

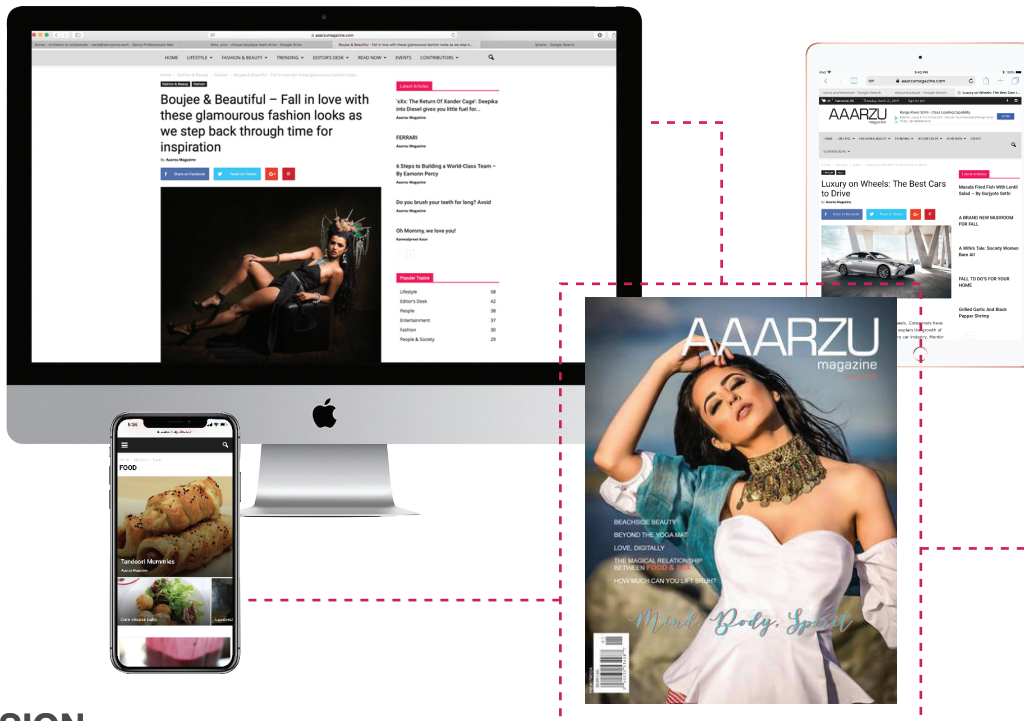
AAARZU

GIFT GUIDE MEDIA KIT 2019/2020



ABOUT SW MEDIA GROUP

Established in 2008, SW Media Group prides itself on a strong foundation built on TRUST and CONSISTENCY. Delivering weekly news in print and online, our publications have become an integral part of South Asian households across the Lower Mainland with its newspaper publications: Asian Journal, Punjabi Journal, Hindi Journal, Urdu Journal. In 2016, SW Media Group added a fusion lifestyle magazine Aarzu to its roster. Today, Aarzu has become a household name. We are now poised to grow bigger than any other South Asian Publishing house with our industry-specific annual issues.



VISION

To connect with South Asians from across the Metro Vancouver and Fraser Valley in the language of their choice, empowering readers with knowledge

MISSION

We deliver weekly newsworthy topics which include Canadian and Indian politics, economics, sports, health, spirituality, entertainment and more. Our news stories initiate the process of awareness in society which encourages dialogue.

	Advertisement Deadline	Editorial Deadline
Aarzu Gift Guide	13.Sep.19 14.Aug.20	30.Aug.19 07.Aug.20

For more Information contact us to:
 (778) 938-2069
 savvypro@savvypros.work

WHAT IS AAARZU?

AAAR . ZU
/ärzû/

Verb: To strongly wish for or want (something).

Origins: Urdu.

Noun:

1. A trendy, sophisticated magazine that is for the intelligent, innovative, and irresistible woman.
2. Known for its Fine quality paper, clean and modern design, and fusion content which is designed to fulfill the luxury-biased lifestyle of its readers.
3. Committed to bringing readers and advertisers together by promoting “buy local” goods and services.



