



THE ULTIMATE PERSIAN LIFESTYLE

2024-25 Media Kit

Local Businesses

alephmedia.com

WE ARE ALEPH

An exclusive platform for established Persian and Canadian businesses in print and digital. Aleph is a pioneering luxury lifestyle magazine that caters directly to the Iranian Canadian community in Canada. The magazine is published by Aleph Media In., a well-established and successful creative services and digital market agency.

The magazine's vision is to provide a confident and creative voice to the Iranian community and offer a colourful profile to established local and national businesses to help them reach an active and engaged audience. The publication is seasonal and provided in both print and online. We shed light on what's new, meaningful and relevant with a mandate to bridge the gap between East and the West.



OUR PRINT PRESENCE

We believe luxury can inspire dreams of a life well-lived. We offer a range of content meant to inspire dreams of a life well-lived. Fine dining, luxury automobiles, fashion, premium travel destinations, quality products, and services can all play an essential role in our daily lives. Aleph magazine delivers.



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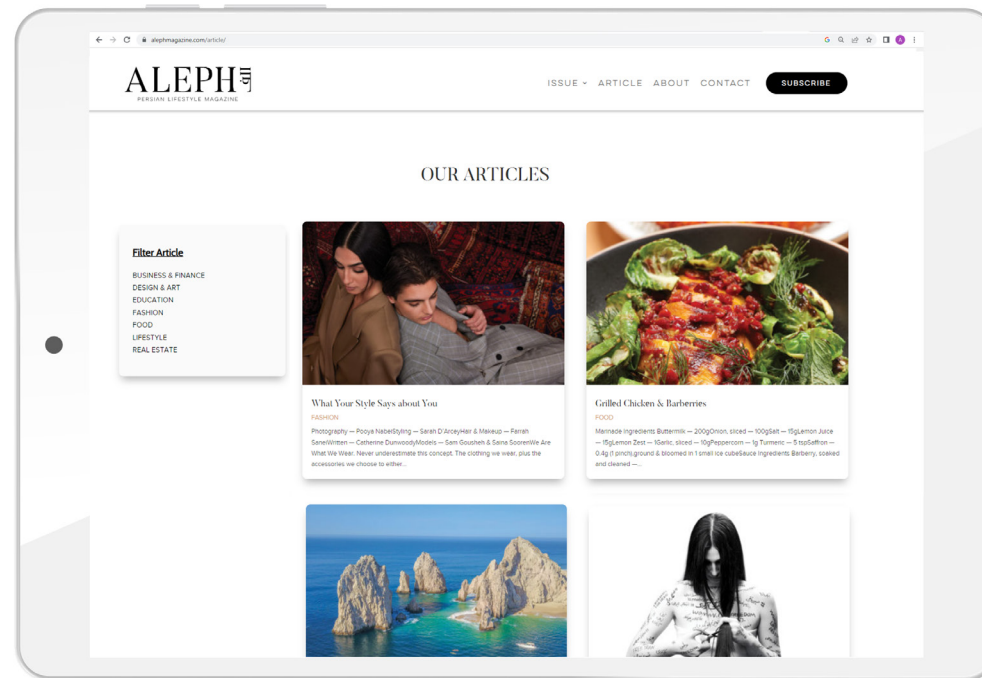
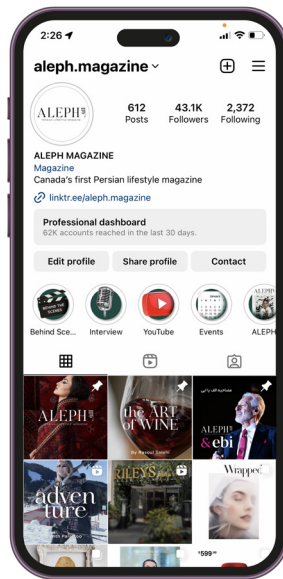


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OUR ONLINE PRESENCE

Website — alephmedia.com

+5K subscribers



IG — [aleph.magazine](https://www.instagram.com/aleph.magazine)

+102K Organic Followers

YouTube — [@aleph.magazine](https://www.youtube.com/@aleph.magazine)

+10.4K Subscribers

ENGAGING CONTENT

Aleph TV Episodes

— Entertaining videos about everyday topics from health and wellness to real estate to interesting local events and exhibitions



[Click here - IG](#)
[Click here - YouTube](#)



[Click here - IG](#)
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[Click here - IG](#)
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Interview Videos — Interviews with celebrated or local businesspersons, artists, athletes and so on.

