

ANOKHI Magazine & Digital Media

Canadian Media Kit 2012

North America's Longest Running
South Asian Magazine



**“An Award Winning Fashion, Lifestyle & Entertainment
Magazine for Brand Savvy & Fashionable
South Asian Women!”**

2. **ANOKHI** Magazine & the Multimedia Brand

Introduction:

Award-winning **ANOKHI** is much more than a magazine. It's a targeted/mainstream multimedia media brand. **ANOKHI** Magazine is a quality, high-gloss Fashion, Lifestyle & Entertainment publication that appeals to 18 to 45 year old South Asian women who are integrated, educated, affluent and brand savvy consumers. **ANOKHI's** timely articles and comprehensive editorial content crosses over all cultural boundaries, creating an effective, cost efficient and innovative vehicle for your advertising message! It's perfect for reaching this expanding and diverse market - a market fully integrated into the mainstream populace; a mainstream that increasingly displays interest in this fashionable, vibrant, lucrative, rich culture.

The South Asian market continues to grow exponentially. The market is now the largest cultural group in Canada with an estimated population of 1.389 million persons.

The Canadian South Asian median household income is almost \$75,000.00*. Combine that with their social & fashion consciousness and savvy IQs, South Asian's are finally being recognized as educated buyers, with enormous purchasing power, with disposable, discretionary income exceeding \$8 billion in Canada. It is a market that should not be ignored!

ANOKHI Magazine *IS* North America's Longest Running & Premier Fashion, Lifestyle & Entertainment publication for South Asian women. **ANOKHI** is the only cross-over multimedia brand of its kind serving this important market. Content is culturally defined and universally relevant as are the celebrities who've graced our covers: Aishwarya Rai, Frieda Pinto, Nelly Furtado and Nicole Scherzinger, Russell Peters, etc.

Why Advertise Your Products or Services In **ANOKHI** Magazine & Online?

- ❖ Research proves conclusively that target market identification equals brand loyalty. Accordingly, the South Asian market provides a perfect opportunity for you to promote and sell your products and services.
- ❖ The South Asian market is growing. It represents almost 4(%) percent of the Canadian population and 13% of the Ontario population.
- ❖ Mainstream media has for the most part failed to adequately address the untapped and underserved South Asian market. However, with **ANOKHI both Online and Offline** your message can now be delivered directly to this important, growing and brand savvy market.
- ❖ South Asian consumers are well educated, integrated, affluent and brand conscious. They have healthy spending habits and are willing to try new products.
- ❖ **ANOKHI** Magazine stays in touch with, and interacts with its readers, via the various features of our magazine, our websites at www.AnokhiMagazine.com and www.AnokhiPulse.tv, through our popular **ANOKHI** events.
- ❖ The same message delivered to our readers by **ANOKHI's** hard copies, are now available online to a growing number of subscribers through our digital copies.
- ❖ **ANOKHI** also provides exposure for your advertising message through our weekly eNewsletter, blogs, Social Media (Facebook, Twitter, Google +, etc) and eBlasts.
- ❖ The annual spending power of South Asians in Canada alone is reported be over \$8.3 billion** **That's enormous purchasing power!**

*Resource HSBC Bank 2009

**Manifold Data Mining Inc & RSI Solutions Inc. 2006

3. The Purchasing Power of Women

The Female Influence:

Regardless of cultural heritage, the purchasing power and influence of women related to the buying process is stronger than ever. That applies as readily to South Asian women as it does to women from within other cultural groups and the general mainstream.

According to studies by researchers at Women.com Networks, Harris Interactive and Procter & Gamble, women:*

- *handle 75% of the family finances;*
- *control roughly 80% of family purchasing decisions.*

That's everything from home furnishings, groceries, OTC pharmaceuticals and cosmetics to big-ticket items such as vacations, consumer electronics and automobiles. **South Asian women are no different!**

In fact, when it comes to weekly shopping, South Asian Canadian's spend more on groceries;**

- *indexing 23% higher than average households in Vancouver and Toronto.*

Here are three other facts about the South Asian Market that should be considered:***