Engaging Content

WHY CHOOSE US?

Shop local Initiative

Modern and Chic Designs

Verified Distribution

READER PROFILE

- Modern, progressive reader
- Mid to high income
- Professionals who hold a university and/or postgraduate degree
- Age 22-55
- 57% female – 43% male
- Brand responsive consumer
- Jetsetter, Luxury-bias
- Sophisticated traveller

DISTRIBUTION

- Published quarterly
- Total readership per issue: 30.000
- Readers per copy: 8
- Internationally distributed copies available through private partnership, magazine retailers, selected trade shows and events, advertisers, venues and subscription to print and online.

WHAT MAKES AAARZU DESIREABLE?

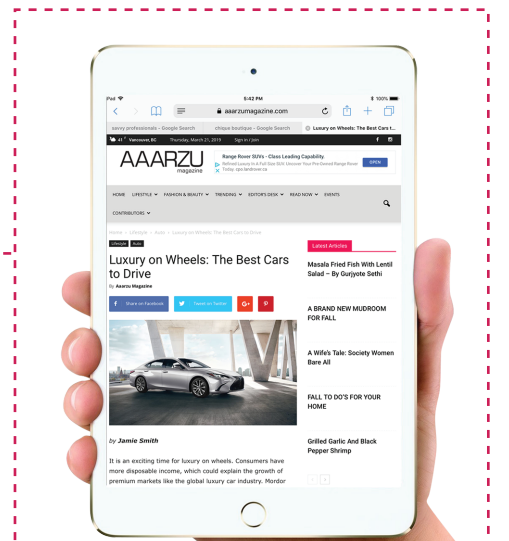
- Top-Quality unrivaled print, paper and finishing
- Largest format size for ads in print and online
- Excellent leading-edge content
- Leader in publishing current fashion trends
- A collectible product
- Innovative, Intelligent, Irresistible
- Focused on national and international audiences
- Immediate Website goal of 10.000 hits per month
- Current and Archive issues available to read online
- Contests, prizes and inter-activity with online viewer

