

**THE MOST WIDELY  
CIRCULATED SEPHARDIC  
MONTHLY IN THE  
WORLD.**

**COMMUNITY  
MAGAZINE**

EST. 2001  
A PROJECT OF BNEI ARAM SOBA

# ABOUT US

While Community was not the first work to be published by Bnei Aram Soba, the non-profit outreach division of Congregation Bnai Yosef, it was certainly the most ambitious. By 2003, just two years after the first issue was published, Community became the most widely circulated Sephardic magazine in the world and the community's premier media outlet. Today, some two decades later, Community continues to build upon its steady success, guiding and influencing important conversations from the dinner table to the board room.

With the guidance of top rabbinic and civic leaders, Community has faithfully pursued its high-minded mission to educate, enlighten and enrich readers of all ages with an emphasis on the noble traditions and rich heritage of the Syrian and Near Eastern Jewish Communities. Community also informs and entertains the Jewish world at large. Insightful features explore contemporary matters that directly affect the lives of readers while clever commentary and witty columns provide refreshing perspectives for the entire family.

For advertisers in Community, which include a prestigious portfolio of brands, industries and organizations, the high quality content, extensive direct distribution and unmatched retention rate has led to outstanding results and exceptional success within the Sephardic community and beyond.

Find out what Community can do for your business.

Find out what sets Community apart & why advertisers are getting the best results.

Professional

## Advice.

Our experienced advertising reps know how to remain sensitive to your marketing budget while advising you on packages that will get you the best return on your investment, with honesty & integrity.

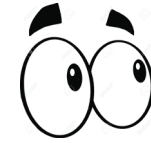


### PROMPT RESPONSE.

Our Sales reps are always available to provide advertisers with any information they may need, whether it's a rate quote or advising on optimal placement adjacent to features that will be of keen interest to your intended audience.

4

times



the visibility compared to ads lost in phone-book-sized magazines

Full color

throughout on bright glossy paper with professional layout

46%  
LARGER  
CIRCULATION

than any Sephardic publication

### RABBINICAL SUPERVISION

Under Harav Hagaon  
Hacham David Yosef  
shlita (son of Gadol Hador,  
Hacham Ovadia Yosef ZT"L)

EDGY  
COVERS

and serious editorials  
that attract readers most



100%

NON-PROFIT

All proceeds from Community  
– every nickel – goes to charity

**20,000  
COPIES  
DISTRIBUTED  
MONTHLY**

### Community Reach

Brooklyn • Manhattan  
Deal • Lakewood • Miami  
Los Angeles • Jerusalem  
Tel Aviv • Istanbul •  
Panama City and more.

Strongest distribution is among  
the tri-state area.

### DID YOU KNOW?

For many families,  
Community is the only  
Sephardic magazine they will  
bring into their homes.

\*Because there are many radically different formulas to estimate the number of readers-per-copy, a written statement of the number of copies circulated is the only real way to compare a magazine's distribution. That's why we put it in writing: at least 20,000 copies circulated each month. So you can be confident that Community has the largest distribution and readership in the Sephardic community.

The typical community magazine reader is **a well educated, upper income consumer** who selects purchases both consumer and business products and services.

Median subscriber household net-worth:

**\$1.3million**

Subscribers involved in a family business:

**57%**

61% of households are between the **ages of 18-59**

Typical household size is between **4-5 people**

Readers who read Community exclusively of other magazines:

**16%**

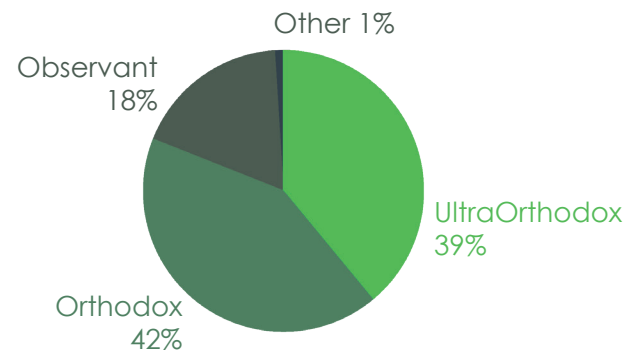
Median subscriber household Income:

**\$158,000**

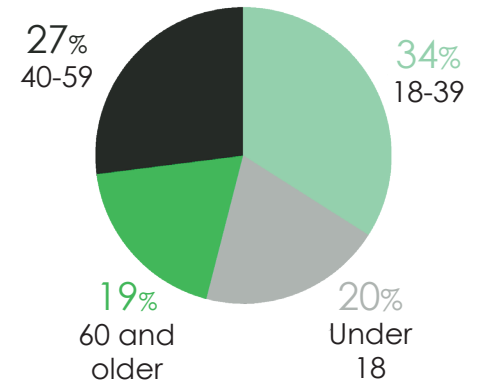
Average time spent reading Community:

