



Toronto +126,000
Montreal +39,998

Confidently
REACH
+165,998

A STRONG WEEKLY CIRCULATION



**MEDIA KIT
2012**

◆ The 2006 Census showed that the visible minority population has surpassed the 5 million mark with an estimated 5,068,100 people, representing 16% of the total population of Canada

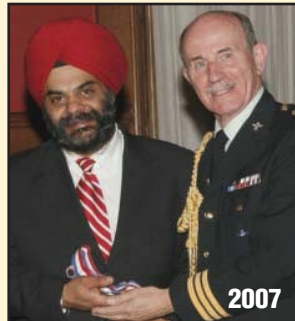
◆ Between 2001 & 2006, the visible minority population increased by 27.24%; five times faster than the growth in the total population, which grew only by 5.4%

◆ First time in 2006, the South Asian Canadian population is estimated at 1,262,865 exceeding the Chinese-Canadian population of 1,216,570

◆ South Asian and Chinese-Canadians comprise about 50% of the total visible minority population in Canada

◆ Ontario has the highest number of South Asian and Chinese-Canadians, 794,170 and 576,980, respectively. British Columbia has the second highest numbers, 262,290 South Asians and 407,225 Chinese

◆ Visible minorities will account for 20% of the total population of Canada by 2017



Characterized as "Leading South Asian Newspaper, for having excellent presentation, editorial content, and pro-active community building orientation", by National Ethnic Press and Media Council, Can-India News is the largest circulated South Asian weekly newspaper in eastern Canada. For its multi-faceted approach, investigative journalism and excellent and explicit graphics, Can-India News is the only South Asian Newspaper to be awarded twice by Prime Minister Stephen Harper in 2009 and Lt. Governor of Ontario in 2007.



Printed from Toronto and Montreal, Can-India News has a strong weekly readership of over 165,998. The paper mainly consists of three sections providing hard news, entertainment/lifestyle & automotive.

NEWS Section: This section includes the latest news, follow-ups, editorials, opinions, analysis, features and columns ranging from global to local issues. WE DIFFER from other community newspapers because our editorial contents reflect the concerns and issues relating to the South Asian community in Canada, with an unbiased and complete coverage of the mainstream. This wider perspective not only enhances our reach and acceptability but also it the most-desired and reader-friendly South Asian newspaper in Eastern Canada.

Being a weekly newspaper, we are aware of the time sensitivity. Our focus, in terms of news, is in-depth, comprehensive, unbiased evaluation and exhaustive coverage with follow-ups and analysis, exclusive content, and offbeat and innovative stories. As an ethical newspaper, we avoid sensational and partial coverage. Can-India News carries weekly columns on opinions and analysis by a host of leading columnists, who have the nose for news and a logical style of presentation in a professional way.

PLUS Section: It combines entertainment with knowledge and information and aims at providing the much-needed relaxation and entertainment to its reader. It gives snappy and

indepth information to movie enthusiasts as it reflects the current happenings in Bollywood and Hollywood. It includes the latest entertainment news, movie reviews, star interviews, scoops, gossip, and specials on film celebrities. This section also spotlights lifestyle features and articles on fashion, health, beauty, family and parenting along with jokes, weird news, quizzes, cartoons, puzzles and contests. It also includes reviews and features on travel, cars, technology, books, education and religion.

WHEELS Section: Can-India WHEELS section distinguishes itself as more of a lifestyle newspaper than other automotive publications. Unlike other publications, the reviews of vehicles are subjective and by automotive enthusiasts. This section not only brings out the latest offerings by car makers but the in-depth road tests, exclusive driving impressions, auctions, auto shows, provides a complete guide to buyers and collectors. It also includes reviews of new vehicles, tips for vintage car collectors and information about auto sports and the automobile business. We also make it easier for new buyers to understand right insurance, understanding extended warranties and tips for car shoppers to make sure they get the best deal.

Our Market: No other paper has shown such a consistent growth. Can-India News has successfully maintained a 20 percent annual growth rate since last six years and is one of the few newspapers in Canada having 40 percent corporate advertisements. It has pene-

trated all segments of South Asian as well as mainstream markets. We pride ourselves in being able to target your market by location, lifestyle, interest or any other criteria you choose, and we can guarantee an audience that's both looking for your message and waiting to act on it.

Today, Can-India can justly assert that it is the most sought-after newspaper amongst advertisers because of its exceptional reach and demand. The advertisers of all sectors; retail, corporate and government turn to Can-India as their choice of a primary marketing vehicle and they do so year after year. A phone call to Can-India's advertising / sales department can provide you with a comprehensive advertising schedule that's guaranteed to deliver customers to your door. Why let go of a media that delivers!

Circulation: We print the circulation figures in Can-India News, a proof sufficient enough to claim that every advertisement published in the paper will be seen by the numbers claimed. On the other hand, it helps us in building confidence amongst our clientele besides encouraging them to place their advertising budget with us.

Can-India has the most efficient distribution channel among South Asian print media with over 850 drop-off points in the Greater Toronto Area, Montreal & Ottawa.



Distribution: Recently, we have started installing CanIndia Distribution Boxes on the streets in Brampton, Mississauga and Toronto after obtaining due permission from the respective City authorities. Street Boxes in Brampton have already been installed while those in Mississauga and Toronto areas will follow shortly.



Sale Info Line: 1-866.757.0070 Ext: 2

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