CONTENT CATEGORIES

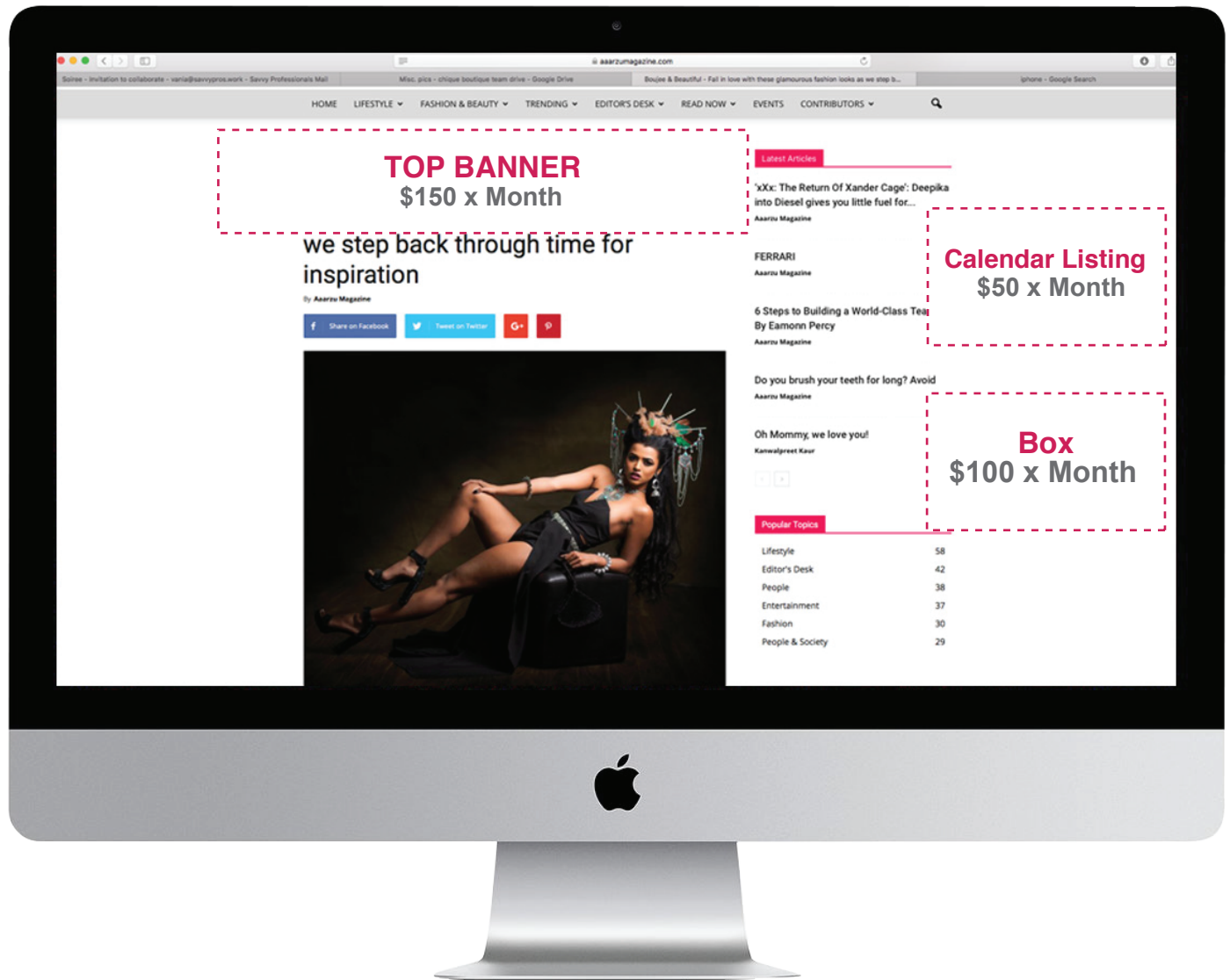
- Fashion & Trends
- Health & Wellness
- Inspiring Interviews
- Food & Recipes
- Relationships
- Travel
- Beauty & Lifestyle
- Arts & Culture
- Thought Leaders
- Home & Decor
- Auto
- Annual Wedding Issue

- Modern and Chic Designs
- Verified Distribution
- Shop local Initiative
- Engaging Content

Looking for a business audience? We have access to over 60,000+ businesses and Surrey Board of Trade members through our exclusive print partnership.



WEBSITE



AAARZUMAGAZINE.COM

- 100% of the content from the print magazine, including all print ads, comprise part of the extended e-magazine. No extra charge for print advertisers to be included in the e-magazine.
 - The extended e-magazine includes additional content and advertisements, exceeding the print version.
 - Magazine preview for the public, if applicable.
 - Subscription: subscription to the print magazine automatically includes e-magazine.
 - E-Magazine: free to registered users.
- Permanent online content in the archive section of the website.
- Rotating banner ads in various sizes, including main page top banner, are displayed throughout the website.

- Vendors area displays dedicated mini-websites with images and all your company information/links.
- Contest area offering sponsorship opportunities for prizes in addition to prizes from Aarzu Magazine.
- Partnership opportunities for distribution of the print magazine and/or e-magazine.

SITE FEATURES

- Unlimited access to blogs, guest posts and feature videos
- Magazine preview
- Subscription for both print and e-magazine
- Contests
- Direct responsive connection to our social media

SPECIFICATION

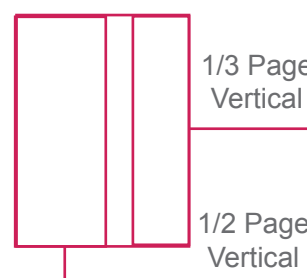
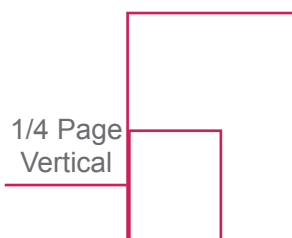
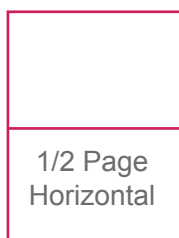
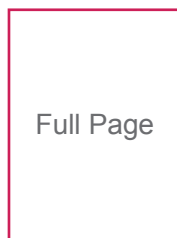
Email: savvypro@savvypros.work

