



TIRGAN MAGAZINE

tirgan magazine

the voice of
cross-cultural
understanding



Harbourfront centre

WORLD ROUTES

PRESENTED BY



about festival magazine

Tirgan Magazine is a publication designed specifically for this year's Yeki Boodyeki Nabood Iranian summer festival. One of our main objectives is to serve as an entertaining information source that intertwines events taking place at the festival with thought-provoking articles.

Tirgan Magazine prides in presenting modern and original ideas about the Iranian culture, in addition to reaching out and relating to diverse communities worldwide.

Tirgan Magazine represents every Iranian who is proud of their heritage, and every person who would love to become engaged in Iran's rich and remarkable culture.

magazine objectives

- To promote Iranian culture within Canadian society at large.
- To promote cross-cultural dialogue and understanding.
- To entertain, engage, and educate the audience culturally and artistically.
- To raise awareness of cultural identity among Iranian-Canadians across all generations.
- To educate and enrich our readers by displaying aspects of the Iranian culture in areas of cinema, theatre, literature, visual arts, and dance.

what advertisers need to know

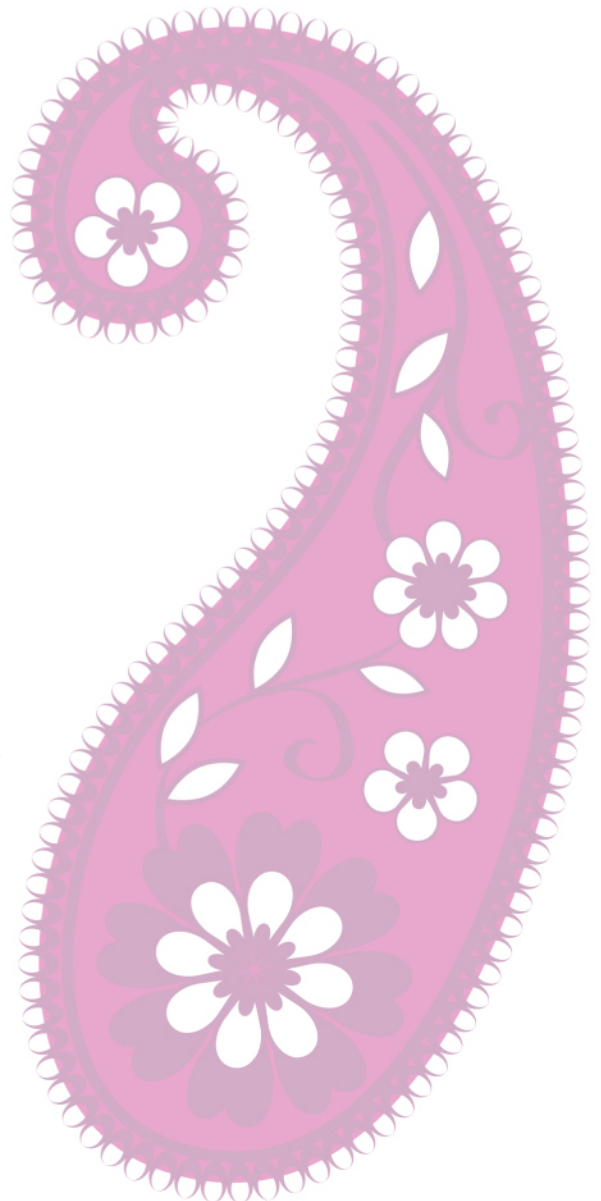
By placing your advertisement in Tirgan Magazine, you are associating your company's name with a one-of-a-kind publication. The simplicity, usefulness, and richness of Tirgan Magazine make it a great information source for all festival goers.

distribution

The Yeki Boodyeki Nabood Festival is planning on printing and distributing up to 40,000 copies of Tirgan Magazine. This publication will be presented to guests at the front doors of the festival, and will also be available at designated booths or stations. The potential to reach festival goers and their families is available to companies and organizations that reflect the objectives and virtues of the Yeki Boodyeki Nabood festival.

quick facts

Distribution	40,000
No. of Pages	68+
Presentation	Full Colour, Glossy
Size	8.5"x11"
AD Rates	-
Back & Inside Cover:	\$5,000
Full Page: \$2000	\$2,000
Half Page: \$1300	\$1,300



who are our readers?

The festival is aimed at both Iranian and non-Iranians and attracts a diverse audience composition which includes families, seniors, youth, and ethno-cultural groups. The primary target region of the festival is the Greater Toronto Area. However, over one-quarter of the festival attendants are expected to visit from other cities and abroad.

The overall exposure of Tirgan Magazine is not limited to the 40,000 copies being distributed, as print material often finds its way into the hands of others. The average amount of people arriving together to the festival is an estimated 2.5. Considering one copy of Tirgan magazine can be shared by more than one person, the benefits you receive by participating grow exponentially.

benefits of advertising with tirgan magazine

- ❁ Because Tirgan Magazine is a festival publication, your company receives the one-time opportunity for 2008 to reach upwards of 90,000 readers.
- ❁ As is the case with most content-based printed material, readers typically pass along the publication or add it to an already existing collection; thus, extending your company's presence in the lives of your valued consumers.
- ❁ The quality of Tirgan Magazine will be second to none. Our full-colour, glossy-cover magazine adheres to the finest industry standards.
- ❁ The cost of participating in this exciting and exclusive event comes at a fraction of the cost to similar publications in different venues.
- ❁ With the options of full page & half page advertisements, the possibility for companies and organizations of all sizes to participate is very realistic.
- ❁ As the festival continues to grow, your participation will give you the added benefit of being involved in future festival additions.

any questions?

For questions or to obtain a copy of Tirgan Magazine's Media Kit, please contact:


Name: Nima Ahmadi **Tel:** 416-704-0279 **email:** ads@tirgan.ca




advertising price list



Back Cover
/ Inside Cover
\$5,000
8.25" x 10.75"



Full Page
\$2,000
8.25" x 10.75"



1/2 Page Top
/ Bottom
\$1,300
4.12" x 10.75"