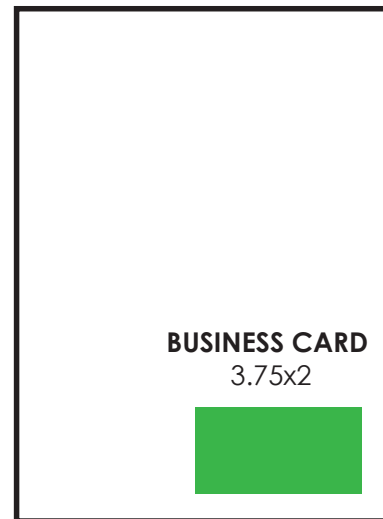
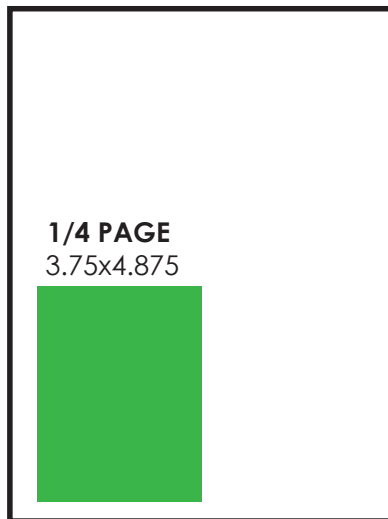
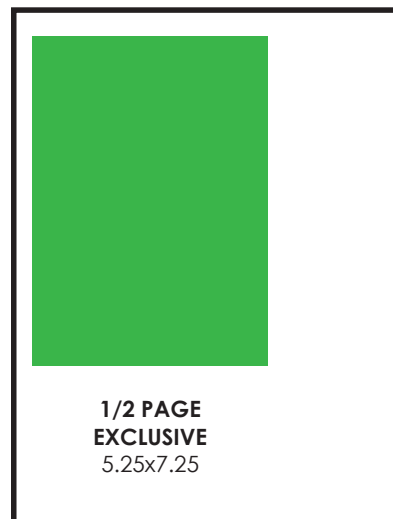
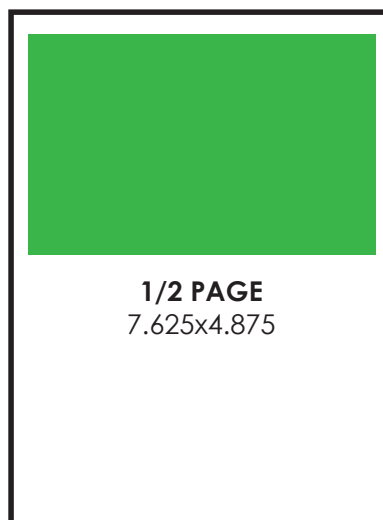
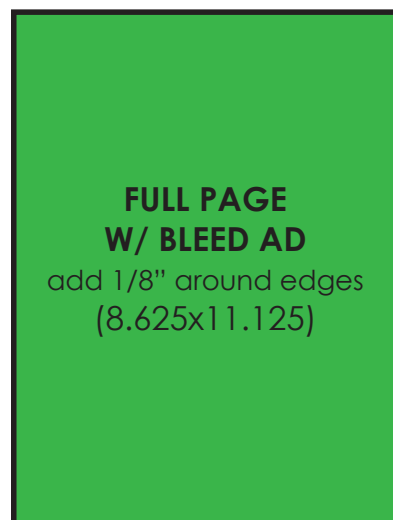
**68 minutes**

### Religious Breakdown



### Age Group Breakdown



**COLORS**

- Black & White ads must be saved in grayscale  
Color ads should contain only CMYK elements  
no RGB or spot colors.

**RESOLUTION**

- Line screen 133 / Resolution 300dpi

**RESTRICTED CONTENT**

- Adult/Mature pictures or subjects
- Unsupervised/improperly supervised food products. Food related ads must include certification of Orthodox kosher supervising agency
- Content not consistent with Orthodox Judaism (provocative images of women, immodest clothing/entertainment, etc.)

**DEADLINE**

**Reservations are due the 15th of each month for publication the following month. Ads submitted after the 15th may be accepted subject to discretion.**

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The most widely circulated  
Sephardic publication in the world





"Community magazine has been an amazing help for my company's growth. Here at LOU Construction, we design and install IKEA Kitchens. IKEA Kitchens are in high demand within our community, but everyone seems to be looking for someone to help them with the project. Community Magazine has done an amazing job in connecting these customers with us, in turn helping our customers to find their solution, and helping our company grow."

**-Louie Dweck, Founder**

"This Magazine can be read by all members of the family as it's a well rounded magazine & one of the only magazines that have a mashgiach. The articles and advertisements are put through a sifter by some Gd fearing people to make sure that it is appropriate to come into our home" "I wish them, that the impact they have made on many Jewish homes over the last 18 years should continue."



SHOPPING FOR CAR INSURANCE?  
CALL ME FIRST.

AVERAGE ANNUAL SAVINGS: <b>\$356*</b>	
DRIVERS WHO SWITCHED FROM:	
Geico	saved <b>\$305</b> on average with Allstate
Progressive	saved <b>\$478</b> on average with Allstate
State Farm	saved <b>\$318</b> on average with Allstate

**Put your policy to the test.**  
Drivers who switched to Allstate saved an average of \$356\* a year. So when you're shopping for car insurance, call me first. You could be surprised by how much you'll save.

**Joey Sasson**  
718-232-0400  
6902 18th Avenue  
Brooklyn, NY 11204  
joeysasson@allstate.com

**Allstate**  
You're in good hands.  
Auto Home Life Retirement

\*Savings based on national customer reported data for new policyholders in 2018. Actual savings vary. Coverage subject to terms, conditions and availability. Allstate Fire & Casualty Ins. Co., Allstate Vehicle & Property Ins. Co., Allstate Property & Casualty Ins. Co. & Allstate Life Insurance Co. (Member of Allstate Insurance Co.)

"Over the years Community Magazine has been an excellent advertising medium for our insurance business. I would highly recommend community as a media of choice."

**-Joey Sasson,  
Insurance Broker**







Community is enjoyed by over **6,000 online readers**, who want to be in the know from anywhere they are located in the world.

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