Ph:(778) 938-2069

Example:
Full Page/FB



Example:
Two Page
Spread/ FB



SIZE & RATES

	1X PER ISSUE	2X PER ISSUE	3X PER ISSUE	4X PER ISSUE
Double Page	\$ 2400	\$ 2000	\$ 1600	\$ 1200
Full Page	\$ 1200	\$ 1000	\$ 800	\$ 600
1/2 Page	\$ 800	\$ 700	\$ 600	\$ 500
1/3 Page	\$ 400	\$ 366	\$ 320	\$ 280
Inside Cover	\$ 2000	\$ 1800	\$ 1600	\$ 1400
Inside Back Page	\$ 2000	\$ 1800	\$ 1600	\$ 1400
Back Page	\$ 3000	\$ 2700	\$ 2400	\$ 2100
E-Magazine Full Page	\$ 295 (only online edition)			

Size & Specifications

MAGAZINE PAGE SIZE:

- Finished size is 9" x 10.75"

BINDING:

- Saddle stitch

PRINTING:

- Full Colour all pages, with bleeds 70lb gloss text

Print + Web Advertising Agreement

(1) Ad Positioning & Space Allocation

Advertising space is allocated at the sole discretion of the Publisher and is Run Of Book unless verified in writing by the Publisher. Ad positioning is based on Ad Size and Value, Date of Order Received and Ad Space Renewal. Ads become permanent and historical in the magazine archive area of the website.

(2) Proofing – Ads produced by Publisher

Advertisers using SW Media Group to produce advertising material will be provided an initial digital proof of the designed ad. Advertiser's will then approve or make appropriate changes to the proof, and return the proof to the publisher within two business days (48 hours). Failure to return the proof with appropriate changes or approval indicates the advertiser approves the ad to be published as-is. Any additional changes requested by the Advertiser a er proof approval will be charged as extra proofing and changes. Courier or delivery charges are the sole responsibility of the Advertiser. Any production work performed by SW Media Group will remain the property of the Publisher. Up to 2 revisions are included; any additional revisions are billed at \$95/hr.

(3) Ad Material Returns

Advertising materials, if requested, may be picked up 10 days after the issue release date. Un-claimed adver sing materials may be discarded 2 months after publica on. Any courier or deliv- ery charges will be the sole responsibility of the Advertiser.

(4) Payment Terms

All display advertising sales agreements require a minimum 50% deposit at me of order. The remainder of any amounts owing are payable on or before the Closing Date for each issue. Terms are Net 30 Days on approved accounts. Overdue accounts are subject to a minimum monetary penalty of 15% total contract price and/or interest charges calculated at 2.2% compounding in-terest per month, commencing on the Closing Date of each issue. Cheques should be made out to SW Media Group.

(5) Closing Dates for Materials

The advertiser agrees to provide or approve finished advertising materials on or before the Ad Materials Due Date, as per the scheduled date speci c to the issue in which the advertisers in- forma on will be published. Late charges will be applied to material received a er the due date. Failure to supply SW Media Group and Aaarzu Magazine with acceptable ad material by the specified due date will deem the Advertiser liable for the advertising space, regardless if the space is used by another advertiser, in the contracted issue.

(6) Errors & Exclusion of Liability

The maximum liability of SW Media Group for any error whatsoever is limited to the amount of any monies paid for advertising space in the issue which the error occurred. Notification of errors must be presented in writing within 60 days of the release date of the contracted issue. SW Media Group does not accept any liability for any error or inaccuracies in repeat advertisements if not reported in writing to the publisher. Any in-kind compensation will be at the discretion of the publisher.

