

Ami

M A G A Z I N E



One Nation. One Magazine.

An Unprecedented Era in Jewish Media

TIME TO BE PART OF IT.

WITH THE LAUNCHING OF THE EXCITING NEW JEWISH WEEKLY, AMI MAGAZINE, AN UNPARALLELED OPPORTUNITY FOR YOU TO REACH THE JEWISH CONSUMER HAS ARRIVED.

Never before has any Jewish publication cast a wider net. In a nation comprised of many stripes and tribes, Jewish publications have historically attracted niche audiences. Ami Magazine treads new ground as a uniting voice that will reach out to every Jewish person around the globe.

With an incomparable editorial and writing staff from all quarters of Jewry, and by covering topics which are universal in appeal and international in outlook, Ami is attracting a readership throughout the Jewish world. Ami has become the one media outlet for the entire Jewish people, through the strength of all its distinct voices.

AMI HAS REACHED A LEVEL OF DISTINCTION in both journalism and design. Backed by unequaled talent, this achievement enables Ami to bring the discerning eye of the intellectual into the fold. Ami's powerful pages beckon readers, leaders, and the shapers of the Jewish community. Ami is destined to make a difference in the Jewish world and beyond, and to become the magazine with the longest shelf-life. Professional and clever, the magazine is yet the first choice of the everyday reader.

NO OTHER PUBLICATION IS AS RELEVANT TO TODAY'S READER. Ami faces hot button issues head on, spurring discussion and causing a stir in the media world at large. The publication accomplishes this while maintaining respect and deference to its readers' shared values, and providing entertaining reading material for the entire family.

Behind AMI

The Ami editorial staff is a merging of some of the best and brightest writers, editors, and visionaries in the Jewish world today.

EDITOR-IN-CHIEF Yitzchok Frankfurter

As former Torah Editor at Mishpacha Magazine, Rabbi Yitzchok Frankfurter's work straddled diverse spheres in the Jewish world. He successfully forged relationships with leaders across Orthodox Jewry. His headlining interviews with the Satmar Rebbe, Rabbis Reuven and Dovid Feinstein, Rabbi Yehuda Krinsky of Chabad-Lubavitch, Rabbi Hershel Schachter of the Orthodox Union, and Mayor Michael Bloomberg of New York, effected positive waves. His groundbreaking articles catalyzed discussion in the blogosphere and within the pages of the New York Times. As an author, Rabbi Frankfurter is most known for his Hebrew commentary on Sefer Yonah, and has been featured as a contributor to multiple Talmudic and literary anthologies. A childhood student of the Satmar Cheder, Rabbi Frankfurter continued his education at Brisk Yeshiva in Yerushalayim and Bais Medrash Gehova in Lakewood, NJ, where he was a close talmid of both Rabbi Dovid Soloveitchik and Rabbi Shneur Kotler zt"l, respectively. He continues to enjoy close relationships with Gedolei Yisrael and many leading figures in the Orthodox Jewish world who today serve as Ami's Rabbinical advisors.

SENIOR EDITOR Rechy Frankfurter

Today the most noted and respected editor in the Jewish publishing world, Rechy Frankfurter was first recruited to lend her creativity and investigative mind to raise the bar of Hamodia Magazine, a weekly Jewish human interest magazine. Quickly rising to the ranks of editor, Rechy's unique journalistic expertise was then recognized and tapped by Mishpacha Magazine, a weekly Jewish family magazine. First as editor of the Family First magazine, and later as editor of the entire magazine, Rechy was the key component and most integral factor in the magazine's growth. Beginning in the year 2007, and through the duration of her tenure, distribution and ad revenue increased. With Ami, Rechy forges ahead with her own vision, dedicating her intuition and broad connections to creating a unique publication for today's -- and tomorrow's -- Jewish world.

