



## BACKGROUND

SASSON is an annual luxury publication geared to a Jewish demographic with a Toronto distribution of 10,000 and a pass-along readership of at least 25,000. SASSON functions both as a luxury lifestyle magazine and as an upscale resource for Jewish weddings and celebrations. Advertisers receive a full year of exposure through a premium medium that caters to a prominent niche market.

## TARGET DEMOGRAPHIC

SASSON targets an affluent Jewish readership and is the only Canadian luxury magazine for this niche demographic. SASSON's readership values the magazine as a premium publication that presents sophisticated Jewish content along with features on the arts and culture; others use SASSON as a luxury resource for planning extravagant events.

## READERSHIP

SASSON employs controlled distribution methods, allowing it to monitor the specific composition of its readership's demographics:

60% of SASSON readers read SASSON as a lifestyle publication, valuing its substantive content on the arts, culture and Jewish heritage, and perusing its luxury advertisements; the other 40% of SASSON readers turn to the publication because they are planning a gala event, wedding or coming-of-age ceremony. 70% of SASSON readers are women. SASSON's core readership, age 22–60, are well educated, sophisticated and savvy.

## SOURCEBOOK

In addition to being a luxury lifestyle publication that features provocative content on the arts, history, culture and sociological issues, SASSON also functions as a comprehensive wedding and celebration resource. About half of SASSON's sections are dedicated to the range of services required to plan gala weddings or celebrations, with articles that feature industry expertise, practical tips and insightful editorials. These sections are each designated by a specific colour to enable readers to quickly locate topics and resources of interest.

## UNIQUENESS

SASSON has a uniquely Jewish appeal, presenting articles and editorials with style, sophistication and soul. SASSON maintains a reverent tone through its elegant layouts and emphasis on the arts, history and culture.