



THE
NEW 
MAINSTREAM

2014
NATIONAL
MEDIA KIT

Emerging Buyer Trend

THE **NEW** MAINSTREAM

The immigrant community has incredible projected growth. Consumers in this market seek out brands that identify with them and speak in their own language while trying to integrate themselves into their newfound homes. Market knowledge is important but gaining market share has never been easier. Solidify your market share for years to come.



Canada's Largest

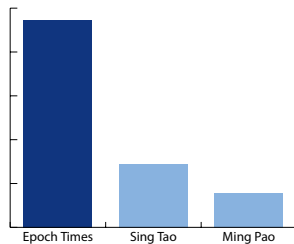
Canada's No.1 Chinese Media

We are Canada's largest, most far-reaching, and influential Chinese-language publication.

Our circulation is greater because we can deliver what Chinese people need— independent quality news from inside China and around the world, as well as helpful local content that enriches their lives.

In today's global economy
The Epoch Times is
considered the true link
between East and West
- the new Silk Road!

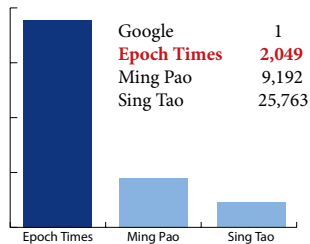
Distribution
Quantity*



* Source: Ethnic Research report, 2011

** Source: Alexa.com, March 20, 2012

Online
Ranking**



The #1 Chinese media in Canada



Covering
6 largest cities
in 3 languages

大紀元
TheEpochTimes

Globally:
35 countries 19 languages

Our Readers^[1]

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Vast majority are immigrants from Mainland China

85%	Born in Mainland China
5%	Born in Hong Kong
5%	Born in Taiwan

Active, quality driven consumers:

in the next 12 months, the reader or someone in his/her household plans to buy or search for:

Car	37%
Travel products	35%
Computers	27%
Home	26%
Job	25%
Electronics/appliances	25%
Training, education	21%
RRSP	18%
Immigration service	17%
High interest savings	15%
Investments	15%
RESP	9%
Medical/health	9%
Musical instruments	8%

Highly educated

86%	have a college or university degree
25%	have a post graduate degree

High household income (CAN \$)

5%	in the \$100,000+
13%	in the \$75,000+
24%	in the \$60,000+
38%	in the \$45,000+

Strong professional occupations

29%	Professional
9%	Business owners
8%	Students
5%	Sales & marketing
4%	Management

Most speak Mandarin at home

79%	Mandarin
11%	Cantonese
2%	Taiwanese
4%	English
5%	Other

Newer immigrants came to Canada in the last 10 years

61%	Years in Canada <10 years
34%	Years in Canada <5 years
22%	Years in Canada <2 years

Average age similar to English Canada 18+

45%	in the 18-44 group
62%	in the 25-54 group

Most speak English, majority consume only Chinese media

90%	speak some English
55%	say their English is good or very good
79%	had not read an English newspaper in the previous 2 weeks

High home ownership for new immigrants

57%	own home
40%	rent

High vehicle ownership skewing for Japanese makes

80%	Own a vehicle
57%	Japanese make
26%	American make
7%	European make
3%	Korean make

Multi-generational households

44%	family with children under 18
24%	family with senior(s)

Top reasons that readers like the Epoch Times

76%	unique, "can't-find-anywhere-else" content
77%	independent, truthful reporting
52%	healthy, non-violent or erotic content

Low readership duplication with other papers (Have read in past 2 weeks)

15%	duplication with Sing Tao
15%	duplication with Ming Pao
21%	duplication with English papers
32%	duplication with other free Chinese papers

[1] Source: Proprietary Canada-wide survey of 500 readers of the Chinese print edition of the Epoch Times, conducted in 2013.