EDITOR-AT-LARGE Avi Shafran

Rabbi Avi Shafran has held the position of Director of Public Affairs for Agudath Israel of America since 1994, after two decades as a leading educator and principal. He is the author of four books, including *Migrant Soul: The Story of an American Ger*, *Jewthink*, and most recently, together with his father Rabbi Simcha Shafran, *Fire, Ice, Air: A Polish Jew's Memoir of Yeshiva, Siberia, America*. Rabbi Shafran is widely known for his writings and lectures; hundreds of his articles on Jewish themes and current events have appeared in both Jewish and general publications, including The New York Times. Rabbi Shafran attended Yeshivas Ner Yisroel in Baltimore, Maryland and received rabbinical ordination from its revered Rosh HaYeshiva, Rav Yaakov Yitzchok Ruderman, zt"l.

MANAGING EDITOR Victoria Dwek

After graduating Phi Beta Kappa from New York University at the age of 20 with a BA in English Literature, Victoria launched CritiqueMe.com, an online writing center for students, where she led a staff mentoring students. While earning her MFA in Creative Writing from Sarah Lawrence College, Victoria simultaneously attended seminary and launched her journalism career. After graduation, she took the helm of The Angel News, a business and finance publication with an Orthodox readership. Under her leadership, the publication gained sterling reputation of delivering quality journalism in an aesthetic package. In 2006, Victoria extended her focus with the launch of Purple Brand Marketing, a content marketing firm. Victoria lives in the unique Sephardic community of Deal, NJ.

ASSOCIATE EDITOR Mordechai Schiller

Mordechai (Morty) Schiller is a veteran writer, editor, direct marketing copywriter, and PR consultant, as well as a noted wordsmith. He was managing editor of Shma Yisrael Magazine, editor of Jewish Action, and has been published in Jewish World Review, the Jewish Observer, the Jewish Press, Tradition, Jewish Life, and the Orthodox Tribune. He has also written for major marketing publications, including DM News, Target Marketing, and Direct Marketing Magazine. Schiller served as "Special Assistant for Communications" of Agudath Israel of America, as well as publications and public relations director at Ohr Somayach and the Orthodox Union. Steve O'Keefe, author of *Complete Guide to Internet Publicity*, wrote: "The world needs writers like Morty Schiller -- truly it does!" Ted Demopoulos, coauthor of *Blogging for Business*, wrote: "Morty knows his words and how to use them... truly great writing: simple, clear, easy to follow, apt to horrify your uptight unpleasant English teacher."

LITERARY EDITOR Sarah Schapiro

Sarah Schapiro is the author of *Growing With My Children: A Jewish Mother's Diary, Don't You Know It's a Perfect World, A Gift Passed Along, and Wish I Were Here*. She edited the anthology *Of Home and Heart* and the widely read *Our Lives* anthology series: *Our Lives, More of Our Lives, The Mother in Our Lives, and All of Our Lives: An Anthology of Contemporary Jewish Writing*. Her essays and stories have appeared in publications such as The Jewish Observer, Jewish Week, Hadassah Magazine, Jewish Action, Horizons Magazine, Binah, aish.com, and ou.org. Her Op-Ed articles in general market publications (the most recent of which may be found at <http://www.nytimes.com/2009/08/08/opinion/08iht-edshapiro.html>) have appeared in The Los Angeles Times, The Jerusalem Post, and The International Herald Tribune. She has served as a columnist for Hamodia, The New Standard, Mishpacha, cross-currents.com, and American Jewish Spirit. Sarah Schapiro has been giving writing workshops since 1992 in Israel and the United States, and is known not only for her own writing but for her contribution to the development of Orthodox Jewish literature.

NEWS EDITOR Yossi Gestetner

Yossi Gestetner is a young and intuitive voice on the Jewish American news scene. Currently a popular news analyst on the Yiddish telephonic news broadcast, Kol Mevasser, Yossi is gaining an audience for his candid commentary and clear examination of the issues facing the Jewish Community in our country. His opinion pieces and articles appear in Yiddish and English publications, Jewish and non-Jewish alike, and are followed on his blog, yossigestetner.com. His voice has also been disseminated through his PR and advocacy work, mostly within the NY Orthodox Jewish and Hasidic Communities. Yossi is a graduate of the Rabbinical Seminary of Adas Yereim in Brooklyn, NY, and enjoys a worldview that is the product of his international family -- with his father and mother respectively hailing from Africa with Hungarian descent, and England with Austrian descent.