- *South Asian Canadians strongly resemble the best consumers for many businesses, including financial, insurance, retail, cosmetics & makeup, real estate, education, tourism, etc*
- *56% of South Asians, as a population fall within the 18-45 age group, an ideal target for most businesses. The median age for South Asians is 30, 8% lower than the Canadian average of 38.*
- *Ipsos Reid confirms that South Asians tend to settle in the suburbs, with lesser dependence on public transportation, which is a great opportunity for car manufacturers.*
- *Mainstream grocery chains across Canada are now stocking items applicable to South Asian consumers.*

The South Asian market's attractiveness is that it has long-term growth potential for companies that can establish brand loyalty. Additionally, empirical research shows that South Asian women are extremely interested in beauty, fashion, health & wellness issues, lifestyle, automobiles, technology, wealth & finances, travel, home décor, plus a lot more! That's why **ANOKHI's** editorial content is so rich and diverse.

The South Asian Market

ANOKHI's a targeted mainstream magazine. Editorially, it's a high-gloss cross-over fashion, entertainment & lifestyle magazine that appeals to our core demographic 18 to 45 year old South Asian women who are intelligent, educated, fashionable and affluent consumers, who are equally capable as homemakers and/or career women.

So Who Exactly Is The ANOKHI Woman?

ANOKHI women are many things! She's integrated! She's vocationally diversified as a professional career woman and/or homemaker! She's single! She's married! She's intelligent and educated! She's fashionable and brand savvy. She has solid disposable income. She's a sophisticated and cosmopolitan woman, who's proud of her cultural duality!

*Research studies by Women.com, Networks, Harris Interactive, & Procter & Gamble

**Manifold Data Mining Inc. & RSI Solutions Inc. 2006

***Diversity in Canada 2006-Solutions Research Group

4. **ANOKHI Magazine Print Run, Distribution & Fulfillment**

Canadian Distribution of ANOKHI Magazine:

Mailed Paid Subscribers in Canada: **6,489**

Canadian Newsstand Sales Circulation: **9,650** (Accompanied by In-store promotion visuals)

Actual promotional subscriptions/copies circulated in Canada: **2,400** (Complimentary)

Sub Total = **18,539**

Pass through readership calculated by x2 = **37,078**

Canada ANOKHI Magazine Circulation: 55,617 (Hard Copies)

Viewed Canadian Circulation - *Virtual (Digital) Copy*: **16,569**

Total ANOKHI Circulation Including Online Digital Copy: 72,186

ANOKHI Magazine is the only publication of its kind in North America to serve the important South Asian market. The addition of the ANOKHI Women's Club, combined with future promotions and cross media platform marketing, plus ANOKHI Events, will continue to drive and increase ANOKHI's 'mailed to subscribers' and paid 'virtual magazine' lists in Canada.

Reach Across Total GTA & Extended Region: Over 47,000 per issue.

Publisher's Sworn Statement Attached.

Frequency of Publication:

4 Super Issues annually

- ❖ **ANOKHI** is distributed in by a major distribution company across Canada, the United States.
- ❖ **ANOKHI** Magazine is available and showcased on the newsstands of major retailers and a host of independent book-sellers ranging from Chapters and Indigo books, Zeller's, Wal-Mart, HBC, select Shoppers Drug Marts & Loblaws locations, plus a host of independent book retailers and newsstands across Canada.
- ❖ Newsstand visibility is maximized through the purchase of in-store end cap and checkout counter promotions.
- ❖ **Subscriptions and Promotional Copy Availability:**
Copies of **ANOKHI** are available by subscription forms in the magazine and online at www.AnokhiMagazine.com. Promotional copies are available for media, public relations agencies, advertising agencies, advertisers, and at a host of targeted events nationwide.

Marketing, Advertising and Promotions:

Every opportunity is utilized to market and promote **ANOKHI Magazine** via the Internet, radio, television, print, and through major events like Fashion Weeks, Film Festivals, cultural events, and by way of **ANOKHI's** own events like our annual awards Gala & Entertainment show awards. **ANOKHI** consistently seeks new and effective methods to further promote the **ANOKHI** Brand and that of its advertisers, through sponsoring and partnering affiliations with appropriate companies and online communities, to further ANOKHI's reach and penetration across the marketplace.

