

2009 CHOSEN Advertising Rate Schedule

All Rates Full Color Measurements in Inches	Open Rate	2 Issues	3 Issues	4 Issues
Full page 7-1/4" x 9-3/4"	\$2,800	\$2,520	\$2,240	\$1,960
2/3 page 4-3/4" x 9-3/4"	2,000	1,800	1,600	1,400
1/2 page Vertical: 3-1/2" x 9-3/4" Horizontal: 7-1/4" x 4-3/4"	1,570	1,413	1,256	1,099
1/3 page Vertical: 2-1/4" x 9-3/4" Horizontal: 4-3/4" x 4-3/4"	1,075	968	860	753
1/4 page 3-1/2" x 4-3/4"	825	743	660	578
Full-page spread	4,200	3,780	3,360	2,940
Cover Pages				
Back	3,640	3,276	2,912	2,548
Inside Front	3,500	3,150	2,800	2,450
Inside Back	3,360	3,024	2,688	2,352

Your display ad in CHOSEN includes links to your Web site and e-mail at chosenaz.com.

Paid position, subject to availability: Add 20%

Discount available for a Jewish News advertiser successfully fulfilling a 15-week-plus agreement.

Format: 4-color magazine, 70#/60# gloss stock

Mechanical Requirements: Page bleed size 8-5/8" x 11-1/8"; trim size 8-3/8" x 10-7/8". 150-line screen/300 dpi. Rates include prepress production. No added charges for bleeds. For all camera ready ads, submit ad as an Acrobat PDF; all fonts must be embedded 100%, with color settings as grayscale or CMYK only. Call Becky Globokar, production manager, at 602-870-9470, ext. 214, for additional options, or e-mail becky@jewishaz.com.

For advertising information, contact your Jewish News account executive at 602-870-9470.

Jewish News of Greater Phoenix
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CHOSEN

YOUR CITY | YOUR COMMUNITY | YOUR LIFE

CHOSEN is a quarterly magazine by Jewish News of Greater Phoenix, devoted to enhancing our readers' lives in the Southwest's leading Jewish community, and beyond.



CHOSEN is designed for real people with real lives who appreciate the exceptional.

Jewish News of Greater Phoenix

1625 E. Northern Ave., Suite 106, Phoenix, AZ 85020
P 602-870-9470 • F 602-870-0426 • advertising@jewishaz.com • jewishaz.com

WHO READS CHOSEN?

Jewish News' readers are well-educated, sophisticated and inquisitive. They read every weekly and special issue cover to cover for exclusive editorial and advertising information.

Involvement with Jewish News

- 93% read the last four issues
- 61% have been reading 10-plus years
- 55% spend one-plus hours reading each issue
- 3.6 readers per copy
- 89% say Jewish News affects their buying decisions
- 70% say Jewish News is their primary source of Jewish community news

Financial position (reader households)

- \$168,430 average income
- 49% income of \$100,000-plus
- \$1,739,400 average net worth
- \$499,000 median value investment portfolio

Home ownership & spending

- 96% own residence
- 48% of homes worth \$500,000-plus
- \$710,240 average value primary residence
- 67% dine out two or more times a week
- 94% regularly visit specialty shops
- 86% enjoy an average of 3.5 pleasure trips per year
- 99.9% use health care services

Demographics (heads of household)

- 44.9 median age
- 71% college graduates
- 34% post-graduate degrees
- 53% professional
- 14% president/CEO

Readership Studies: Behavior Research Center, 2006
Circulation Verification Council, 2008

Distribution: 12,000 copies

- by mail to Jewish News subscribers
- at merchants and on magazine stands throughout the Valley



WHAT'S INSIDE CHOSEN?

Every issue of CHOSEN includes fascinating, informative lifestyle features, crisply written and beautifully illustrated.

Departments in each issue:

- Chosen One Profile
- Boutique
- Culture
- Style
- Dining
- Calendar
- Parting Shot Historic Photo
- Travel
- Wellness
- Home
- Family
- Neighborhood
- Society



2009 Publishing Calendar

Publication Date	Ad Deadline	Focus:
March 30	February 10	ACTION ISSUE Sports, games, recreation
June 22	May 5	COOL ISSUE Hip, happy, heatstroke-free summer
September 21	August 4	TRADITIONS ISSUE Rituals connecting treasured past to modern world
December 21	November 3	BEST ISSUE Tops in Valley food, culture, shopping, fun