FEATURE EDITOR [Yitta Halberstam](#)

Yitta Halberstam's articles have appeared in Jewish Action, Jewish Week, Mishpacha, and 50 other Anglo-Jewish publications -- as well as New York Magazine, Money, Parade, and Working Woman. Her first book, *Holy Brother: Enchanted Stories and Inspiring Tales about Rabbi Shlomo Carlebach*, was a best-seller in the Judaica world, going into seven printings. Her second book, *Small Miracles: Extraordinary Coincidences from Everyday Life*, was a national bestseller, topping all charts including The New York Times Best-Seller List, and was featured twice on Oprah. She has appeared on hundreds of national and local television and radio shows. Currently, there are two million copies of *Small Miracles* (and its six sequels) in print, and the book has been translated into 17 languages. Yitta is a popular lecturer, touring the world on behalf of the Chabad Shluchim Speakers Bureau, the Harry Walker Agency, and the National Jewish Book Council. She has also taught Literature of the Holocaust at Baruch College, and was named by [jewsweek.com](#) as one of the "fifty most influential Jews in the United States."

EDITORIAL COORDINATOR [Alisa Roberts](#)

Born and raised in Northern California, Alisa Roberts graduated with a degree in Literature from the University of California at Santa Barbara in 2007. As an undergraduate, she was a section editor at her college's literary magazine, Spectrum, and honed her skills in Israel as a writer and editor for an assortment of publications for her seminary. She now resides in Manhattan.

EDITOR, AIM [Esty Weiss](#)

Esty Weiss grew in tune with the educational needs of AIM's targeted age bracket over almost a decade in the classroom, mentoring tweens and teens in both elementary and high school settings. As a highly coveted teacher, her self-developed curriculums won acclaim from school boards as being both successful educationally and popular with students. She is also an accomplished writer, having been published in a multitude of Jewish publications. She now brings her experience and intuition to the greater group of tweens through the eye-catching and enlightening pages of AIM.

CREATIVE DIRECTOR [N.E. Torello](#)

Nick Torello brings the depth of 15 years experience in magazine art direction to Ami. As Senior Art Director, he led design teams at BusinessWeek, Nascar, and Conde Nast Publications, where he oversaw a redesign of Parade magazine (circulation: 35 million). He also redesigned Golf Digest, and created groundbreaking layouts for General Media titles OMNI, Mind and Muscle Power, and Saturday Review. He has consulted at Cosmopolitan, Rolling Stone, Redbook, and The Source, and was voted one of "Fifty People to Watch in 2002" by Graphic Design USA Magazine. He has won more than 50 design awards, from such organizations as the Art Directors Club, DESI, and the Society of Publication Designers. For the past 10 years, his students have been enriched and challenged through his courses in Editorial Design at The School of Visual Arts, and through his guest appearances at Parsons School of Design.

The AMI Package



AMI HAS ITS FINGER ON THE PULSE OF THE WORLD. Ami brings unique and fresh perspectives on the issues that matter most to its readers, from community matters to happenings of the international scene. Ami is not afraid to present different viewpoints on important issues; it faces the topics that both divide and unite, affecting the Jewish community and the world at large.

NEWSWORTHY FEATURE STORIES. Ami brings journalism to another level: complete, investigative, yet respectful and upstanding articles on topics which interest and connect the Jewish nation. Its readers find fresh topics weekly, and breaking news across a diverse spectrum.

AMI'S COLORFUL AND INSIGHTFUL COLUMNS feature the most distinguished and interesting thinkers and shapers, who bring their experiences to the Jewish world to enlighten, inspire, and entertain.

AmiLiving

OUR LIVES, EVERYDAY. There's the news, then there are the real lives and people behind the headlines. AmiLiving is a witness to the issues that affect our everyday lives, presented through insightful and intelligent pieces. Its creative columns treat topics such as ethical quandaries, education, health, and the diversity of all human experiences. After inviting the reader in, they provoke discussion and feedback on the way out.