5. ANOKHI Specifications, Rates & Creative Deadlines

MAGAZINE CREATIVE SPECS			
Dimension	Live Matter	Trim Size	Bleed Size
1/4 Page Horizontal	3.734" x 5"	4.187" X 5.437"	4.437" x 5.687"
1/4 Page Vertical	3.734" x 5"	4.187" X 5.437"	4.437" x 5.687"
1/2 Page Vertical	3.812" x 10.375"	4.312" x 10.875"	4.562" x 11.125"
1/2 Page Horizontal	7.875" x 5"	8.375" x 5.437"	8.625" x 5.687"
1 Page	7.875" x 10.375"	8.375" x 10.875"	8.625" x 11.125"
Double Page Spread	16.25 x 10.375"	16.75" x 10.875"	17" x 11.125"

ANOKHI MAGAZINE RATE CARD			
Regular Insertions	One Issue	2 to 3 Issues	4 Issues
1/4 Page	\$1,500.00	\$1,300.00	\$1,100.00
1/2 Page	\$1,800.00	\$1,600.00	\$1,400.00
1 Page	\$3,200.00	\$2,800.00	\$2,400.00
Double Page Spread	\$5,800.00	\$5,200.00	\$4,800.00
Multi Page Insertions	\$2,000.00	\$1,900.00	\$1,800.00
Premium Insertions	One Issue	Volume Discount: 20%	
Inside Front Cover + Page 1	\$7,200.00		
Outside Back Cover	\$6,500.00		
Inside Back cover + Last Page	\$6,000.00		
Inside Back Cover (only)	\$4,800.00		

Publishing Schedule - Super Issues - January 1 to December 31, 2012

ANOKHI Magazine Booking, Art Material Deadline & On Sale Dates:

- **January/February/March '9th Anniversary/S & S Awards' Issue - Booking:** Monday November 21, 2011, **Creative:** Friday November 25, 2011 - (**On Sale:** January 3, 2012 for 3 Months)
- **April/May/June 'Wedding' Issue - Booking:** Monday February 20, 2012 **Creative:** Friday February 24, 2012 - (**On Sale:** April 4, 2012 for 3 Months)
- **July/August/September 'Entertainment' Issue - Booking:** Monday May 21, 2012 **Creative:** Friday May 25, 2012 - (**On Sale:** July 4, 2012 for 3 Months)
- **October/November/December - 'Fashion, Style & Holiday Issue - Booking:** Monday August 20, 2012 **Creative:** Friday August 24, 2012 - (**On Sale:** October 3, 2012 for 3 Months)

How To Supply Art Materials & Creative:

Quark files, including all fonts, images at 300 dpi saved as EPS, TIFF or PDF. NO DCS FILES PLEASE. All colours edited in CYMK, along with a B/W laser proof or colour proof. Files can be supplied on a CD, DVD or via our FTP. Contact us for more details.

Quality: Cover: **100lb PaperStock** with UV coating. Inside: **40lb Paper Stock #2** (glossy)

Please send ad material or production inquiries to:

Mr. Ajay Lad, Art Director

1179 King Street, West, Suite 205

Toronto, Ontario M6K3C5

Direct Tel: 647-350-4552 E-mail: Ajay.Lad@AnokhiMagazine.com

Contact ANOKHI Magazine (A division of Anmeco Optimedia Communications Inc.):

Phone Main: 416.535.7000 **Fax:** 416.535.7002

E-mail: advertising@AnokhiMagazine.com

Note: ANOKHI magazine does not accept responsibility for reproduction when the supplied materials do not conform to our required specifications. We also reserve the right to charge back to Advertiser or Agency the costs of all work incurred by us related to the conversion of supplied materials to our specifications.

Payment Options:

Certified Check

Business Checks

Please note: There will be a hold from executing the contract until the check has cleared the bank. Returned items will be subject to a \$50.00 charge.

Overdue Accounts: All overdue accounts are subject to a 2.5% per monthly service charge.

Make All Payments To:

Anmeco Optimedia Communications Inc.