(7) Copyright & Trademark Protection

The Advertiser represents and warrants that all copy, images, trademarks and any other elements supplied by or on behalf of the advertiser, whether submitted in "camera-ready" or digital form or produced by SW Media Group or their agents, does not and will not violate any law, rule or regula on of any Government Authority or infringe upon or violate any trademark or copyright or any right whatsoever of any person or en ty. The advertiser and their agent assume all liability and responsibility for any claims arising from any advertising content including photography, text, images and illustrations, and will indemnify and keep harmless the publisher against any and all liability, costs and expenses, legal or otherwise, incurred by SW Media Group, its publisher or its agents, arising out of a breach of such representations and warranty.

(8) Media Buyer/Advertising Agencies

Advertising Agencies/Media Buyers approved by the Publisher are entitled to a 15% commission when they supply SW Media Group with press-ready digital ad files and payment of adver sing agreement. The commission will be forfeited if any altera ons are required or if the material is submitted a er the Ad Materials Due Date. The Media Buyer/Adver sing Agency on behalf of the Advertiser must sign all contracts and complete all paperwork and documents. The Signer accepts liability for payment of all amounts due under this agreement.

(9) Cancellations

Advertising Agreements cannot be annulled within 30 days of the space reservation closing date. The publisher must receive a wri en no ca on of cancellation no later than 30 days prior to the space reserva on closing date. Any deposits made are non-refundable. The signer is personally responsible for any amounts due.

(10) Publisher Approval

The publisher reserves the right to approve the content or design of any and all adver sing mate-rials. Ads not approved by the Publisher will not be published.

(11) Mul-term/Mul-issue contracts

Discounted advertising rates are available on contracts that exceed one (1x) issue. Mul-term/Mul-issue contracts must include payment for the first and last 'per issue' total in full by the cut-o date of the first issue, as pertaining to this agreement. A minimum payment deposit of 50% of the combined total of the first and last issue must be made at the me of contract signing. Each subsequent outstanding 'per issue' total is due by the cut-o date, as mentioned in the information documents associated to this agreement, for each related issue. If the Advertiser, through breach of contract, voids this agreement, the signer is personally liable for full regular ad space costs plus legal fees and penalties, all payable in full within 15 days of no ca on from the Publisher.

(12) SW Terms & Condi ons

The terms and conditions within this agreement and on any submittable forms may not be altered by any other sales agreement or contract, whether verbal or written, unless specifically agreed upon and supplied in writing by the Publisher. Rates are subject to change without no ce. I the undersigned, having authority to legally represent the company to which this agreement pertains, have read, understand and agree to the terms and conditions within this agreement and acknowl- edge that they are in effect for this and all future orders.

PAYMENT INFORMATION & SUMMARY

Company name _____
Contact name _____
Contact _____
phone _____
E-mail _____
I.D. Type & # _____

Ad Submission Details

- | | |
|--|------------------------------------|
| <input type="checkbox"/> Print + Web Ad | Ad Size |
| <input type="checkbox"/> Web Ad only | <input type="checkbox"/> Two Page |
| <input type="checkbox"/> Colour | <input type="checkbox"/> Full Page |
| <input type="checkbox"/> Black & White | |
| <input type="checkbox"/> Photoshop TIFF/PDF | |
| <input type="checkbox"/> Illustrator PDF | |
| <input type="checkbox"/> Data Disc Supplied | |
| <input type="checkbox"/> E-mail/FTP Delivery | |
| <input type="checkbox"/> Couriered | |

Print Ad size

- Two Page
- Full Page
- Inside Front
- Inside Back
- Back Cover

Ad Rate

- Regular
- E-mag only

Discount Rate

- 1x
- 2x
- 3x
- 4x

Starting year 20 _____

Starting issue Spring Summer Winter

Advertising Rate \$ _____ Taxes \$ _____

Grand Total \$ _____ Deposit \$ _____

Payment method

Cheque Cash Visa Mastercard Amex

Billing Cycle

Single Bill Quarterly Semi-annually

Credit card # _____

Expiry date _____ CVC # _____

Name on card _____

Card Billing address _____

Date _____

Signature _____

CONTRACT RENEWED AUTOMATICALLY UNLESS IT IS TERMINATED BY CLIENT

Salesperson Info _____

Name _____