

The KANSAS CITY Jewish Chronicle

105 years The KANSAS CITY **jewish chronicle**
 VOLUME 105, ISSUE 13 | JUNE 19, 2025 | 23 SVAN 5785
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Celebrating 105 years of The Chronicle

By Sam Kricfield
 Editor



The Kansas City Jewish Chronicle is now 105 years old — one of the nation's longest-running Jewish newspapers still in print. Many newspapers have risen and fallen over the past century — in fact, many empires have risen and fallen. Why is this publication still around when so much else isn't?

Certainly, The Chronicle has seen its fair share of difficulties that could've toppled a weaker newspaper — the Great Depression, World War II, inflation, the Internet and COVID-19, to name a few. In fact, not much at all has remained constant in its history. Only one external factor has always been there: the support of the Kansas City Jewish community.

The community's spirit and encouragement continue to buoy The Chronicle unlike any other factor. Reader engagement and subscription revenue, two of the most important aspects of this paper's continued existence, are solely facilitated by community members.

The transactional relationship between the community and The Chronicle, however, pales in comparison to the experiential relationship — a fact most effectively summarized by Rabbi Gershon Hadas upon The Chronicle's 10th anniversary in 1930.

"That The Chronicle has rendered a great service to Kansas City Jewry is without question, but this service could not have been accomplished by its editor alone; it was due, in considerable

measure, to the constructive response of The Chronicle audience, the Jewish community of this city," Rabbi Hadas wrote. "Our community is, therefore, clearly reflected in this, our paper. Whatever faults we may find in The Chronicle are our faults, whatever virtues are our virtues. It is clear, therefore, that we can serve the interest of each and all of the many groups constituting our community by strengthening the work of The Chronicle."

Rabbi Hadas wrote that 95 years ago — it's likely that no one alive today read that upon publication, and yet its words still ring true. The state of The Chronicle is the state of the community, and vice versa.

On the right side of this page is part of The Chronicle's very first issue. In this paper's special section, you will see a timeline of global, local and Chronicle milestones that filled the pages of our newspaper for the past 105 years (of course, we couldn't cover everything, or else the timeline would become a history textbook). You will also find recollections from five of The Chronicle's longest-serving editors who stewarded this paper throughout its long history.

We ask you to continue to support this paper, both through your subscription and at kjc.com/donate, to help us survive and thrive for the next 105 years.

If we don't cover the community, who will?

ASKS \$150,000,000 TO REHABILITATE JEWS OF POLAND

Hon. Henry Morgenthau, Head of U.S. Investigation Committee For Constructive Program.

SAY REPORTS OF POLISH MASSACRES ARE TRUE
 Many Exaggerations of Program — Advocates Jews Change Mode of Life.

EARL READING.
 Lord Chief Justice of England (Rufus Isaacs) has been prominently mentioned in diplomatic circles as the probable choice of the British Government for the important post of Ambassador to the United States.

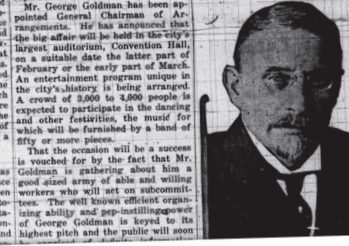
Chief among the concrete proposals for the financing of industry, \$100,000,000 to be subscribed by the Poles and the remainder by England, Spain and other countries. The root of the evil, so far as the Jews are concerned, he held, could only be reached by making an intensive study of their industrial needs, one of the principal defects being that in the cities the whole population tries to sustain on one or two trades, whereas they should be taught to diversify their pursuits.

BIGGEST COMMUNITY SOCIAL EVENT TO BE STAGED BY Y. M. H. A.

The Jewish community of Kansas City is asked to prepare for the announcement of the greatest social communal event in its history. The details are still in process of completion, but this much may be divulged, it will be held under the auspices and for the benefit of the Young Men's Hebrew Association of Kansas City and will assume the character of a ball that may only be described in superlative terms.

Mr. George Goldman has been appointed General Chairman of Arrangements. He has announced that the big affair will be held in the city's largest auditorium, Convention Hall, on a suitable date the latter part of February or the early part of March. An entertainment program unique in the city's history is being arranged. A crowd of 8,000 to 10,000 people is expected to participate in the dancing and other festivities, the music for which will be furnished by a band of fifty or more pieces.