1179 King Street, West

Suite 205

Toronto, ON M6K 3C5

6. Online Rate Card -- **AnokhiMagazine.com**

ANOKHI WEBSITE RATE CARD			
Top Leaderboard Banners			
Size	1 Month	2 Months	3 Months
728 x 90 px	\$850.00	\$1,500.00	\$2,200.00
468 x 60 px	600.00	1,000.00	1,500.00
Bottom Leaderboard Banners			
Size	1 Month	2 Months	3 Months
728 x 90 px	\$750.00	\$1,300.00	\$1,900.00
Big Box Banners			
Size	1 Month	2 Months	3 Months
300 x 250 px	\$750.00	\$1,300.00	\$1,900.00
300 x 150 px	\$500.00	\$900.00	\$1,200.00
300 x 100 px	\$400.00	\$700.00	\$1,000.00

NEWSLETTER WEEKLY RATE CARD	
Top Leaderboard Banner	
Size	Weekly Rate
728 x 90 px	\$400.00
Bottom Leaderboard Banner	
728 x 90 px	\$375.00
Column Banners	
160 x 600 px	\$400.00
160 x 300 px	\$300.00
160 x 170 px	\$250.00
Big Box Banners	
300 x 250 px	\$325.00
300 x 150 px	\$300.00

NEWSLETTER MONTHLY RATE CARD			
Top Leaderboard Banner			
Size	1 Month	2 Months	3 Months
728 x 90 px	\$1,500.00	\$2,900.00	\$4,250.00
Bottom Leaderboard Banner			
728 x 90 px	\$1,400.00	\$2,700.00	\$4,050.00
Column Banners			
160 x 600 px	\$1,200.00	\$2,300.00	\$3,300.00
160 x 300 px	\$1,000.00	\$1,800.00	\$2,700.00
160 x 170 px	\$800.00	\$1,500.00	\$2,900.00
Big Box Banners			
300 x 250 px	\$1,400.00	\$2,600.00	\$4,000.00
300 x 150 px	\$1,100.00	\$2,000.00	\$2,700.00

7. ANOKHI's 2012 'SUPER ISSUES' EDITORIAL CALENDAR

January/February/March 2012

2012 Sexy & Successful Anniversary Issue

(Drop Date: January 3rd / Display period: January/February/March)

Due to popular demand, we are bringing our readers our acclaimed *Sexy & Successful List* in a special **Sexy & Successful/Anniversary Issue**. This time, due to popular demand we are bringing back our regular issue. So in addition to the *Sexy & Successful List*, you will also find everything from the worlds of fashion, beauty, entertainment, finance and lifestyle. We are ringing in 2012 by celebrating nine award winning years of ANOKHI Magazine with a unique look back and to what's ahead - anchored by a global list of 25 notable South Asians who are making an indelible mark in the world of pop culture, business, sports, entertainment and beyond.

April/May/June 2012

The Beauty Issue

(Drop Date: April 4th / Display period: April/May/June)

An in-depth look at what's beautiful from inside and out. With our expanded Beauty section covering the latest & greatest in skin care, hair care, makeup, beauty trends, rejuvenation & beauty technology all buoyed by a roster of internationally renowned experts. Spring is upon us and this is the time to read up on all that we can do to celebrate this season from beauty to fashion to travel. We give you what you need and that is getting ready to burst out of the winter's shell. We have bumped up our Health & Wellness section covering all that you need to take care of you from the inside in the world of diet & nutrition, fitness, relationships and sex.

July/August/September 2012

The Health & Wellness Issue

(Drop Date: July 4th / Display period: July/August/September)

What better time than summer to recharge your batteries inside and out. With our first ever Health & Wellness Issue, we take stock in all things relating to mind body and soul and give you an expanded Health & Wellness section. Of course buoyed by our regular experts in Sex, Relationship, Fitness and Food, we aim to bring you the latest and greatest from the various worlds in order to get your world in order. Both inside and out. Our Health & Wellness Issue is the perfect companion to your summer plans.

October/November/December 2012

The Fashion/Style & Holiday Issue

(Drop Date: October 3rd / Display period: October/November/December)

Highlighting the hottest as well as up & coming designers and must-be-noticed fashion and style leaders, we continue to be the premier Style Guide for the stylish South Asian woman. With an expanded Fashion and Style Section to celebrate this special issue, readers will get the latest and greatest from the international runways of Milan, Paris, New York, Mumbai and beyond. And don't forget our popular Holiday Gift Guide, where you will find all sorts of goodies for our readers perfectly timed with the Eid, Diwali and Christmas.

