MEDIA KIT

Visitors to newcanadianmedia.ca

- Social: 31.9%
- Referral: 22.7%
- Direct: 23%
- Organic Search: 17.1%
- Email: (Other)

Source: Google Analytics
WHO WE ARE

Our audience is growing daily.

We are a pioneering pan-Canadian immigrant-focused news and opinions online magazine profiling immigrant and ethnic issues not currently represented in national media.

Immigrants are a growing segment of Canada’s population.

OUR AUDIENCE

1 in 5 Canadians is foreign-born.
Over 250,000 new arrivals annually.

Policy makers at the national, provincial and local levels seeking a better understanding of immigrant and ethnic issues

OUR READERSHIP*

- **Origin** 47% of respondents are foreign born; 87% are Canadian citizens
- **Age** Median 45-54
- **Income** Median household income is >$80,000-$100,000
- **Frequency** 27% of responders visit NCM site more than once a week; a further 35% monthly
- **Education** 89% possess a university education; 59% have post graduate education
- **Longevity** 40% have been visiting the NCM website for 1-2 years
- **Satisfaction** 82% are highly satisfied with the website content; 63% would recommend content
- **Interests** 81% are interested in public affairs content

*(Audience profile survey conducted by EKOS Research March 2016; full report available on request)*

AS OF SEPTEMBER 2016

(YEAR ENDING SEPT 10, 2016)

- 66,304 UNIQUE USERS;
- 154,842 PAGE VIEWS;
- 64.9% NEW SESSIONS;
- 1.54 pages per visit

(source: Google Analytics)

GEOGRAPHIC DISTRIBUTION

- 21% Toronto
- 12% Ottawa
- 7% Vancouver
- 4% Montreal
- 3% Calgary
WHAT WE DO

Independent and non-partisan, New Canadian Media is a multimedia portal that represents the voice of immigrant Canadians from across Canada.

By profiling immigrant and ethnic issues not currently represented in national media and aggregating content from ethnic media sources across Canada we are giving immigrant issues national visibility.

SYNDICATED CONTENT
Exclusive journalism + News from a range of ethnic media sources - all in one place

FEATURED OPINIONS
Opinion and analysis from leading commentators
Our leaderboard and big box advertising units are available on a run of site (ROS) basis. Ads booked in these spaces will be shown in rotation with other advertisers, and appear on every page of the website. Homepage takeovers, video and wallpaper options are also available upon request.
## ADVERTISING RATES

<table>
<thead>
<tr>
<th>NUMBER OF IMPRESSIONS BOOKED</th>
<th>LEADERBOARD 728x90px</th>
<th>BIG BOX 300x250px</th>
<th>BANNERS (article pages, custom sizes available)</th>
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<tbody>
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<td>50,000</td>
<td>CPM: $25</td>
<td>CPM: $25</td>
<td>CPM: $20</td>
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<tr>
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<td>Total: $1,250</td>
<td>Total: $1,250</td>
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<td>Total: $9,000</td>
<td>Total: $9,000</td>
<td>Total: $7,000</td>
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</tbody>
</table>

CPM: cost per thousand impressions

Subject to applicable HST
A FEW EXTRAS

SPECIAL EDITIONS
From time to time, New Canadian Media publishes special online features. A variety of additional short term advertising opportunities are available.

FOR MORE INFORMATION
For additional rates or a custom proposal, please contact:

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