BTS Reels

— Reels from behind the scenes of our photo shoots for the magazine or social media

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Magazine Ads — Mock-ups of our magazine ads and campaigns both in reel and static post format

Collaboration with Influencers/Artists

— Collab posts/videos with well-known Persian or non-Persian individuals/organizations

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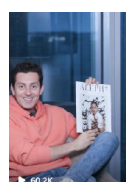
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Selected Local Event's Announcements — Sharing announcement posts/videos of selected events and exhibitions across Canada

Media Coverage of Selected Local Events & Exhibitions — Digital content about the relevant events or exhibitions in Toronto & Vancouver

OUR AUDIENCE & READERSHIP PROFILE

750,000

Total audience
120,000 print



Age range

18 - 65

Female

55%

Male

45%

Average Household Income

\$ 210,000

Own Their Main Residence

82%

Persian

70%

Other Ethnicities

30%

Occupational levels

- Architects
- Lawyers
- Doctors and medical Professors
- Business owners
- Self-employed individuals
- Seniors and retired individuals
- Mid-level managers
- CEOs and presidents
- Executive partners
- Affluent household women

EDITORIAL TOPICS

The Aleph magazine concept is simple — a stunning, contemporary and creative mix of seasonal and audience-specific editorial and advertorial content. Every edition offers 100 plus pages of unique and compelling content printed on high-quality, eco-friendly paper stock.



ALEPH will feature:

- Inspiring stories
- Interviews with successful people
- Luxury & on-trend fashion
- Premium beauty products
- Travel destinations from around the world
- Recipes & food from around the world
- The performing arts
- Home decor

DISTRIBUTION & REACH

8,000 Copies

Across the most affluent residential & commercial neighborhoods of Vancouver.



North Vancouver

- Upper, Central, and lower Lonsdale
- Westview and Edgemont Village
- Lynn Valley

West Vancouver

- British Properties
- Ambleside
- Park Royal

Vancouver

- Coal Harbour
- Yaletown
- Gastown
- Kitsilano
- Point Grey
- Shaughnessy

Burnaby

- Boundary Road

Coquitlam

WE DELIVER DIRECTLY:

- **Subscribers:** Direct mail to Aleph exclusive subscribers.
- **Business Clubs and Organizations:** Via selected business clubs, hotels, organizations, and top business associations.
- **PR Ambassadors:** Via selected ALEPH PR Ambassadors, including private bankers, law firms, immigration service companies, real estate agencies, banks, and wealth management firms.
- **Luxury Services and Retailers:** Via selected high-end beauty clinics and spas, medical clinics, luxury retailers, high-end salons, and higher-end home decor boutiques.



ADVERTISING RATES

Position	Single Issue	Two Issues (5% discount)	Three Issues (10% discount)	Four Issues (15% discount)
Inside front cover	\$ 3,800	\$ 3,610	\$ 3,420	\$ 3,230
Inside front cover + Page One (DSP)	\$ 6,600	\$ 6,270	\$ 5,940	\$ 5,610
Page One	\$ 3,800	\$ 3,610	\$ 3,420	\$ 3,230
Opposite About Aleph	\$ 3,200	\$ 3,040	\$ 2,880	\$ 2,720
Opposite Publisher's Note	\$ 3,200	\$ 3,040	\$ 2,880	\$ 2,720
Opposite Masthead	\$ 3,200	\$ 3,040	\$ 2,880	\$ 2,720
Opposite Contributors	\$ 3,200	\$ 3,040	\$ 2,880	\$ 2,720
Double Spread Page 2-15 (DSP)	\$ 5,800	\$ 5,510	\$ 5,220	\$ 4,930
Full Page (ROP*)	\$ 2,800	\$ 2,660	\$ 2,520	\$ 2,380
Double Spread Page (DSP) (ROP*)	\$ 4,800	\$ 4,560	\$ 4,320	\$ 4,080
Double Spread 4 Page	\$ 8,800	\$ 8,360	\$ 7,920	\$ 7,480
Last Page	\$ 3,600	\$ 3,420	\$ 3,240	\$ 3,060
Inside Back Cover + Last Page	\$ 6,800	\$ 6,460	\$ 6,120	\$ 5,780
Inside Back Cover	\$ 4,200	\$ 3,990	\$ 3,780	\$ 3,570
Back Cover	\$ 6,000	\$ 5,700	\$ 5,400	\$ 5,100

Package Includes

1. One photoshoot session for the purpose of the client's campaign
2. Content writing and editing
3. One BTS (behind the scenes) reel made on the photoshoot day to be posted on Aleph IG account.
4. One static post showcasing the creative campaign on Aleph's IG account
5. One reel showcasing the creative campaign on Aleph's IG account

Billing

Payments are due 14 days after the transaction date. For all recurring monthly transactions, we utilize an automated billing system complete with a pre-authorized debit plan for hassle-free payments.

