE

Tuive



At home, on the other side of the world

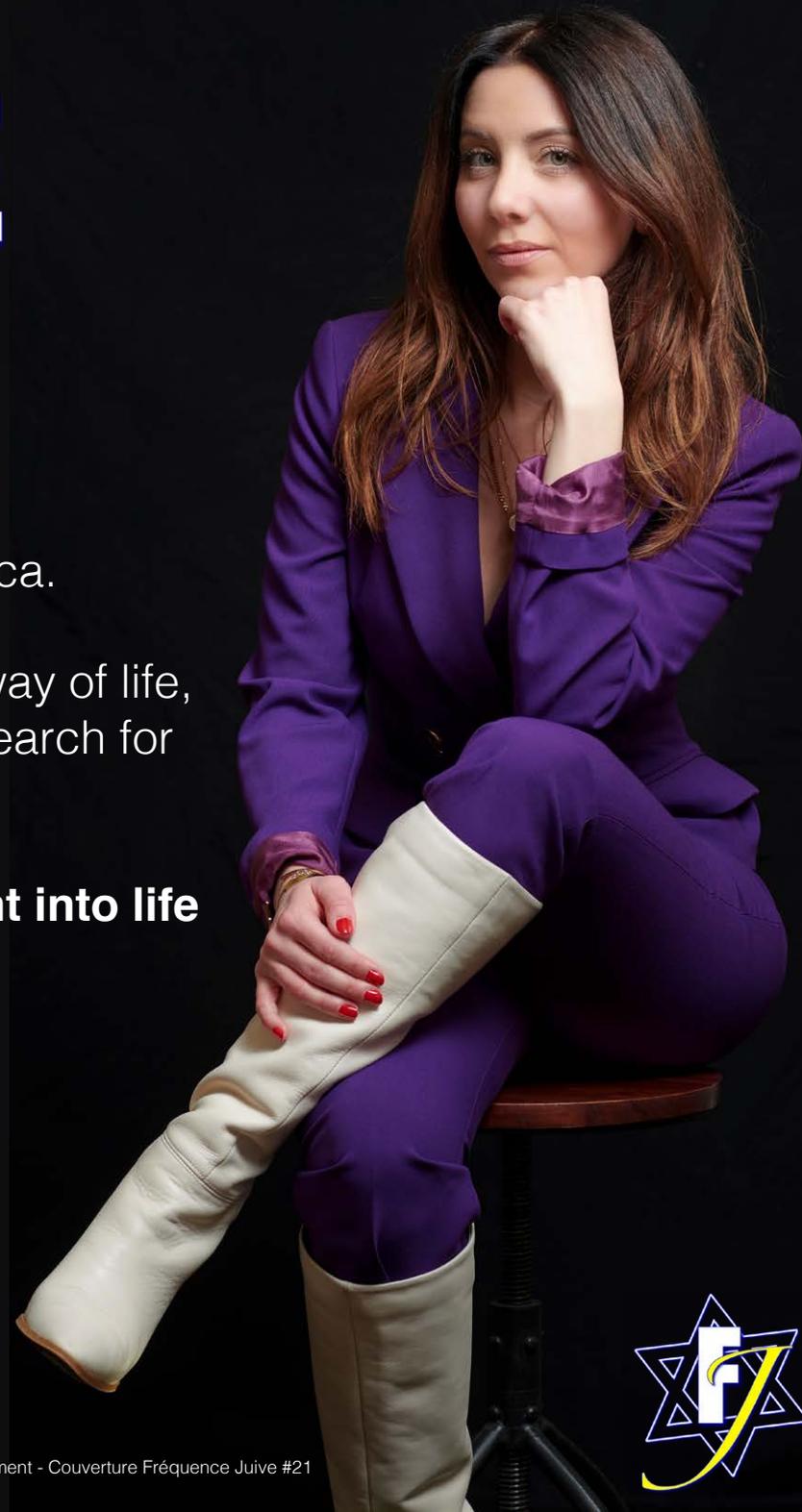
The Frequency on which expatriates meet !

MEDIA KIT 2021 - 2022

FREQUENCE *Juive*

F.J. is the first Jewish French-speaking's lifestyle magazine in the United States of America.

- Beyond the cultural point of view, it is an ambitious way of life, the essential benchmark for readers in the ultimate search for the American dream.
- **Every 2 months, this magazine get with refinement into life across the Atlantic's subjects and news.**
 - Our editorial line is a tribute to those whose aspiration and daring have crossed the oceans to bring their dreams to life.





FREQUENCY *Juive*

F.J. is the one and only French-language print magazine distributed free of charge in kiosks and local businesses in the United States (Los Angeles, New York and Miami), and freely accessible worldwide in its online digital version..

