



## 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.



**45%**

Available at Air Canada Executive Maple Leaf Lounges (Toronto, Montreal and Vancouver)

**22%**

Sold at more than 400 bookstores, newsstands, upscale supermarkets and Judaica centres throughout the GTA

**21%**

Distributed to affluent patrons of venerable charitable events and organizations

**12%**

Distributed to preferred clientele of advertisers, luxury establishments and event coordinators through the Planning on Giving program

## 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.