

*What's better than free publicity?*

# The Book of Life



*Pay attention. This is good stuff.*

*Life is more than books. There's music, too.*

*A podcast about Jewish people and the books we read.*

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Media Kit

*An illustrator reveals hidden jokes in her pictures.*

The *Book of Life* podcast ([bookoflifepodcast.com](http://bookoflifepodcast.com)) has brought Jewish arts and culture to a self-selected audience of Judaica-lovers since December 2005. The monthly radio-show format reaches an average of 4,000 listeners per episode.

Host Heidi Estrin invites a geographically diverse audience to learn about contemporary Jewish books, music, film and Web content. Through NPR-style interviews, her listeners get a true sense of the creative spark that ignites today's most popular and promising authors and musicians.

*Authors...*

Geraldine Brooks  
Esme Raji Codell  
Mordicai Gerstein  
Alice Hoffman  
Eric Kimmel  
David Levithan  
Jean Marzollo  
Nancy Pearl  
Abigail Pogrebin  
Simms Taback  
Markus Zusak

*Musicians...*

The Freilachmakers  
Nora Guthrie  
Jewmongous  
Listen Up  
Shira Kline  
Mah Tovu  
Pharaoh's Daughter  
Putomayo  
Chana Rothman  
Sababa  
Yale Strom

*...Other Stuff*

Eco-Libris  
Jbooks  
Jewish ValuesFinder  
Judaica Sound  
Archives  
Just One More Book  
The Life and Times  
of Hank Greenberg  
Nextbook  
Readergirlz  
West Bank Story

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*An author sings the tune that inspired his book.*

*A musician tells about the fun of performing onstage.*

We are  
*The Book of Life*

*Bringing together the best of print and online.*



With nearly 300,000 downloads worldwide, *The Book of Life* is fast becoming the premier podcast about Jewish art and culture. With high quality, original content, listener growth continues through Web site downloads, RSS feeds and links through Random House, the Association of Jewish Libraries, Jbooks.com, Jewish Book Council, Teaching-books.net, the University of Delaware, and Boston Bibliophile.

Listeners include librarians, educators, members of the book trade, and people interested in sophisticated yet accessible coverage of topics relevant to Jewish culture in the 21st century.

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### *Write a Page in The Book of Life*

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*People who love literature, learning and Jewish culture.*

*This is the Book of Life.*

# Audience

*Listen with us.*

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