



THE ULTIMATE PERSIAN LIFESTYLE

2025-26 Media Kit
Vancouver — Local Businesses

alephmedia.com

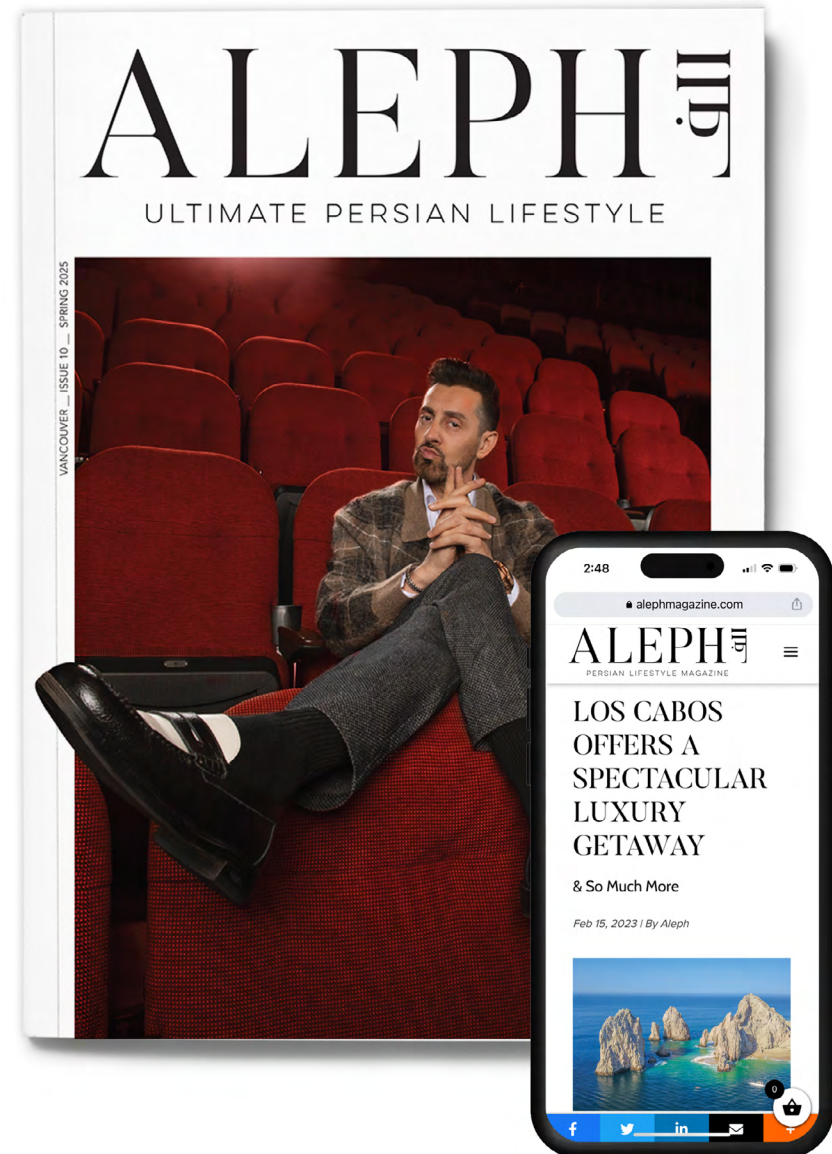
WE ARE ALEPH

WE ARE ALEPH, Canada's premier Persian lifestyle magazine based in Vancouver. Our mission is to be a confident and creative voice for the Iranian community while providing a vibrant platform for businesses to connect with an engaged and active audience. ALEPH is published seasonally, both in print and online, offering a unique perspective on what's new, significant, and relevant.

Our goal is to bridge the gap between East and West, encouraging Canadians of all backgrounds to gain a deeper understanding of Persian culture. At the same time, we aim to help Iranians in Canada better appreciate Western traditions, values, and customs. We believe that luxury can be a source of inspiration, and our content reflects that belief—covering everything from fine dining and luxury automobiles to high-end fashion, premium travel destinations, and top-quality products and services.

If you seek the best life has to offer, you'll find it within our pages. Welcome to Aleph Magazine, where we inspire dreams of a life well-lived.