FOOD FOR THOUGHT: For those who love to be in the kitchen, or simply love reading about the art of cooking and baking, Whisk, Ami's pullout food magazine, brings recipe and food features to a new level of distinction. From the experienced chef to the novice who is ill at ease with a spatula, Whisk embraces cooks and newbies alike.

LITERATURE LIKE NEVER BEFORE. From our riveting dramatic serial to the stories that touch us in All of Our Lives, edited by Sarah Shapiro, Ami's literary delights are unparalleled.

Whisk

FOOD EDITOR Leah Schapira

Leah's fascination with cooking began at the age of eight, when her mother took her picky daughter into the kitchen to witness how food is prepared. Born into a family of great cooks, Leah's first taste of food publishing arrived when she co-authored *The Silver Spoon*, the popular non-profit cookbook (currently in its third printing). As food editor of Mishpacha Family Weekly from 2007-2010, Leah raised the bar for kosher food editorials, gaining recognition for her superior food styling and practical, easy-to-follow recipes. Currently, her cookbook *350°*, featuring over 180 recipes and cut-above photography, is in its first printing and is available in stores world-wide. Leah will also be an avant-garde in the kosher food world with the upcoming launch of www.cookkosher.com, a unique site that smoothes the way for home chefs to bring fresh and delicious meals to the table.

FOOD EDITOR ETTY Deutsch

ETTY Deutsch's passion for creating delicious and beautiful food stems from her desire to bring comfort and joy to the table. As a girl, she would cook at home as a creative outlet, making huge messes as she experimented. After marriage, when she realized her husband appreciated new and exotic dishes, her inventiveness in the kitchen ran free. When the pots and pans are away, ETTY shines as a food stylist. Her talents in this area have been tapped by major food companies such as Manischewitz and Campbell's Soup. ETTY is a big believer that presentation and taste go hand in hand, which combine to bring her guests an enjoyable experience at any meal. ETTY's obsession is evidenced by her collection of over 300 cookbooks, the study of which has shaped her eclectic tastes and out-of-the-box, try-something-new attitude.



A weekly magazine for tweens

A Magazine? Now?

YES, PRECISELY NOW.

Some are under the impression that in this Internet age of instantaneous communication, the era of print is ending.

That is simply not the case.

Some publications cease to exist only because they've failed to connect, adapt, and interest their reader. It's the lack of quality journalism, creativity, heart, or overall appearance that can turn away even a long-time subscriber. Even within the technological age, the publications that engage their readers have remained strong and lasting. Indeed -- they are growing.

This past spring, five heads of the largest publishing houses in the United States, including Charles H. Townsend of Condé Nast; Cathie Black of Hearst Magazines; Jack Griffin of Meredith Corporation; Ann Moore of Time Inc.; and Jann Wenner of Wenner Media, along with the Magazine Publishers of America, banded together in an advertising campaign they called, "The Power of Print." They exposed little known statistics about the steady growth in magazine readership:

- During the 12-year life of Google, magazine readership actually increased 11 percent.
- Magazine readership has grown over the past five years.
- Average paid subscriptions reached nearly 300 million in 2009.
- 4 out of 5 adults read magazines.
- Magazines deliver more ad impressions than TV or Web in a half-hour period.
- Magazine readership in the 18 to 34 segment is growing.
- Since Facebook was founded, magazines gained over one million young adult readers.
- Magazines are the No. 1 medium of engagement—across all dimensions measured. Simmons' Multi-Media Engagement Study find magazines continue to score significantly higher than TV or Internet in ad receptivity and all of the other engagement dimensions, including "trustworthy" and "inspirational."
- BIGresearch studies show that when consumers read magazines they are much less likely to engage with other media or to take part in non-media activities compared to the users of TV, radio, or the Internet.

The Jewish Magazine

AT THE SAME TIME THE AMERICAN MAGAZINE MARKET IS GROWING STEADILY, THE JEWISH MARKET HAS EXPERIENCED RECENT AND EXPONENTIAL GROWTH.

