



## OVERVIEW

The Toronto Caribbean Newspaper is recognized as one of the **leading Caribbean newspapers** in the greater Toronto area. Although we are branded as a Caribbean newspaper, our readers are a reflection of the diverse cultures, and ethnicities that span throughout Toronto and the surrounding areas. The Toronto Caribbean newspaper features current news from the Caribbean community in the GTA and also keeps readers up to date on the latest news and information from the islands.

## DEMOGRAPHIC

- ➔ Between the ages of 18-75+
- ➔ Readers are from the Caribbean Islands, South America, South Asian, Caucasian and Afro Caribbean community.





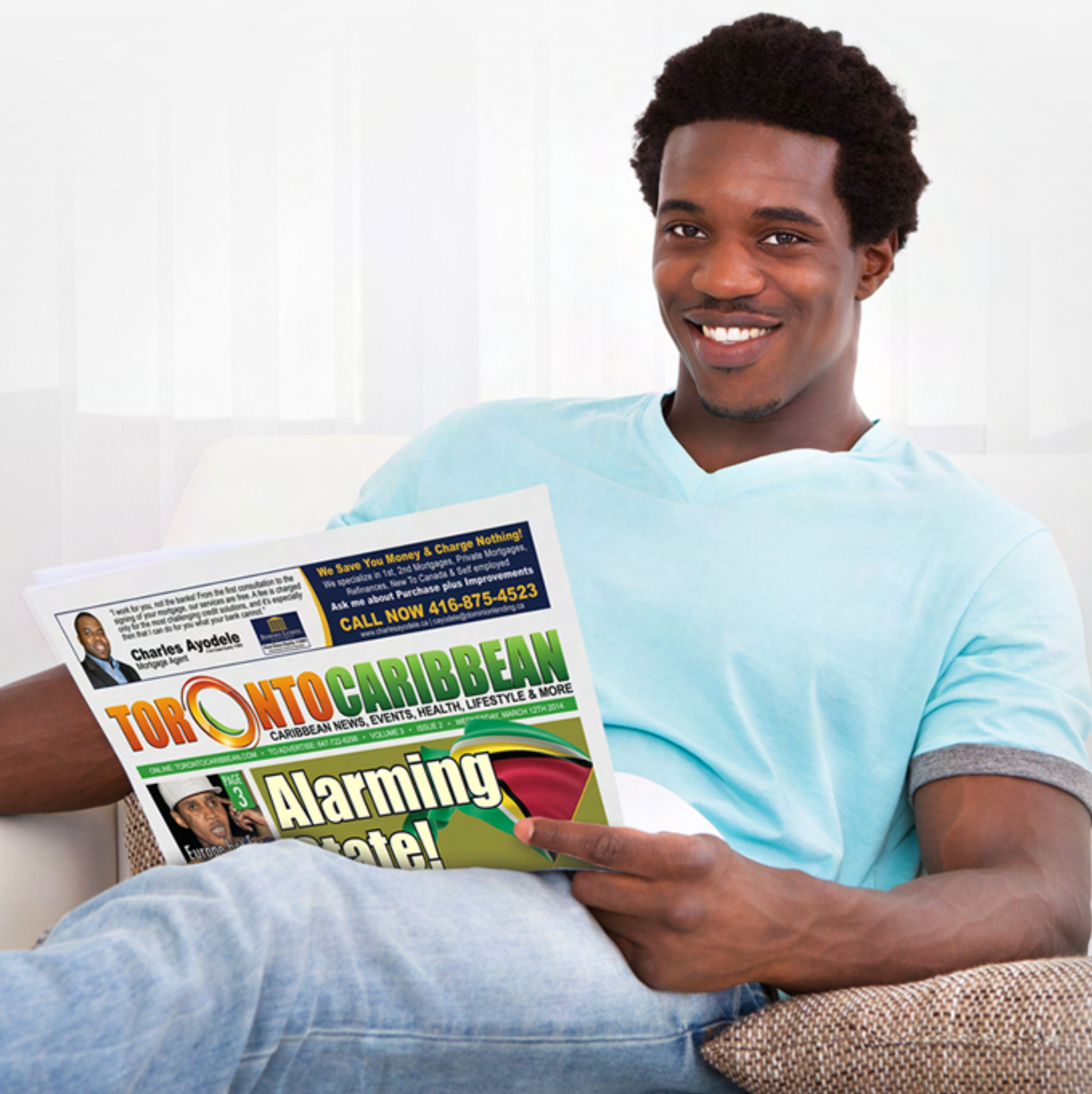
## READERSHIP

In Toronto, we pride ourselves on our multiculturalism, and diverse communities. The Toronto Caribbean newspaper has something for everyone reporting on relevant news that engages our readers, providing them with informative and motivational articles to stay current and focused.

## CIRCULATION

The Toronto Caribbean Newspaper is **available in over 300 locations** across the GTA. We currently print **19,000+ copies** on a biweekly basis, and online we receive as much as **100,000 downloads per edition**.





## DISTRIBUTION ADVANTAGE

The Toronto Caribbean Newspaper is printed biweekly, and delivered on time. We have **one of the largest distribution systems** in the community, delivering to various locations within Toronto, Brampton, Mississauga, Malton, North York, Etobicoke, Ajax, Pickering, Kitchener and Cambridge. Our Return Monitoring System allows us to accurately monitor each location for distribution. This supports our **90% guarantee of readership**.

## ONLY THE HIGHEST QUALITY

Our **high-quality glossy print** is attractive and esthetically pleasing to the eye. It is superior in all aspects **standing out from other publications** with its modern and fresh design, alongside an easy to follow layout that pays the utmost attention to detail. Our high standards ensure that every edition is one of a kind and appealing to our readers.





## FULLY MARKETED ONLINE

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With a **Facebook Fan page of over 7,500 subscribers** and a **Twitter following of over 66,500**, Toronto Caribbean's Social Media Marketing department does what it takes, actively utilizing social media platforms to spread the word, and make our brand a household name. Our strong social media presence is **invested in advancing our own marketing**, and integrating new technologies. Every edition is available online as a digital PDF which allows for worldwide availability.

## CONSTANTLY GROWING

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Toronto Caribbean is always evolving to stay up to date and current with the times. We are constantly growing, catering to the needs of the community, supporting local businesses and charities making their causes our own. We strive to promote diversity in our community providing our services in anyway that we can to spread the word.





## POWER UP YOUR CAMPAIGN

Our cutting edge marketing team brings over 20 years of experience to the table. They are results driven and motivated, recognizing the needs of our clients to help brand them in the most attractive way possible and maximize results. Our parent company Carib101 Media Corporation has been in the business for 10 years, and they bring substantial industry experience, with their consulting division and tailored marketing they provide a pleasant, reliable top-notch service that you can trust, delivering only the best results for our clientele.