That the occasion will be a success is vouchsafed by the fact that Mr. Goldman is gathering about him a good sized army of able and willing workers who will act on subcommittees. The well known efficient organizing ability and pep-instilling power of George Goldman is keyed to its highest pitch and the public will soon



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 Volume 105, Issue 21 | October 9, 2025 | 17 Tishrei 5786

Kansas City native Todd Cohn uses Holocaust exhibit to inspire students to confront hate



Those who have been inspired by the exhibit are not alone. Todd Cohn, a Kansas City native, is speaking at the exhibit to inspire students to confront hate. The exhibit, which is open to the public, is a powerful reminder of the Holocaust and the importance of standing up to hate.

More than 20 community leaders to offer courses at Day of Discovery



By the Discovery, we are pleased to announce that more than 20 community leaders will be offering courses at the Day of Discovery. The event is a great opportunity for the community to learn and grow together.

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 Volume 105, Issue 24 | November 20, 2025 | 29 Cheshvan 5786

'Big Sonia' celebrates 100

By Michael Sushan
 Special to the Chronicle

Sonia Waskowicz celebrated her 100th birthday on Nov. 20. She is a remarkable woman who has lived a life of service and dedication. Her story is a testament to the strength and resilience of the Jewish community.

KU Chabad celebrates grand opening of new building

By Sam Kricfield
 Editor

Nearly 20 years after its founding, KU Chabad has opened a new building in Lawrence, Kansas. The new building is a state-of-the-art facility that will provide a better environment for the community to gather and learn.

2026 MEDIA KIT

WELCOME TO THE CHRONICLE



SAM KRICSFELD

Looking to connect with a highly engaged and loyal audience? Advertising with The Kansas City Jewish Chronicle offers you the opportunity to reach the heart of our vibrant Jewish community.

With a combination of print, digital, and email distribution, your message will be delivered directly to Jewish households across the Kansas City area. The Chronicle is the only local Jewish news source, giving you unmatched access to an audience that values the connection and content we provide. Our readers are deeply committed to their community and rely on us for news and information they can't find anywhere else.

By advertising with The Kansas City Jewish Chronicle, your brand will be seen by thousands of engaged readers, offering you an opportunity to build awareness and grow your business within our niche market. Don't miss this chance to connect with a loyal and responsive audience.



