



**NEW CANADIAN MEDIA**

THE PULSE OF IMMIGRANT CANADA

# MEDIA KIT

[newcanadianmedia.ca](http://newcanadianmedia.ca)



# 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)

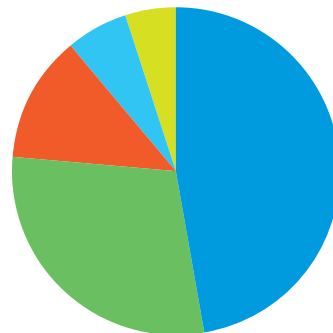
## NCM Analytics April 2021

18,878 users/month = 630 users/day

Pages / Session - 2.45

Page views per month - 46,251

(source: Google Analytics)



## User acquisition

Direct - 47%

Organic search - 29%

Social media - 13%

Paid search (Google Ads) - 6% (1,128 visitors)

Referral - 5%

# 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

# ONLINE ADVERTISING OPTIONS

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.

The screenshot displays the New Canadian Media website interface. At the top left is the logo with the tagline 'THE PULSE OF IMMIGRANT CANADA'. To the right is a red banner for 'CANADA'S BEST MAGAZINE!'. Below the logo is a navigation menu with categories: HOME, NEWS, COMMENTARY, POLITICS, POLICY, ECONOMY, EDUCATION, HEALTH, and ARTS & CULTURE. A 'Editor's Picks' section features five article thumbnails with titles like 'Good Girl, Bad Girl: The Tamil Dichotomy' and 'Reflections on World Hijab Day 2014'. The main content area includes a large article titled 'A Canadian at Euromaidan in Kyiv' with a 'JUST DO IT! SUPPORT UKRAINE' banner, and a 'Pulse: Latin America' section. On the right side, there is an 'iPOLITICS' logo and a 'Diaspora Affairs' section with a 'Filter stories by region' option.

## LEADERBOARD

Sits above the NCM logo at the top of the website.

## BIG BOX

One location down the right hand side of the website pages.

## BANNERS

Located on sub-pages, above specific articles.

# ADVERTISING RATES



NUMBER OF IMPRESSIONS BOOKED	LEADERBOARD 728x90px	BIG BOX 300x250px	BANNERS (article pages, custom sizes available)
50,000	CPM: \$25	CPM: \$25	CPM: \$20
	Total: \$1,250	Total: \$1,250	Total: \$1,000
100,000	CPM: \$23	CPM: \$23	CPM: \$18
	Total: \$2,300	Total: \$2,300	Total: \$1,800
250,000	CPM: \$20	CPM: \$20	CPM: \$16
	Total: \$5,000	Total: \$5,000	Total: \$4,000
500,000	CPM: \$18	CPM: \$18	CPM: \$14
	Total: \$9,000	Total: \$9,000	Total: \$7,000

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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