



THE CANADIAN JEWISH NEWS **CJN**

WWW.CJNEWS.COM

Special Section



NO PLACE LIKE HOME
No matter where you live or
we're planning, we've

The art of sukkah building

THE CANADIAN JEWISH NEWS **MEDIA KIT**

Trusted Jewish News, Connecting Our Communities

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!"¹

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

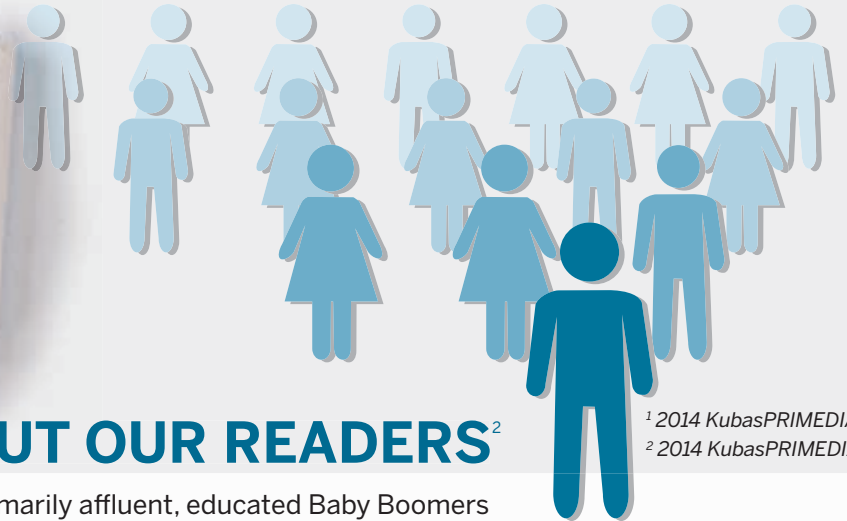
Fast Facts – ABOUT US

Launched in
1971
an independent
not-for-profit

Largest
weekly paper
connecting
Jewish
communities
across Canada

Paid audited
circulation
34,000

Reaching close to
60,000
people
each week!

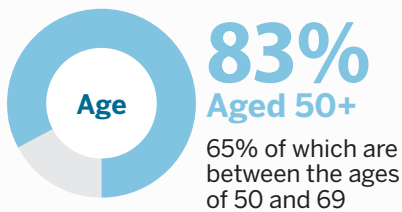


Fast Facts – ABOUT OUR READERS²

¹ 2014 KubasPRIMEDIA
² 2014 KubasPRIMEDIA

CJN Readers are primarily affluent, educated Baby Boomers

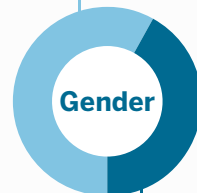
Average household income **Over \$100,000**



13% Gen X and Millennials

91% Completed additional post-secondary education

58%
Female



42%
Male

Our Readers Value the CJN

90% report reading every issue

Look at a particular issue more than **2X**

Keep an issue for close to a week

23 min.

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



Read both print and online

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

More Facts – ABOUT OUR READERS

87% gave a donation to charity in the past year

80% own their current home **26%** own vacation property

95% list dining out as their favorite leisure activity

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

United States
43%



Europe
27%



Israel
27%



Caribbean
22%



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

Own one car, if not more!



Projected Spending

- \$50M on Home Furnishings
- \$55M on Apparel and Accessories (21% more than the average Canadian³)
- \$112M on Home Improvements
- 37% plan to buy or lease a new vehicle within 12 months

³ Statistics Canada, Average Household Expenditure Survey 2012)

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

CENTRE SPREAD
12 x 168
21 3/4"W x 12"H

FULL PAGE – 1,008 total lines

FULL PAGE
6 x 168
10 1/4"W x 12"H

2/3 PAGE – 672 total lines

2/3 PAGE
4 x 168
6 13/16"W x 12"H

1/2 PAGE OPTIONS – 504 total lines

1/2 PAGE vertical
3 x 168
5 1/16"W x 12"H

1/2 PAGE horizontal
6 x 84
10 1/4"W x 6"H

1/3 PAGE OPTIONS – 336 total lines

1/3 PAGE vertical
2 x 168
3 5/16"W x 12"H

1/3 PAGE square
3 x 112
5 1/16"W x 8"H

1/4 PAGE OPTIONS – 252 total lines

1/4 PAGE square
3 x 84
5 1/16"W x 6"H

1/4 PAGE horizontal
6 x 42
10 1/4"W x 3"H

1/6 PAGE OPTIONS – 168 total lines

1/6 pg vertical
2 x 84
3 5/16"W x 6"H

1/6 pg sq
3 x 56
5 1/16"W x 4"H

1/8 PAGE OPTIONS – 126 total lines

1/8 vert.
2 x 63
3 5/16"W x 4 1/2"H

1/8 pg horiz.
3 x 42
5 1/16"W x 3"H

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:

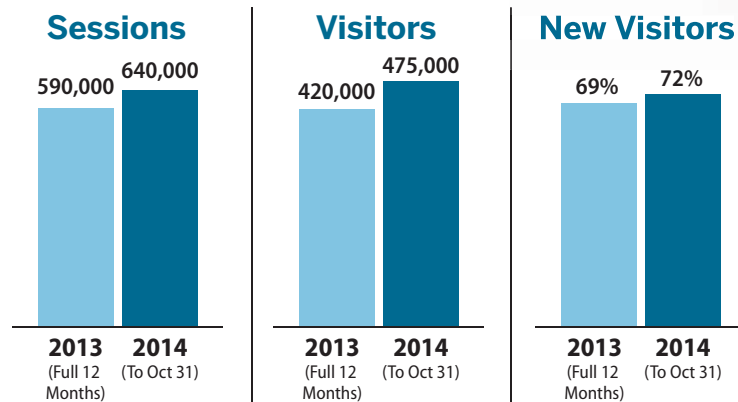
Ashkenaz Festival	Jewish Book Fair
Atlantic Jewish Community	Toronto Jewish Film Festival
Harold Green Jewish Theatre	UJA Federation
Jewish National Fund	Combined Jewish Appeal

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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