Why are “the People of the Book” an especially valuable reader base?

- Jewish interest magazines offer the Jewish reader an opportunity to connect with people around the world, hear ideas, enjoy kosher content, and feel part of something bigger than themselves.
- The Jewish Sabbath is a time when most Orthodox readers enjoy print publications, without the distraction of the internet or other technological media. This is the key factor that ensures the Jewish reader will remain constant.
- The Orthodox Jewish birth rate, which is over four times that of the national birth rate, is an additional element in ensuring magazine sales will continue to grow at rapid pace.
- As the industry is young, market penetration has massive growth potential. While Ami is a Torah-true publication, its quality journalism and creativity attracts a very wide reader base.

Ami Advertising

Ami Magazine's advertising team is highly professional. Its advertising executives are exceptionally skilled, and dedicated to ensuring that your message reaches your target audience in a timely manner. When you advertise in Ami's glossy and sophisticated pages, you'll not only be reaching the highest concentration of Jewish readers around the globe, but will also enjoy:

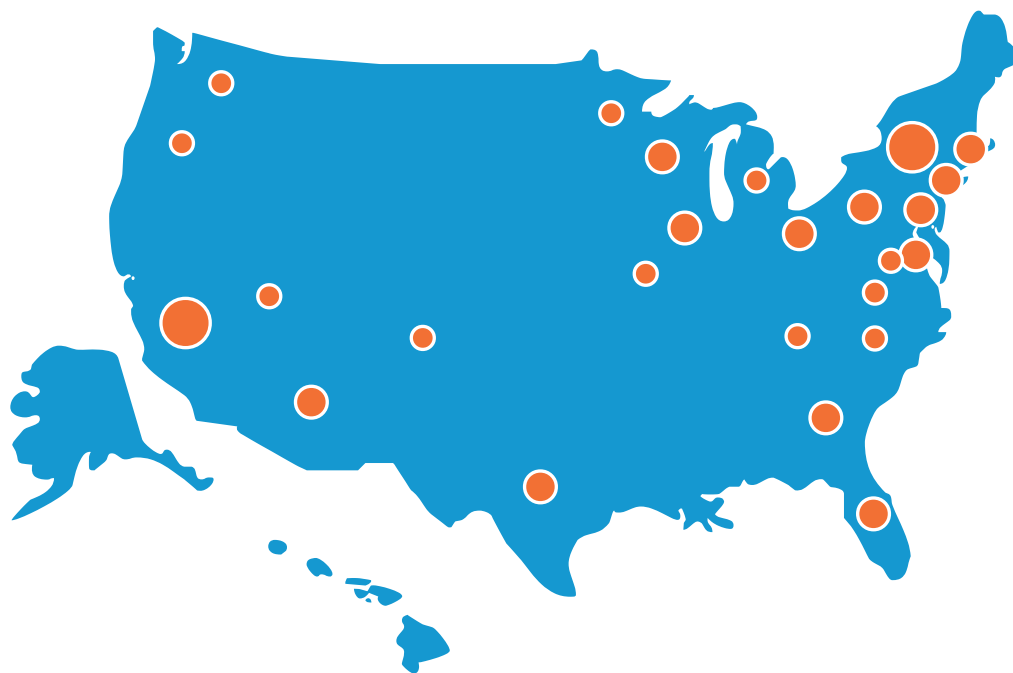
- Immediate and courteous response. Need a rate quote? Need to know what premium placements are available in a particular issue? Our executives are always available to assist you and provide you with the information you need.
- Strategic location. While meeting your placement preferences are always our first objectives, our executives are able to advise you on optimal placement adjacent to features or columns that may be of keen interest to your intended audience.
- Professional advice. Our executives know what works, while being sensitive to the marketing budgets of both large and small businesses. They can advise you on the advertising packages that can offer you the best return on your investment—in an honest and upright manner.
- Relationships, not retail. Ami prides itself on the relationships that it builds with each of our advertisers. We look out for your best—because when you win, we win. We look forward to long-term, mutually beneficial relationships.