LACEY STORER

Sam Kricsfeld
Editor

Lacey Storer
Assistant Editor

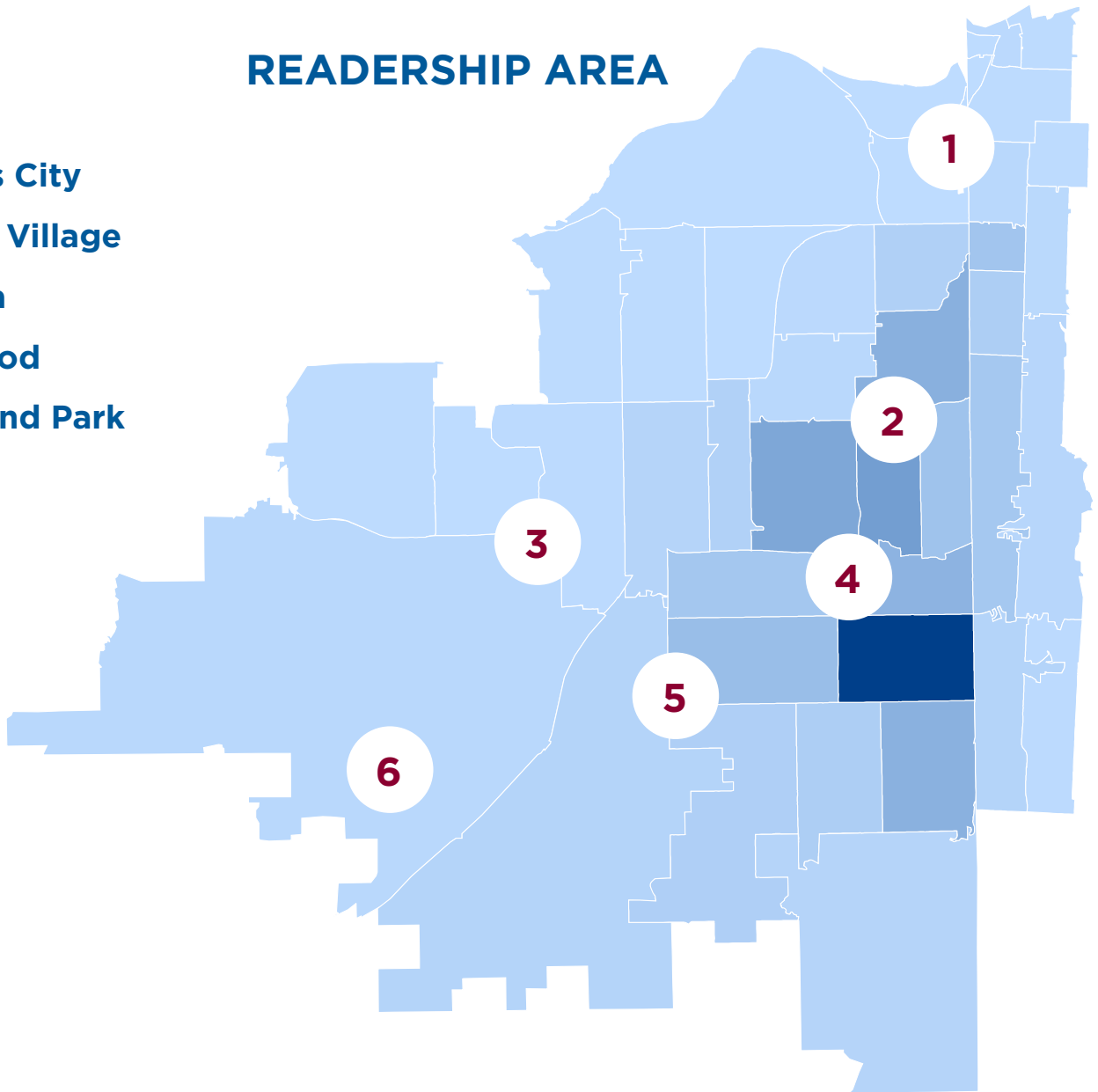
SUBSCRIBERS/READERSHIP

The majority of Jewish Chronicle readers (73%) have been subscribed for more than 20 years.

0-10 years (14.9%)	11-20 years (12.5%)	21-30 years (17.1%)	31-40 years (16.7%)	41-50 years (22.8%)	51-60 years (11.4%)	60+ years (4.6%)
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READERSHIP AREA

- 1 Kansas City
- 2 Prairie Village
- 3 Lenexa
- 4 Leawood
- 5 Overland Park
- 6 Olathe



TOP 10 CITIES

	City	Size
1	Overland Park	33.6%
2	Leawood	25.1%
3	Kansas City, MO	12.1%
4	Prairie Village	6.6%
5	Mission Hills	2.6%
6	Olathe	2%
7	Fairway	1.1%
8	Stilwell	1%
9	Lenexa	1%
10	Lawrence	0.9%