Our Readers

HIGHLY EDUCATED WITH HIGH INCOME

With a publication as far-reaching as ours, we can offer a macro view of a number of micro-markets. According to alexa.com our global Chinese online readers skew higher than average for post-graduate education, and income, with the vast majority being middle class, with the two largest income groups being \$30,000-\$60,000 and \$100,000+.

INFLUENTIAL AND GLOBAL

From business people and leaders to academics. The Epoch Times has become a key source of accurate, real-time China news.

“Today a Reuters journalist interviewed me, and said something that made me quite moved. He said that now the whole world's major media are watching The Epoch Times. I could feel the weight of the words he said then. Even though this should be reasonable, but I still felt it was a little unexpected. I really didn't think that The Epoch Times would, without one noticing it, go from being a quiet place to rising in society to become a powerful media, even going so far as to be the focus of mainstream media. It's really a marvel no, I should say, a miracle!”

—**TANG BAIQIAO,**

Chinese political dissident who led student protests during the 1989 democracy movement

“The Epoch Times has become a popular source of information on issues and events of interest to the Chinese-Canadian community...the Epoch Times is today the largest newspaper of its kind in the country.”

—**STEPHEN HARPER,**

Prime Minister of Canada

“It's a remarkable and professional bottom-up effort, an informative read, a serious enterprise in an age of media decline.”

—**DANNY SCHECHTER,**

CNN Founding Producer
and Emmy Award winner

EPOCH TIMES REPORTS ARE QUOTED BY:



TORONTO STAR

THE CANADIAN PRESS

THE GLOBE AND MAIL

Circulation & demographics



Almost everywhere you can find Chinese people in Canada, you'll find Epoch Times. Our newspaper is distributed in 20 cities in seven provinces through news boxes, stands, and racks at supermarkets, restaurants, libraries, retail stores, community centres, and other places Chinese-Canadians frequent.

Our distribution covers small and large cities missed by other Chinese-language media. Our total global circulation is 1.5 million copies per week with half a million in North America alone.

Canada's only audited Chinese daily newspaper



CHINESE POPULATION IN CANADA:

Source: Census 2011



CANADA TOTAL: 1,324,700

Location	Chinese		Chinese	English	French	Circulation
	Daily	Weekly				
Toronto	✓		50,600 ²	20,000		70,600
Vancouver	✓		52,000 ³	12,500		64,500
Montreal		✓	13,000 ⁴		10,000	23,000
Ottawa		✓	4,000 ⁵	11,000		15,000
Calgary		✓	9,000 ⁶	10,000		25,000
Edmonton		✓	6,000 ⁷			
National Total			134,600	53,500	10,000	198,100

*Notes:

1. The Chinese edition is also distributed to Victoria, Regina, Saskatoon, Winnipeg, Hamilton, Kitchener, Waterloo, Kingston, Halifax.
2. Toronto Chinese edition(Daily) is published from Monday to Friday.
Friday(Weekend edition) circulation: 25,000/day; Mon.-Thurs. circulation: 6,400/day
3. Vancouver Chinese edition(Daily) is published from Monday to Saturday.
Saturday(Weekend edition) circulation: 16,000/day; Mon.- Fri. circulation: 7200/day.
4. Montreal Chinese edition is published on Friday, circulation: 12,000
5. Ottawa Chinese edition is published on Friday, circulation: 4000
6. Calgary Chinese edition is published on Friday, circulation: 9000
7. Edmonton Chinese edition is published on Friday, circulation: 6000

Content focus

The Epoch Times is a general interest newspaper focused on news and lifestyle stories that really matter to our readership.