Speak to our account executives about the special advertising packages available when you partner with AMI on our launch.

Market Potential

Ami has a marketing staff focused on increasing market penetration in every English-speaking Jewish community including, but not limited to, the United States, Canada, Europe, and Israel. With Ami representatives in cities with sizable Jewish populations, Ami remains on the pulse of Jewish communities everywhere, staying in touch with our readers and making efforts to increasingly expand distribution.

TOP 25 JEWISH HOTSPOTS IN THE UNITED STATES



NEW YORK	1,617,720
CALIFORNIA	1,194,190
FLORIDA	654,935
NEW JERSEY	479,200
PENNSYLVANIA	284,850
ILLINOIS	278,520
MASSACHUSETTS	258,230
MARYLAND	234,550
OHIO	144,955
TEXAS	130,170
GEORGIA	127,245
CONNECTICUT	112,830
ARIZONA	106,100
VIRGINIA	98,040
COLORADO	87,720
MICHIGAN	87,270
NEVADA	69,600
MISSOURI	59,165
MINNESOTA	46,685
WASHINGTON	43,135
OREGON	31,850
WISCONSIN	28,330
WASHINGTON, DC	28,000
NORTH CAROLINA	27,745
TENNESSEE	19,300

INTERNATIONAL HOTSPOTS

Ami will be distributed internationally among most English-speaking Jewish communities in:

CANADA • ISRAEL • AUSTRALIA • ENGLAND • SOUTH AFRICA

Ad Rates & Dimensions

AD NAME	HEIGHT X WIDTH	1X	6X			
Full page	8.625 X 11.125	\$1600	\$1400	\$1300	\$1100	\$1050
Junior 2/3	5.75 x 11.125	\$1150	\$1000	\$900	\$800	\$750
Vertical 1/2	4.125 x 11.125	\$900	\$800	\$725	\$625	\$575
Horizontal 1/2	8.625 x 5.5	\$900	\$800	\$725	\$625	\$575
Third	2.875 x 11.125	\$600	\$525	\$475	\$425	\$400
Horizontal 1/3	8.625 X 3.5	\$600	\$525	\$475	\$425	\$400
Quarter	4 x 5.35	\$450	\$400	\$350	\$325	\$300
Banner	8.625 X 2	\$325	\$275	\$250	\$225	\$200
Eighth	4 x 2.75	\$225	\$200	\$175	\$150	\$100

PREMIER AD PLACEMENTS*

Back Page	8.625 X 11.125	\$2500	\$2200	\$2000	\$1750	\$1650
Opening	17.25 x 11.125	\$3950	\$3450	\$3150	\$2750	\$2550
Second Spread ²	17.25 x 11.125	\$3700	\$3250	\$2950	\$2600	\$2400
Back Spread ³	17.25 x 11.125	\$3300	\$2900	\$2650	\$2300	\$2150
Centerfold Spread ⁴	17.25 x 11.125	\$3450	\$3000	\$2750	\$2400	\$2250

CALENDAR AND DEADLINES

Ami magazine is published weekly, 50 times annually.