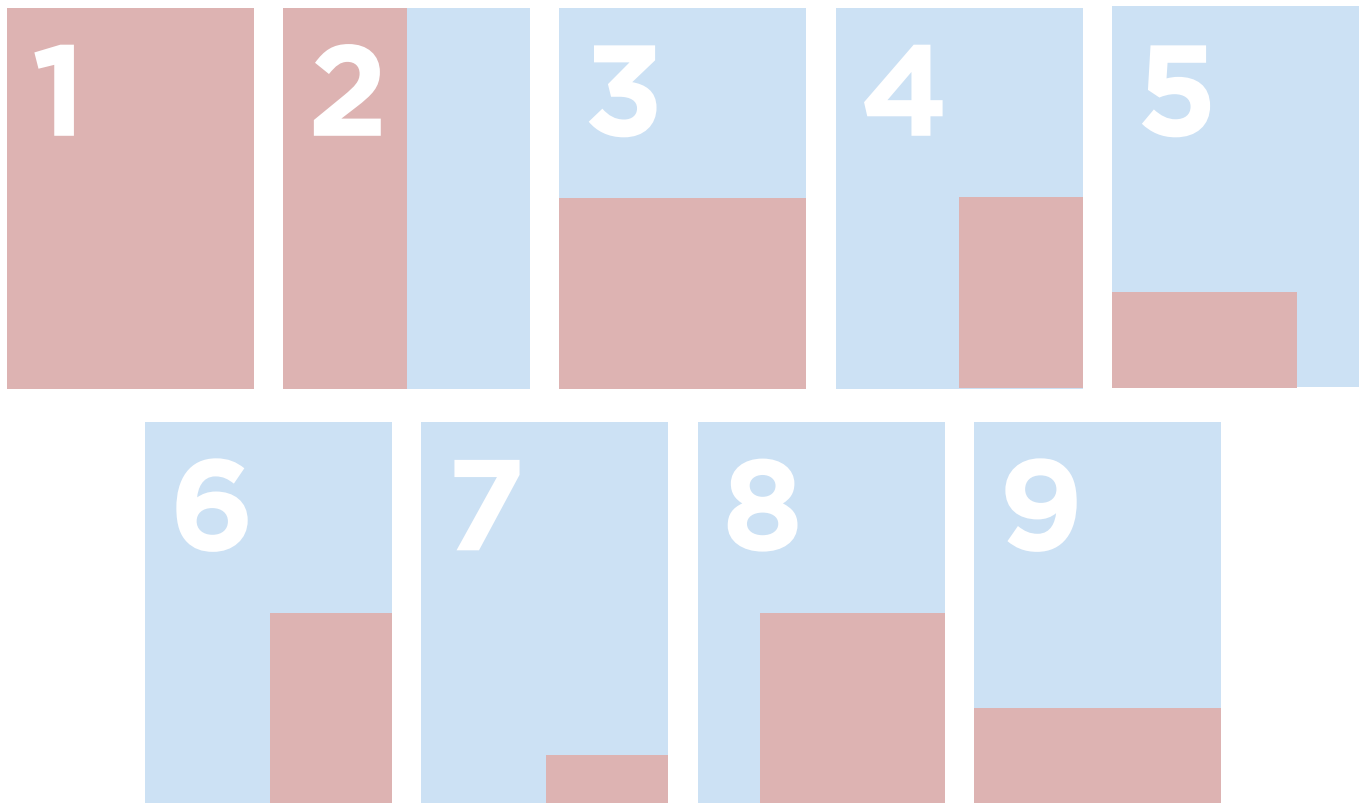
TOP 10 ZIP CODES

	Area	Size
1	66209 (Leawood)	20.4%
2	66207 (OP)	7.9%
3	66212 (OP)	7.2%
4	66211 (Leawood)	6%
5	66208 (Prairie Village)	5.8%
6	66224 (OP)	5.5%
7	66213 (OP)	3.8%
8	66206 (Leawood)	3.3%
9	66210 (OP)	2.9%
10	64112 (KCMO)	2.9%

TOP 3 COUNTIES

1	Johnson
2	Jackson
3	Douglas

PRINT AD SIZES AND PRICES



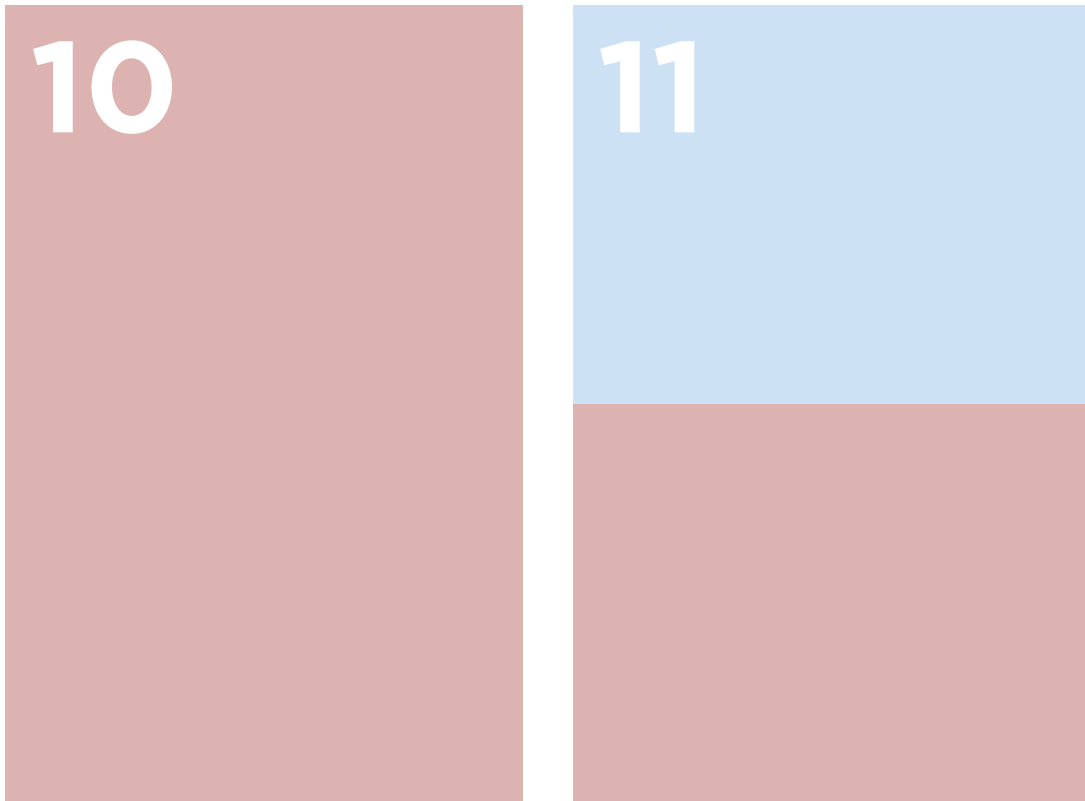
- ▶ The Chronicle is printed in color and black/white. There are 7 color pages available for ads. Due to space limitations, color ad requests are first-come, first-served, and we might not be able to accommodate last-minute color ads.

