From the Publisher’s Desk

As Canada’s largest Jewish weekly newspaper, the award winning Canadian Jewish News (CJN) has been the “go to” source for trusted Jewish news for Canadians for over 40 years. Its fresh contemporary look and feel reflects readers’ comments describing the CJN as, “Modern, readable... with excellent articles” ...“balanced content and editorials...Bravo!”

In addition to providing diverse viewpoints on subjects of importance and interest to the Jewish community, our readers enjoy and value the wide array of supplementary features reflective of their lifestyle. CJN supplements highlight a broad variety of our readers’ interests from food and travel to the arts, event planning, home décor and real estate.

The CJN is a unique and invaluable resource for an understanding and appreciation of the diversity of the Jewish community and its relationships with the broader community.

– The Honourable Irwin Cotler

Fast Facts – ABOUT US

<table>
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<tr>
<th>Launched in</th>
<th>Largest weekly paper connecting Jewish communities across Canada</th>
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<tr>
<td>1971</td>
<td>Paid audited circulation 34,000</td>
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<tr>
<td>an independent not-for-profit</td>
<td>Reaching close to 60,000 people each week!</td>
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Fast Facts – ABOUT OUR READERS

CJN Readers are primarily affluent, educated Baby Boomers

<table>
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<tr>
<th>Average household income</th>
<th>Over $100,000</th>
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<tbody>
<tr>
<td>Gender</td>
<td>58% Female</td>
</tr>
<tr>
<td>Age</td>
<td>83% Aged 50+</td>
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<tr>
<td>Gen X and Millennials</td>
<td>13%</td>
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<tr>
<td>Completed additional post-secondary education</td>
<td>91%</td>
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<td>65% of which are between the ages of 50 and 69</td>
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Our Readers Value the CJN

90% report reading every issue

Look at a particular issue more than 2X

Readers report they spend an average of 23 minutes/week reading content on CJNews.com

Keep an issue for close to a week

Read both print and online

The majority of readers have visited CJNews.com and 35% visit regularly

1. 2014 KubasPRIMEDIA
2. 2014 KubasPRIMEDIA
More Facts – ABOUT OUR READERS

CJN Modular Ad Sizes

CJN IS A 6 COLUMN TABLOID. DEPTH MEASUREMENT IS IN AGATE LINES. Sizes shown are the image area. We do not offer bleed.

CENTRE SPREAD – 2,016 total lines

FULL PAGE – 1,008 total lines

2/3 PAGE – 672 total lines

1/3 PAGE OPTIONS – 336 total lines

1/6 PAGE OPTIONS – 168 total lines

1/4 PAGE OPTIONS – 126 total lines

1/8 PAGE OPTIONS – 96 total lines

PROJECTED SPENDING

• $50M on Home Furnishings
• $55M on Apparel and Accessories (21% more than the average Canadian)
• $112M on Home Improvements
• 37% plan to buy or lease a new vehicle within 12 months

3 Statistics Canada, Average Household Expenditure Survey 2012)

OWN your current home

OWN your vacation property

LIST dining out as their favorite leisure activity

Travel extensively around the globe with the most popular destinations outside of Canada being:

United States

Europe

Israel

Caribbean

80%

95%

87%

26%

27%

43%

27%

22%

Spend an average of $1,100/year on technology

Gave a donation to charity in the past year

Own one car, if not more!
In-paper Sections

News (Canada), International, Opinions, Perspectives Jewish Life, Food, What’s New, Social Scene

Awards

American Jewish Press Association
Simon Rockower Award for “Excellence in Jewish Journalism”

Community Involvement

The CJN is heavily involved in the Community including partners and events like:
- Ashkenaz Festival
- Atlantic Jewish Community
- Harold Green Jewish Theatre
- Jewish National Fund
- Jewish Book Fair
- Toronto Jewish Film Festival
- UJA Federation
- Combined Jewish Appeal

Audited Circulation

Canadian Media Circulation audited circulation as of June 2014: 34,000

CJNews.com

(source Google analytics)

CJNews.com reach continues to grow and attract new visitors.

CJN is a must for the Jewish community in order to survive strong in Canada. The new team is doing a great job. Keep it up guys!
- Alvin Segal, O.C., O.Q.
  CEO Peerless Clothing (Quebec)

The CJN plays a critical role informing Jewish communities across Canada, engaging Canadian Jews and assisting others to understand what is important to our community. The CJN connects the whole Canadian Jewish community.
- Dr. Jim Spatz, chairman & CEO
  Southwest Properties (Nova Scotia)

Who’s better than the Canadian Jewish News?
Nooobody!
- Blayne Lastman, CEO Bad Boy Furniture & Mel Lastman, Founder
  Bad Boy Furniture and former mayor City of Toronto (Ontario)

For More Information
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