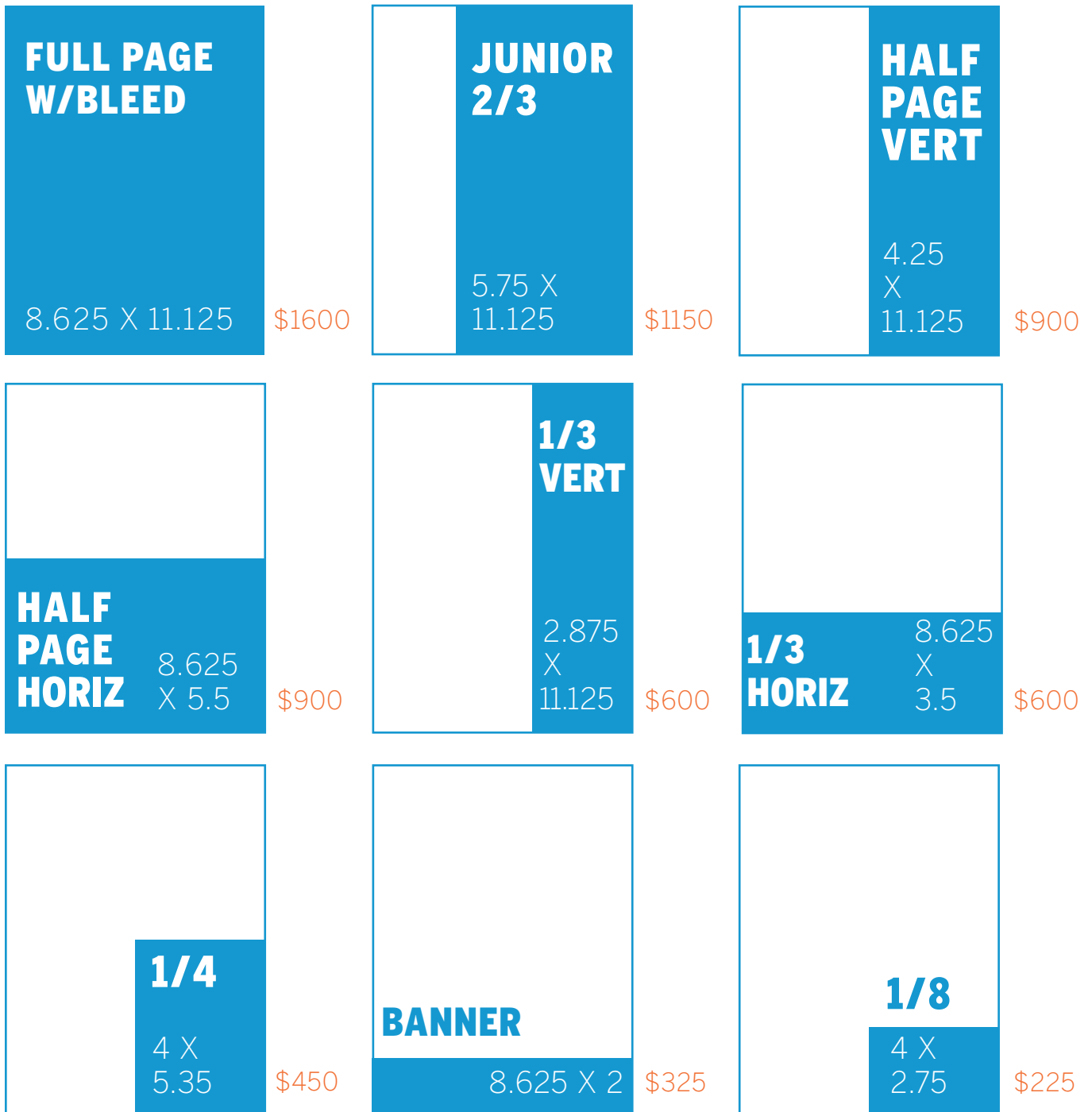
Issues appear on newsstands every Wednesday.

Please call for our deadlines. Reserve early for preferred placement.

o: 1575 50 St. Brooklyn NY 11219 t: (718) 534-8800 e: ads@amimagazine.org

*Ask for availability ¹Pg. 2-3 ²Pg. 4-5 ³Pg. 62-63 ⁴Pg. 32-33

Ad Sizes



Technical Ad Specs

These specifications are important and should be communicated to your graphic designer. Upon approving your final ad, please confirm with your graphic designer that each of these specifications have been met.

We are not responsible for technical problems that may arise from failure to prepare the ad as specified. As all advertisers depend on a timely delivery date, we cannot delay the magazine's production for ad correction in the proofing stage.

Thank you.

