

**Why
you
should
advertise
in
Jewish
Rhode
Island**

Jewish Rhode Islanders read this publication and take action as a result...

122% The median income of our readers annually is \$125K, 122% higher than the average R.I. household.

92% Jewish Rhode Island's audience is among the most educated an advertiser can reach. Ninety-two percent hold a four-year degree.

86% Jewish Rhode Island's community shares many traits and 86% say JRI makes them feel more connected to the community – a clearly definable target market.

64% The number of JRI's readers who hold local advertisers in high regard.