***ROP:** There is no preferred placement for this type of ad, and the location will be defined by the publisher.

PUBLISHING SCHEDULE

2024 - 2025

ISSUE	RELEASE DATE	CREATIVE DUE	AD SPACE CLOSING
ISSUE 08	April 26, 2024	April 11, 2024	April 4, 2024
ISSUE 09	August 29, 2024	August 22, 2024	August 15, 2024
ISSUE 10	December 20, 2024	December 13, 2024	December 6, 2024
ISSUE 11	April 17, 2025	April 10, 2025	April 3, 2025



AD SPECIFICATIONS & DELIVERY

Full-Page Ads, Outside & Inside Back Cover

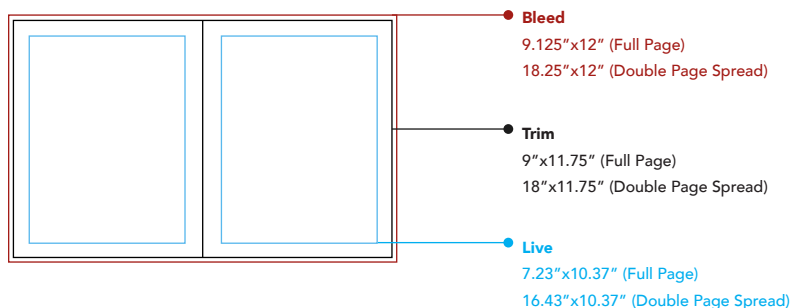
Trim 9" x 11.75" Bleed 9.125" x 12" Live area 7.23" x 10.37"
Margins 0.59" (top), 0.787" (bottom), 0.984" (Inside), 0.787" (Outside)

Note: All critical image and copy must be within the live area to accommodate the bindery margin.

Double-Page Spread (DPS)

Trim 18" x 11.75" Bleed 18.25" x 12" Live area 16.43" x 10.37"
Margins 0.59" (top), 0.787" (bottom), 0.984" (Inside), 0.787" (Outside)

Note: All spread ads occupying a cover position must be supplied as two separate pages in order to adjust for the spine.



ALEPH is a perfect-bound publication printed in a four-colour process.

FILE DELIVERY: All ads must be supplied as high-resolution open-layer PDFs including bleed and crop marks for placement reference; image compression must be turned off and all fonts must be included. Image resolution must be at least 300 dpi at final size. All images should also be sent over as separate JPEG or TIFF files.

COLOUR: Specify all colours as CMYK

RICH BLACK: 50%C 40%M 40%Y 100%K.

DESIGN CONSIDERATION FOR PERFECT BINDING:

Be aware that content placed across the spine will be lost by the spine pinch of the left- and right-hand pages. For best results, avoid placing text outside the defined margins for text.

Send your files by www.wetransfer.com
to info@alephmagazine.com
Ensure all files are compressed.

OUR PUBLISHED ISSUES

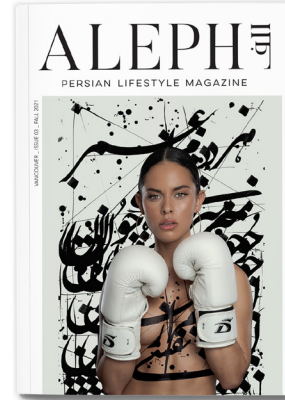
We invite you to explore our previous issues.



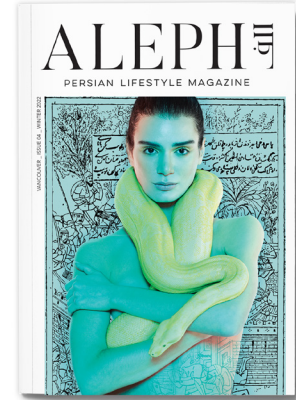
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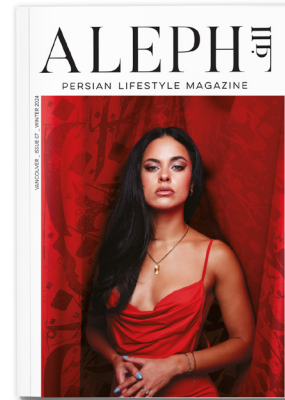
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