- All advertising must be provided in a digital format.
- Required format for advertisement is CMYK mode or grayscale with minimum resolution of 300dpi; Adobe Acrobat PDF file format with all fonts and images embedded.
- Embedded images must be a minimum of 266 ppi (pixels per inch). Color images must be CMYK and placed at 100% scale.
- Postscript Type 1 and Truetype fonts are acceptable. Files containing composite or master fonts will not be accepted.
- All text and headlines that are black, mark as black (K only) and not CMYK or Register-Black.
- Files containing RGB, INDEX or LAB images/colors will not be accepted.
- We reserve the right to object to inappropriate ad content or images.
- Your artwork must be supplied at the exact dimensions at which the ad is to run (include 1/4 inch bleed if applicable).
- Do not lock or place any password protection on PDF files.
- Include your company or client name in your file name.

The Strength of a Jewish Reader Base

THROUGH THE PAGES OF AMI, you can directly reach the niche market of one of the most powerful demographic groups in the world. Ami's readership is diverse. Its core readers consists of some of the most upwardly mobile that you can reach.

The Jewish population holds disproportionate positions of distinction among the general American population.

According to research by New York Times columnist David Brooks, "Jews make up **2 percent of the U.S. population**, but **21 percent of the Ivy League student bodies**, **26 percent of the Kennedy Center honorees**, **37 percent of the Academy Award-winning directors**, **38 percent of those on a recent Business Week list of leading philanthropists**, **51 percent of the Pulitzer Prize winners for nonfiction.**"

Additionally, 45% of the top 40 in the Forbes 300 richest Americans are Jewish. 20% of professors at leading universities; 40% of partners in leading New York and Washington law firms; and 54% of world chess champions are Jewish.

While these individuals represent a microscopic percentage of the potential readership, they represent the overall trend among the Jewish population to strive for achievement. Members of Jewish communities strive to be leaders—they are an optimal audience for a targeted marketing campaign.

What do Jews do for a living?

More than 60% of Jews are employed in high status job categories, significantly higher than the American population: **professional/technical (41%), management and executive (13%), and business and finance (7%)**. Not included in these figures are the high proportions of business owners and entrepreneurs among the Jewish population. What do they earn?

The median income of Jews across the entire United States is \$54,000, 29% higher than the general U.S. median income. 34% of Jewish households report income over \$75,000, compared to 17% of all U.S. households.


*Data on education, employment, occupation and income for the total U.S. population come from the combined, weighted sample of respondents to NJPS and the National Survey of Religion and Ethnicity (NSRE).

New York City

According to the 2000 Census, 13% of the population in the world's most powerful city is Jewish. That includes a staggering 20% of Manhattan residents, 15% of those living in Brooklyn, and over 2 million people in the Metropolitan area. While Ami will be distributed and promoted worldwide amongst every English-speaking Jewish population, the density of the Northeast enables focused marketing, and fast, intense market penetration.

The Orthodox Jewish Population

*Resultant from high birth rates among the Orthodox population, the population is shifting towards the younger age groups. A staggering 88% are under age 64, evidencing a dramatic population shift. As the Orthodox Jewish population is growing 5 times as fast as the overall American Jewish population, Ami's potential reader base has the ability to mirror that explosive rate.



Advertisers who fail to honor multiple-ad contracts will be charged retroactively at the actual insertion rate.

Ad will not be run if payment is not received by due date.

If new camera ready artwork is not received by due date, the Ami reserves the right to run a prior ad. If no appropriate artwork is available, ad will not be run.

If ad does not comply with Ad Specifications, amendments must be made immediately. If we do not realize the errors in the formatting of the ad until after the ad has been printed, we are not responsible for any issues regarding the ad's appearance.

We have our advertisers' best interests in mind. The standard of professionalism that must be inherent in all the ads printed in our publication is meant to help you achieve the optimal response for your advertising dollar. Your advertisement represents your business. It is important to us, just as it is important to you, that your business is represented in the best possible light.

Please respect our standards of modesty when designing your advertisement. We reserve the right to ask any advertiser to make amendments to their ad. Ask your account representative if you have any questions regarding appropriate ad content.

Ami Magazine would also like to uphold a standard of efficiency & professionalism for the benefit of our advertisers. Please adhere to all our deadlines and guidelines so that you enable us to serve you at that optimal level.