Giving the floor to celebrities through our pages as well as to every reader via social media, **F.J.** becomes the spokesman for the entire Francophone community in the U.S.A.

Exclusive interviews, Lifestyle, Art & Culture, Immigration, Real Estate, Trends, Beauty, Good Addresses, News, Recipes & Cuisine, Games, Travels, Words of Torah, Reports ...
Fréquence Juive makes a point of supporting associations dedicated to the community, which establishes even more its positioning.

Its founder as well as the entire team of journalists and speakers work for anchor their influences and establish the french-speaking's jewish values they defend.

Visibility

- ✓ Website : www.frequency-juive.com
- ✓ **± 60K coverage**
(Print magazine, Website, Facebook, Instagram, Newsletter, LinkedIn, WhatsApp, E-mailing, Youtube, and social networks)
- ✓ **Free distribution** through a ± 200 kiosks and local businesses network in **Los Angeles, New York and Miami.**
- ✓ **Exceptional persistence, engagement & traffic rates**
 - The printed magazine is kept safe by its readers because it contains prayers. (Cannot be discarded).
 - Only media that can be read by all residents and visitors on Shabbat (Weekly rest day from Friday evening to Saturday evening).





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Juice

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L'histoire du Mag

Los Angeles, the City of Angels, is where the Jewish Frequency is born.

After working as a journalist in Paris (France) for nearly 10 years, Céline moved to one of the Jewish neighborhoods of Los Angeles: Pico-Robertson.

There, she discovers hundreds of **Francophone** families who, like her, **seem little used to the American media**. She notices that these expatriates are cut off from the world, from their world, and are often much more aware of what is happening in France than a few meters from home... This is why Céline decides to create this french magazine, dedicated to the community:

Religion, News, customs, fashion, traditional cooking recipes, Jewish holidays, reports ...

The magazine Fréquence Juive is a universal name, articles written in French, a **unique communication platform for readers wishing to remain always connected to their home countries and finally, a unique means of connection between advertisers and this community.**

At first, distributing F.J. in a micro-sector for a few hundred families, Céline realizes that many other neighborhoods in Los Angeles and the Valley bring together **several thousand French-speaking Jewish families, who expatriated since the 1970s from France, but also from Canada, Morocco,**

Tunisia, Switzerland, Belgium, Luxembourg, Monaco, Tahiti, Guadeloupe, Martinique, Israel ...

After the great Los Angeles and its Valley, the **distribution becomes national and extends to New York, then to Miami**, going from a few hundred families, at the beginning, **to more than 60,000 French-speaking Jews to date.**

Fréquence Juive is now recognized and referenced by the Consulate General of France in Los Angeles (<https://losangeles.consulfrance.org/media-francais-2827>).

After 3 years, Fréquence Juive becomes the only social network bringing together the Jewish French-speaking community in the United States, **the only French-speaking American press media, printed and distributed free of charge every two months since more than 3 years.**

In addition, its presence on the internet makes it the only French-speaking Jewish digital magazine in America. The personality of this magazine is reflected in the choice of its sections.

Fréquence Juive, It is also exclusive interviews, famous personalities and artists on the cover, good addresses, world news, updates on immigration, a list of the best musical titles of the moment, words of Torah, cooking classes, dietary advice, trendy blogger columns, invaluable stories about the Holocaust, and many other articles of interest.

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« Les Francophones n'adhèrent pas aux médias U.S. , il leur fallait un mag pour se retrouver et communiquer »

It should be noted that **the community takes care to keep each Fréquence Juive magazine over the years (without ever throwing them away) because they contain prayers**. All articles can be read and re-read on a regular basis, **this paper media being allowed to be viewed on Shabbat**. An asset for readers but also for advertisers.

Today, Fréquence Juive would like to thank its readers and advertisers in Los Angeles, New York and Miami who allowed him to grow and spread its message in an enjoyable way through this wonderful community.



FREQUENCE

Technical specifications *Juive*

MAGAZINE :

Diffusion :	±10'000 Copies
Format (length x height) :	8.26" x 11.22"
language :	Français
Number of pages:	40 to 100 pages
Cover :	250 gr shiny varnish
Inside :	128 gr glossy coated
Binding :	2 Staples
Full page (length x height) :	8.26" x 11.22"
1/2 Page (length x height) :	7.67" x 5.31"
1/4 Page (length x height) :	3.74" x 5.31"
bleed space :	0.2"

Internet and newsletter :

Square banners :	480 x 480 px
Horizontal banners :	970 x 250 px
Vertical banners :	320 x 480 px






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Juive
 Thank you