Aleph Magazine is proudly produced by **ALEPH MEDIA Inc.**, a dynamic company that not only publishes this sophisticated lifestyle magazine but also offers comprehensive marketing and advertising services.



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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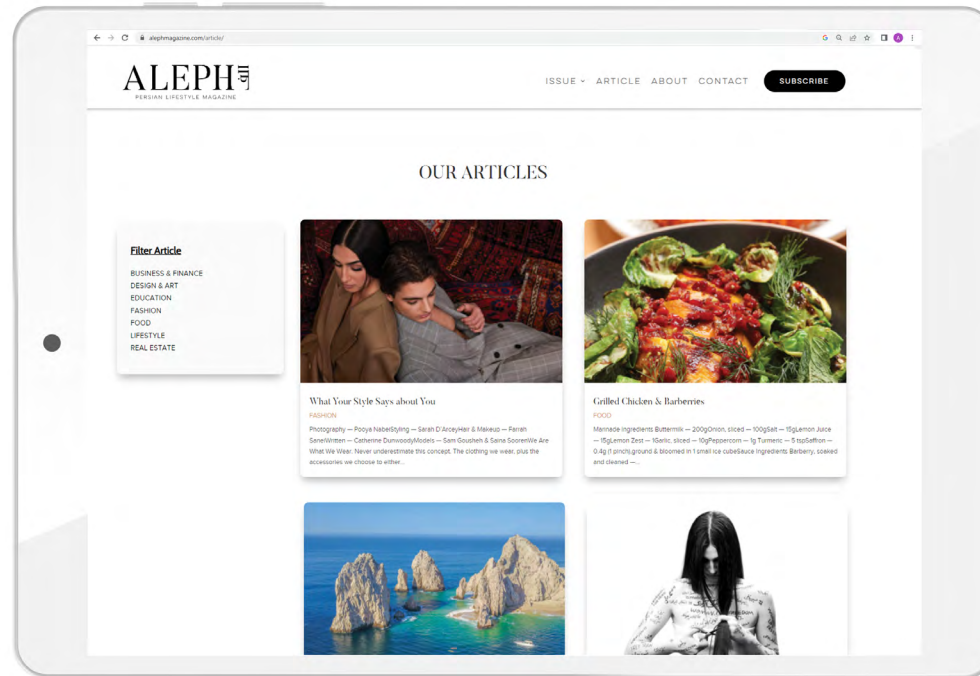
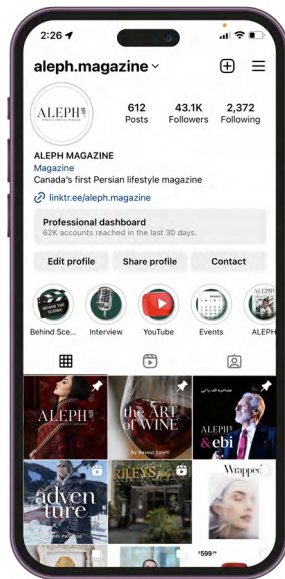


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OUR ONLINE PRESENCE

Website — alephmedia.com

+5K subscribers



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

+280K Organic Followers

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

+16K Subscribers

ENGAGING CONTENT

Aleph TV Episodes

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



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[Click here - YouTube](#)



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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 Influencer/Artists

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

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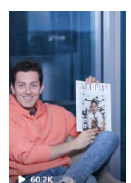
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Selected Local Event's Announcements — Sharing announcement posts/videos of selected events and exhibitions across Canada

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 + Page One (DSP)	\$ 7,800	\$ 7,410	\$ 7,020	\$ 6,630
Opposite About Aleph	\$ 3,600	\$ 3,420	\$ 3,240	\$ 3,060
Opposite Publisher's Note	\$ 3,400	\$ 3,230	\$ 3,060	\$ 2,890
Opposite Masthead	\$ 3,400	\$ 3,230	\$ 3,060	\$ 2,890
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 (ROP*)	\$ 8,800	\$ 8,360	\$ 7,920	\$ 7,480
Inside Back Cover + Last Page	\$ 6,800	\$ 6,460	\$ 6,120	\$ 5,780
Back Cover	\$ 8,500	\$ 8,075	\$ 7,650	\$ 7,225

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 (for Full Page bookings).
5. One reel showcasing the creative campaign on Aleph's IG account (for DPS bookings and more).