8. ANOKHI Defined

ANOKHI -- By Way Of Explanation Is Unique:

ANOKHI is the Hindi word for 'unique' & 'different'. **ANOKHI** is indeed unique! For the first time, a media company and its publication understands, reflects and promotes the merger between rich Eastern philosophies and progressive Western ideologies. Our objective is to represent the different and diverse range of thoughts and ideas that exist within Western society.

ANOKHI also represents our unique rich and resonant voice, our hand on the pulse of the world around us. Via our worldwide resources, we have the ability to tune into and reach cutting edge visionaries, tap into the latest trends and report on today's most significant events.

Both online and offline **ANOKHI** defines itself as much more than a South Asian publication - it is a dynamic high-gloss contemporary fashion, lifestyle & entertainment & magazine - a perfect blend of East and West, with enormous South Asian and Mainstream reader appeal.

ANOKHI Magazine & Multimedia ADVERTISING ADVANTAGES

ANOKHI Media is based on the simple idea that in order to stand out from conventional, conformist, mainstream and culturally based publications, we consistently strive to form a personal connection with our readers based on a real and reliable relevance to their daily lives.

Intensely targeted in nature, yet national and international in scope, the **ANOKHI** Media Brand continues to be one of the leading voices of South Asians in Western society. We offer a distinctive and unique combination of editorial content. But it's more than just a collection of stories and articles in which to advertise. Our highly stylized publication and online presence creates an effective environment for advertisers' commercial or promotional messages.

ANOKHI Magazine & Multimedia Delivers:

- A highly branded environment
- A quality, high gloss Fashion, Beauty, Lifestyle and Entertainment publication
- Personal connections with loyal readers offline & online
- Targeted editorial content and consumer response & feedback surveys online
- Marketing opportunities that are targeted and unique
- A targeted global eNewsletter
- ANOKHI Blogs and a growing Social Media fan base

We can offer you a contest, promotion or event designed to meet your marketing objectives, through a tactical marketing program supported by our uniquely branded and community driven environment! That translates into more impact for your advertising and promotions.

To Advertise in ANOKHI Magazine or to present us with a unique marketing initiative, contact:

Corporate, Marketing, Sales & Editorial Tel: (416) 535.7000

Fax: (416) 535.7002

E-mail: advertising@AnokhiMagazine.com

9. **ANOKHI** Magazine Readership Demographic Breakdown

Breakdown By Age (August 2011):

18 to 24: = 22 (%)
25 to 34: = 47 (%)
35 to 44: = 28 (%)
45+: = 3 (%)

South Asian Women's Preference For Generic Magazines vs. Cultural Publications:*

Prefer Generic Publications: = 11 (%)
Prefer Cultural Publications: = 81 (%)
Respondents Indicating No Preference = 8 (%)

***Based on an ANOKHI Online Free Magazine Questionnaire (2008 to 2009):** 3822 respondents were asked, "Given a choice between a generic Fashion, Lifestyle & Entertainment publication and an editorially similar magazine that addresses a readers cultural background what would your preference be? **81 (%) percent indicated they prefer the cultural magazine.**

South Asian Educational/Professional Information:

University Graduates: = 82 (%)
Post Graduate/ Professional Degrees: = 52 (%)

**It is interesting to note that these figures clearly reflect and correspond closely to formal Canadian & U.S. statistics showing South Asians as the most highly recognized educational segment of society regardless of ethnicity.

South Asian Affluence:

Research and statistical information show the median household earnings in Canada approaches \$75,000.00.

The Woman Influence:

Regardless of cultural heritage, the purchasing power and influence of women related to the buying process is stronger than ever. According to studies by researchers at Women.com Networks, Harris Interactive and Procter & Gamble, suggest that women handle 75% of the family finances and control roughly 80% of family purchasing decisions. From home furnishings, groceries, OTC pharmaceuticals and cosmetics to big-ticket items such as vacations, consumer electronics and automobiles, women account for the majority of all purchases.

We also know that the majority of our subscribers are professionals, ranging from teachers, professors, doctors, dentists, lawyers, engineers, IT specialists, other technology sectors, hotel/motel owners/operators, with growing numbers employed in the media and entertainment industries.