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NEWS

Our local is your global - local, national, and international news from its point of origin

AUTO

Canada's largest Chinese auto section, news, reviews and maintenance tips

REAL ESTATE

Tips for home owners, investors, and market analysis

EDUCATION

Research and advice from pre-school to post-secondary, second grade to second career

FOOD

Recipes from around the world, fine dining and healthy eating

TRAVEL

International and local destinations and travel tips

CULTURE

Arts, culture and ancient tradition

BUSINESS

Business news, market information, investment trends

LUXURY

Top quality watches, jewelry, beauty & fashion for men and women, product information, brand stories

HEALTH

Fitness and health news and views, traditional, alternative and Chinese medicine

CAREERS

Job search trends, success stories, hot careers and team building

ENTERTAINMENT

Celebrity news, film reviews, music

LAWYER

From immigration and criminal law, to tax planning and traffic tickets, practical advice from legal experts

General Ad Rates

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CHINESE EDITION Weekend Rates¹ Colour

Rate per insertion	Toronto	Vancouver	Montreal	Ottawa	Calgary	Edmonton	National Total
Full page	\$3,420	\$2,606	\$1,947	\$1167	\$975	\$825	\$10,940
Half Dominant	\$2,463	\$1,635	\$1,401	\$750	\$675	\$650	\$7,580
Half page	\$2,052	\$1,362	\$1,167	\$626	\$570	\$520	\$6,297
1/4 page	\$1,026	\$762	\$717	\$333	\$400	\$325	\$3,563
1/8 page	\$513	\$387	\$372	\$177	\$287	\$287	\$2,023
1/16 page	\$257	\$204	\$192	\$93	\$173	\$173	\$1,092
1/32 page	\$143	\$113	\$102	\$51	\$104	\$104	\$617

CHINESE EDITION Weekday Rates² Colour

Rate per insertion	Toronto	Vancouver	National Total
Full page	\$2,169	\$1,652	\$3,821
Half Dominant	\$1,560	\$1,062	\$2,622
Half page	\$1,301	\$885	\$2,186
1/4 page	\$650	\$473	\$1,122
1/8 page	\$326	\$251	\$576
1/16 page	\$168	\$132	\$300
1/32 page	\$93	\$74	\$167

Notes:

1. Weekend editions of Toronto, Ottawa, Calgary, Edmonton, Montreal are published on Friday; Vancouver Weekend edition is published on Saturday.
2. Toronto Weekday editions are published on Mon. to Thurs.; Vancouver Weekday editions are published on Mon. to Friday.
3. For circulation of 10,000

B/W price is 65% of above

ENGLISH & FRENCH EDITIONS Colour

Rate per insertion	Toronto	Vancouver	Ottawa	Edmonton Calgary	Montreal ³ (French)	National Total
Full page	\$2,417	\$2,042	\$2,420	\$900	\$1,500	\$9,279
Half Dominant	\$1,740	\$1,476	\$1,452	\$614	\$1,170	\$6,453
Half page	\$1,451	\$1,230	\$1,211	\$550	\$975	\$5,417
1/4 page	\$870	\$720	\$606	\$350	\$600	\$3,146
1/8 page	\$522	\$420	\$303	\$179	\$450	\$1,874
1/16 page	\$314	\$225	\$152	\$92	\$300	\$1,082
1/32 page	\$188	\$120	\$77	\$53	\$150	\$587

Rates & Specs

NATIONAL WEEKEND 4 color, Chinese, English

Toronto, Vancouver, Montreal, Ottawa, Calgary/Edmonton (French available)

Rate/Insertion	1X	3X	6X	12X +
Double Page Spread	\$22,600	\$21,470	\$20,396	\$19,376
Full Page	14,094	13,388	12,718	12,088
Half Page	9,840	9,348	8,888	8,438
Quarter Page	5,904	5,608	5,328	5,061
Outside back cover (Cover4)	22,418	21,418	19,888	18,888

TORONTO-VANCOUVER WEEKEND

4 color, Chinese, English

Rate/Insertion	1X	3X	6X	12X +
Double Page Spread	\$13,207	\$12,546	\$11,919	\$11,323
Full Page	8,254	7,841	7,449	7,078
Half Page	4,952	4,705	4,469	4,246
Quarter Page	2,971	2,823	2,681	2,547
Outside back cover (Cover4)	12,818	11,818	10,888	9,888