- ▶ All artwork must be 300dpi or above. Color artwork must be 4-color.
- ▶ We highly suggest when using the color black, that it is created with 100% K (C=0, M=0, Y=0, K=100) for best printing.

Description	Size (width by height)	Price (Color)	Price (B/W)
1 Full Page (Inside)	10.375" x 16"	\$865	\$725
2 Half Page Vertical	5.125" x 16"	\$615	\$500
3 Half Page Horizontal	10.375" x 8"	\$615	\$500
4 Quarter Page Vertical	5.125" x 8"	\$370	\$300
5 Quarter Page Horizontal	7.75" x 4"	\$370	\$300
6 Eighth Page Horizontal	5.125" x 8"	\$215	\$180
7 Business Card	5.125" x 2"	\$105	\$90
8 One-Third Page	7.75" x 8"	\$500	\$405
9 Footer Ad	10.375" x 4"	\$275	\$225

When submitting ads, please create the ad to exact dimensions without a bleed, and there is no need for crop or bleed marks.

SPONSORED CONTENT SIZES AND PRICES

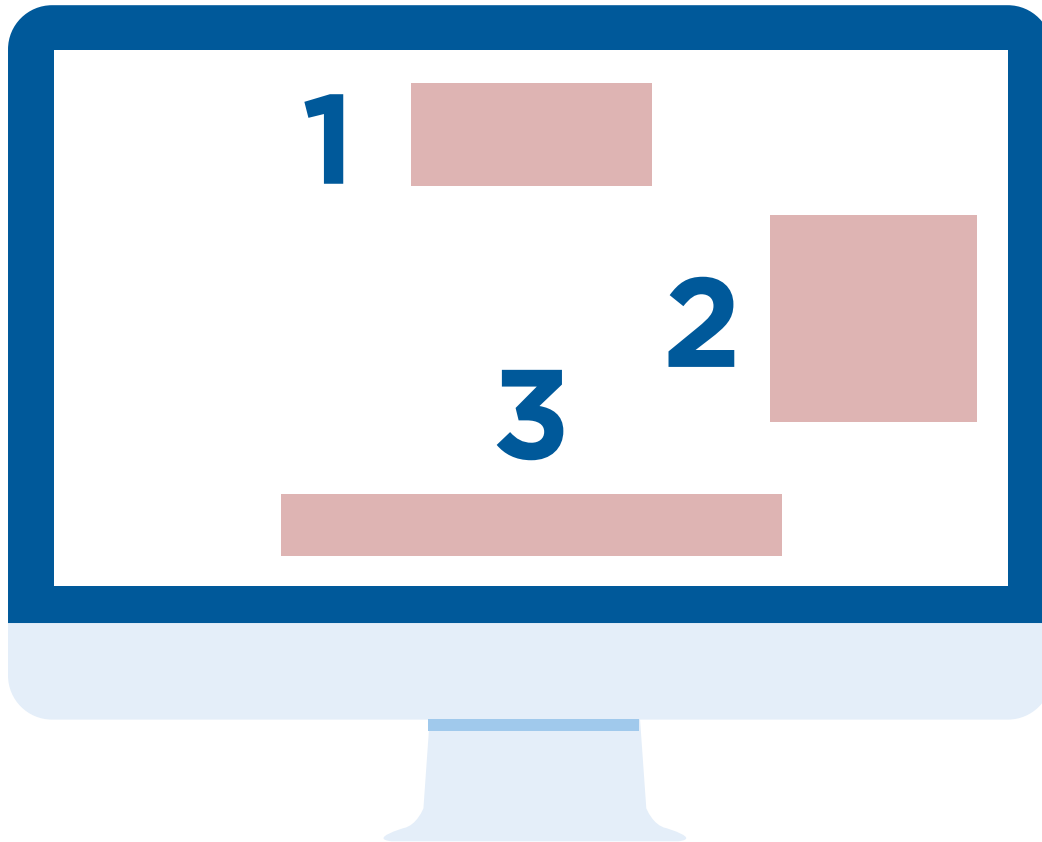


Package	Content Length	Size	Price
10 Half-Page Sponsored Content	350–500 words	10.375" x 8"	\$675
11 Full-Page Sponsored Content	800–1,000 words	10.375" x 16"	\$950

Half-Page Sponsored Content	Full-Page Sponsored Content
<p>What's Included</p> <ul style="list-style-type: none"> • Approximately 350–500 words provided by advertiser • 1–3 photos and/or logo • Custom layout designed to match the newspaper's style • Clearly labeled "Sponsored Content" or "Paid Advertisement" • Includes business contact information and call to action • Featured in digital edition 	<p>What's Included</p> <ul style="list-style-type: none"> • Up to 800-1,000 words provided by advertiser • 3-5 photos and/or logo • Custom layout designed to match the newspaper's style • Clearly labeled "Sponsored Content" or "Paid Advertisement" • Includes business contact information and call to action • Featured in digital edition

The Chronicle reserves the right to edit for style, grammar, length and legal concerns. The Chronicle may decline content that does not align with its editorial policies and/or community standards.

DIGITAL AD SIZES AND PRICES



Description	Size	Location	Price
1 Rectangle	350px x 149px	Top of page	\$225/week
2 Square	300px x 300px	Right side of screen	\$125/week
3 Horizontal Banner	728px x 90px	Bottom of page	\$100/week