10. ANOKHI TERMS and CONDITIONS

Guaranteed Positions

- Limited Availability. Guaranteed positions are provided on a 'first come, first served basis'.

Fifth Colour

- A premium of \$400.00 dollars extra will be charged for 5th colours. Full Pages & Spreads only.

Incumbent Positions

- Advertisers who've purchased premium positioning in the previous year have until 2 months prior to the closing date of the corresponding issue to inform ANOKHI in writing that they intend to renew their premium positions.

Special Campaigns

- The word "advertisement" will appear on each piece of creative, if ANOKHI deems it to be look like editorial content.
- Special rates are available for charitable and educational institutions upon request.

Commissions

- Agency commission is 15% of gross billing to recognized agencies only.
- Rates are payable to our publication office in Canadian or equivalent funds at prevailing exchange rates.
- Commissions are not allowed on mechanical charges, reprints or any work performed by ANOKHI members, its writers, etc.

Payment Terms

30 days net unless otherwise agreed to in writing by ANOKHI.

Cancellations

- Advertisers and agencies accept full responsibility and liability for creative supplied to ANOKHI that is printed all
- Are not accepted on contracts or insertion orders related to premium positions, special orders, special issues and inserts within ANOKHI.
- Advertisers and agencies agree that ANOKHI shall be under no liability for its failure for any cause to publish any advertisement.
- Publisher shall be entitled to payment as herein provided upon having completed printing of the advertising and having taken reasonable steps to see that the publication will be distributed.
- Acceptability of all advertising is at the discretion of ANOKHI Magazine.
- Prices are subject to the addition of 5% Goods and Services Tax (GST).
- Cancellations are not accepted after official closing dates. See our 2010 publishing calendar in our media kit for details applicable to our closing dates.

Frequency

- Advertisers may qualify for a frequency discount based on the number of issues used in a contract period.

For additional information, contact us:

Corporate Offices:

Tel: 416.535.7000

Email: advertising@AnokhiMagazine.com

Fax: 416.535.7002

11. PUBLISHER'S SWORN STATEMENT

ANOKHI Magazine [Bi-monthly]

PUBLISHERS CIRCULATION STATEMENT

Anmeco Optimedia Communications Inc.
1179 King Street West, Ste. 205
Toronto, ON M6K 3C5
(416) 535.7000

ANOKHI Magazine is a Fashion, Lifestyle & Entertainment publication that serves integrated, educated, affluent and brand savvy South Asian women 18 to 49 years of age across Canada, plus the United States and the United Kingdom. The magazine has been consistently publishing since November 2002, as a quarterly. Circulation across Canada includes both the printed and virtual (digital) editions of ANOKHI Magazine.

The numbers set forth in this statement are for the period November 25, 2011 related directly to our Holiday Fashion & Style Issue.

As with any magazine, numbers can vary on a daily basis as readers are added or removed from our circulation lists.

We hereby make oath and say that all data set forth in this statement below, is factual and true.



Raj Girn, Publisher/CEO

January 30, 2012
Date Signed

Mailed Paid Subscribers in Canada: **6,489**

Canadian Newsstand Sales Circulation: **9,650** (Accompanied by In-store promotion visuals)

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Digital (Virtual) Versions:

May, 2011 http://www.anokhimagazine.com/vmo/virtual_magazine/may2011113450.html

July, 2011 http://anokhimagazine.com/vmo/virtual_magazine/july201110158.html

October, 2011 <http://anokhi.dgtlpub.com>

January, 2012 <http://anokhi.dgtlpub.com/?i=1993>

The accessible URL for the newest virtual edition changes with each issue.

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'End Cap' promotions are regularly utilized by ANOKHI Magazine to generate the strongest awareness for and to maximize magazine sales in the major retail outlets and at newsstands.

In-store promotions have been utilized by ANOKHI Magazine for the past two years to increase visibility and awareness for the publication and the ANOKHI Brand. The following photos from Chapter's, Indigo Books and Gateway Newsstand are applicable to these in-store promotional efforts:



Gateway



Chapters



Indigo

Contact Anokhi Media for more information at 414.535.7000.

You can also reach us by email: advertising@anokhimagazine.com