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

2025 - 2026

ISSUE	RELEASE DATE	CREATIVE DUE	AD SPACE CLOSING
ISSUE 10	March 21, 2025	March 14, 2025	March 7, 2025
ISSUE 11	June 27, 2025	June 20, 2025	June 13, 2025
ISSUE 12	October 31, 2025	October 24, 2025	October 17, 2025
ISSUE 13	February 27, 2026	February 20, 2026	February 13, 2026



AD SPECIFICATIONS & DELIVERY

Full-Page Ads, Outside & Inside Back Cover

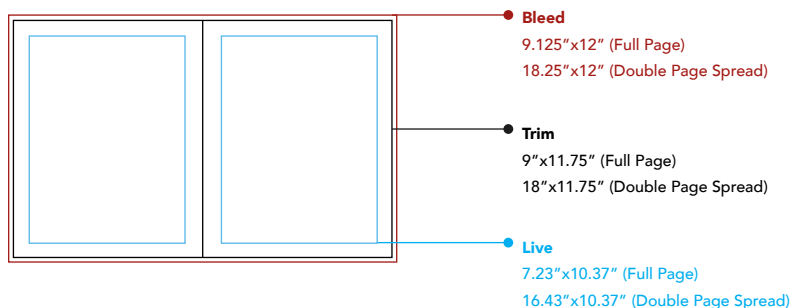
Trim 9" x 11.75" Bleed 9.125" x 12" Live area 7.23" x 10.37"
Margins 0.59" (top), 0.787" (bottom), 0.984" (Inside), 0.787" (Outside)

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.

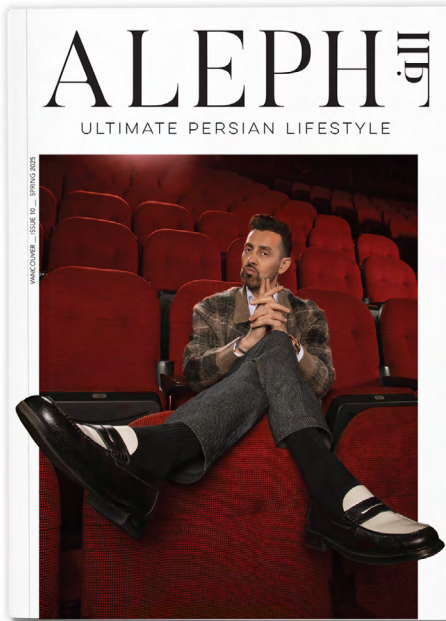
DESIGN CONSIDERATION FOR PERFECT BINDING:

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.



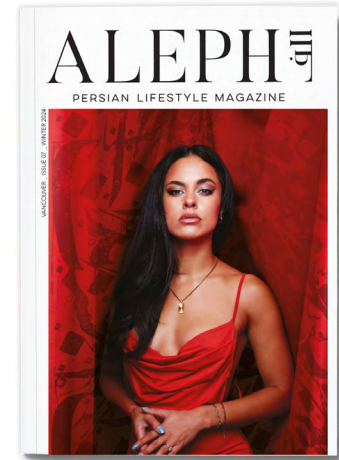
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ISSUE 09
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ISSUE 08
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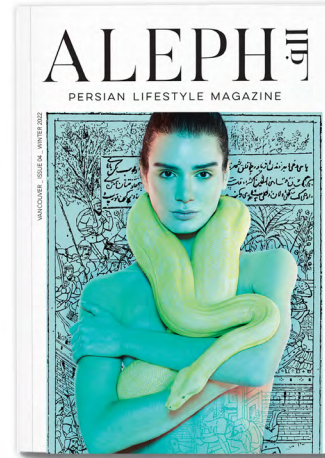
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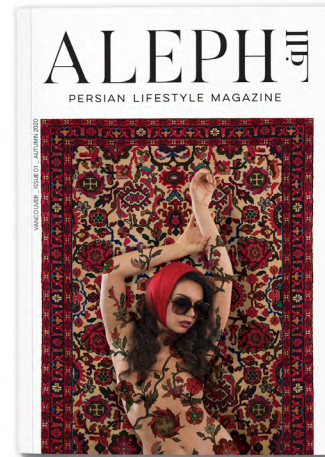
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ALEPH

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