Email	1920px x 1080px	Chronicle Weekly Email	\$250/email

EMAIL/ONLINE STATS		
▶ 1,250 email subscribers	▶ 67% open rate	▶ 22% Click Rate

ONLINE STATS (MONTHLY AVERAGE)		
▶ 28,000 Page Views	▶ 12,000 Users	▶ 11,500 Visits

PUBLICATION/DEADLINE SCHEDULE

The Chronicle is printed every other week with new stories added to the website/sent in email on non-print weeks.
Ads are due by noon a week prior to the publication dates below.

PUBLICATION DATE	AD DEADLINE	PUBLICATION DATE	AD DEADLINE	PUBLICATION DATE	AD DEADLINE
January 2	December 23	May 7	April 30*	September 10	September 3
January 15	January 8	May 21	May 14	September 24	September 15*
January 29	January 22	June 4	May 28	October 8	October 1
February 12	February 5	June 18	June 11	October 22	October 15
February 26	February 19	July 2	June 25	November 5	October 29
March 12	March 5	July 16	July 9	November 19	November 12
March 26	March 19	July 30	July 23	December 3	November 24*
April 9	March 30	August 13	August 6	December 17	December 10
April 23	April 16	August 27	August 20	December 31	December 22*

* Dates changed due to holidays

ADDITIONAL INFORMATION

Cancellation Policy

- Advertisers must provide written notice of any cancellations.
- **Print Ads:** Cancellations for print ads must be made by the artwork submission deadline (Thursday before the newspaper goes to print). Ads canceled after this deadline incur a 20% cancellation fee based on the total ad price.
- **Digital Ads:** Advertisers may cancel digital ads without a fee if the cancellation notice is provided by 5pm one business day prior to the scheduled run date. If a digital ad is canceled after it began running, the advertiser will be billed a prorated amount for the time the ad has run, plus a 20% cancellation fee based on the total ad price.

Billing

- Invoices are sent at the beginning of each month; payment is due upon receipt. Please let us know if you require a tear sheet with your invoice.
- If invoices haven't been paid after three months, any future ads will be suspended until the balance has been paid in full.

Design

- The Chronicle does not offer design services; for help with ad artwork, we can refer you to a graphic designer.