



## 2007 RATE CARD (EVENTS SECTION)

BRIDAL FASHION . VENUES . FLOWERS & DÉCOR . PHOTOGRAPHY & VIDEO  
MUSIC & ENTERTAINMENT . INVITATIONS & EVENT SERVICES



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PAGE SIZE	PRICE
1. Premium Position	\$4500
2. Full Page	\$3500
3. DPS	\$5000
4. Half Page	\$2500

**PLEASE NOTE:** The bottom of all pages in the Events sections, excluding the premium page positions, will contain a 1/2-inch area reserved for pagination and sectional designations. As SASSON will not exceed 260 pages, only a limited number of ads will be sold, on a first-come basis.

### ADVERTISING MATERIAL

All ads are reproduced in four-colour stochastic printing, printed on 80 lb. weight in a perfect-bound book. SASSON's ad rates are based on technical requirements being met.

### RATES

Applicable taxes are not included. SASSON's advertising rates include a company name listing and web-link on [www.sassonmagazine.com](http://www.sassonmagazine.com).

### ACCOUNT PAYMENT

Total cost of ad plus applicable taxes is due on signing. Cheques should be made payable to SASSON Magazine.

### AGENCY COMMISSION

Payable only where ad is exact size, and digital files are supplied by an agency, and where agency confirms insertion on standard magazine contract. 15% only applicable to recognized agencies.

### CANCELLATIONS

No cancellations will be accepted after December 8, 2006.

**DEADLINE: JANUARY 15, 2007**



## TECHNICAL REQUIREMENTS

All ads must be supplied digitally, created as a Quark XPress document, Illustrator EPS, 300 dpi Photoshop files or high res PDF files. All imported images must be supplied at 100% of placed size, 300 dpi, and must be included with files. All logos or graphic images should be saved as TIFF or EPS files. Digital images/scans of printed material will not be accepted. Document page must be set to fit trim size. All type set in Illustrator must be converted to outlines. All images must be converted to CMYK and should not be submitted as RGB. In Quark XPress, all images must be supplied at 100% actual size. All font files should be included. Please be sure to include trim and crop marks. Compressed files must be self-extracting archives (.sea). Ads may be supplied via FTP (please contact [sasson@colourinnovations.com](mailto:sasson@colourinnovations.com) for uploading instructions) or sent on CD or DVD, accompanied by a colour proof (low resolution PDF or printed piece) to SASSON Magazine, 801 Eglinton Avenue West, Suite 406, Toronto, ON M5N 1E3. Please include your name and number for contact purposes. Technical questions may be emailed to [sasson@colourinnovations.com](mailto:sasson@colourinnovations.com).

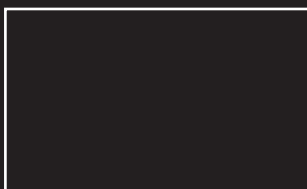
### COPY, CONTENT AND DESIGN

All advertising content and design must heed the high standards, reverent tone and sophistication of SASSON. SASSON reserves the right to reject submissions that do not meet these criteria. Suitability of copy and design is judged at the sole discretion of the publisher.

### MECHANICAL SPECS



Full Page



DPS

MAGAZINE TRIM SIZE	9.5" x 12"		
AD SIZE	MEASUREMENTS	LIVE AREA	BLEED
Full Page	9.5" x 12"	8.5" x 11.25"	9.75" x 12.25"
DPS	19" x 12"	18" x 11.25"	19.25" x 12.25"

### DEADLINE: JANUARY 15, 2007

SASSON Magazine  
801 Eglinton Avenue West, Suite 406  
Toronto, ON M5N 1E3

Tel. 647.439.0500  
Fax. 647.439.0071  
[sales@sassonmagazine.com](mailto:sales@sassonmagazine.com)



## 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.



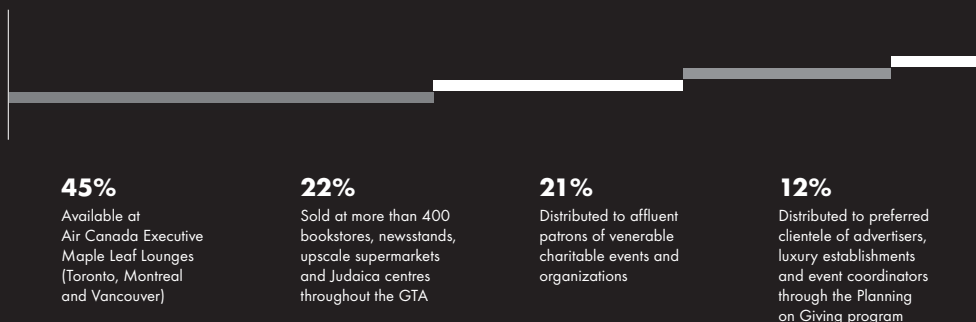
## DISTRIBUTION

SASSON has a Toronto distribution of 10,000 and an additional pass-along readership of at least 25,000. SASSON's distribution techniques are designed to ensure that the publication reaches elite segments of the Jewish niche market.

SASSON has the privilege of being featured in Air Canada's Executive Maple Leaf Lounges in Toronto and Montreal. The award-winning Maple Leaf Lounges provide elite passengers with a private retreat while awaiting their executive and first-class flights. SASSON is the only publication featured at this luxury lounge that caters to the Jewish market.

Through established relationships with venerable Jewish charitable organizations, SASSON is distributed to affluent donors as acknowledgement of their considerable financial support. SASSON is also distributed via its unique Planning on Giving program, whereby members of the event planning industry raise funds for charities through the sale of SASSON

SASSON is sold for \$12 CDN at more than 400 locations throughout the Greater Toronto Area, including reputable bookstores, newsstands, upscale supermarkets and Judaica centres.



## SUPERIOR PRINTING QUALITY

SASSON is printed to the highest Canadian printing industry standards by an award-winning industry leader. The magazine is printed on 80 lb. European stock, using state-of-the-art stochastic printing technology equivalent to a linescreen of 400 lpi.