TORONTO-VANCOUVER WEEKEND

4 color, Chinese

Rate/Insertion	1X	3X	6X	12X +
Double Page Spread	\$9,640	\$9,158	\$8,700	\$8,265
Full Page	6,025	5,724	5,438	5,166
Half Page	3,615	3,434	3,262	3,099
Quarter Page	2,169	2,060	1,957	1,859
Outside back cover (Cover4)	9,418	8,818	8,188	7,488

SPECS

	Chinese	English	French
Spread (2 pages)	24"(w) x 20.9"(h)	23"(w) x 20.25"(h)	21"(w) x 21"(h)
Full Page (1 page)	11.5"(w) x 20.9"(h)	11"(w) x 20.25"(h)	10"(w) x 21"(h)
Half Page	11.4"(w) x 10.35"(h)	11"(w) x 9.51"(h)	10"(w) x 10.5"(h)
Quarter Page	11.4"(w) x 5.13"(h)	5.5"(w) x 9.51"(h)	4.92"(w) x 10.5"(h)

Notes

1. Other sizes and specifications are available, such as gatefolds, inserts, front page, multi-page, etc. Please ask for more details if interested.

2. Other options of advertising are also available, such as Chinese language only, certain regional edition only, daily package. Please ask for special proposal.

Publishing Schedule

1. Weekend Chinese edition published every Friday, English edition published every Thursday, French edition published on Monday biweekly.

2. Toronto, Vancouver also has the weekday Chinese edition. Please ask for details.

a) High resolution PDF, TIFF or JPEG (200 dpi or higher) in CMYK or grey scale

b) EPS file with text converted to outlines and image embedded

Supplements

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SUMMER CAMP

- Types of Camp
- Camp Culture
- Choosing a Camp



CHINESE NEW YEAR

- VIP greet our readers
- Food and Dining
- Gift and lifestyle content



HOLIDAY LIFE

- Ice wine events
- Get to know hockey
- Top 5 ski destinations



SUMMER 2014

- Fishing, Boating, Camping
- Theatre and Entertainment
- Trip planning suggestions



FALL COLOURS

- Railway tours
- Best Hiking
- Day trips by car

EDITOR'S STATEMENT

We are committed to improving the quality of everyday life for Chinese-Canadians.

Our publications encourage readers to explore Canada and its vibrant culture. New to Canada and excited to be here, our readers use our magazines to find what they need quickly, and in simple steps.

We help both our advertisers and Chinese-Canadians navigate the cultural differences between East and West, making sure products and services our readers want are presented in a manner they find exciting and appealing.

Let your business grow alongside our expanding Chinese-Canadian community!

-Renee Zheng

Additional information available upon request.

Online Ad Rates

Our multi-language online news network attracts over 20 million page views per month, providing readers with live news coverage beyond what's published in our 10 printed newspapers. Versatile coverage from local to global, mainstream to ethnic, we cover the world with news online.

TRAFFIC & STATISTICS

Per Month	Global	Canada
Page Views	21,542,000	2,057,000
Unique Visitors	2767,000	261,000

AGE: 25-65

AVERAGE AGE: 40

AVERAGE HH: \$86,000

We provide all types of advertising opportunities such as online ad placement, rich media and sponsorship.



60
FEMALES



90
COLLEGE &
ABOVE



50
PROFESSIONALS
17
STUDENTS

BIRTHPLACE:



HONG KONG
TAIWAN
MAINLAND CHINA

VISITING BEHAVIOR



Several times/day

Once/day

Several times/week

728x90
Top banner
\$15/CPM

Chinese Epoch Times website
www.epochtimes.com
Global Reach:
35 000 000 page views
2 000 000 unique visitors

300X250
Big Box
\$15/CPM



Our Advertisers

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Canada



Ontario

Québec



Mercedes-Benz



Incredible India



SHISEIDO

