



**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)

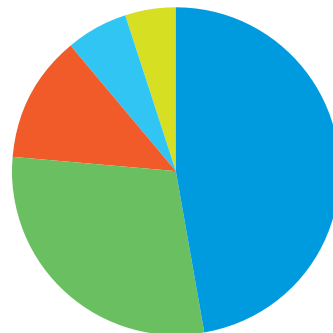
## NCM Analytics April 2021

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%

# EKOS SURVEY INSIGHTS MARCH 2016

## AUDIENCE SATISFACTION

- The readership is largely very satisfied (83% satisfied overall).
- This is true of the last article read as well as specific topic areas such as special topics and coverage of Canadian news.
- Six in ten readers have recommended NCM material through social media outlets such as Facebook or Twitter.

## MEDIA CONSUMPTION

- The readership is highly engaged with four-fifths considering themselves more informed than the average reader.
- The audience are media omnivores who are very much engaged by a wide variety of media outlets, particularly the CBC and the Globe and Mail.
- The readership shows a very distinctive and unique profile; it varies dramatically from mainstream media readership profiles.

## AUDIENCE EDUCATION AND INCOME

- Educational attainment is dramatically high (more than half have a post-graduate degree).
- Incomes are high and there is an unusual balance of younger and older readers which is atypical.

## ETHNICALLY DIVERSE AUDIENCE

- NCM's readership is ethnically diverse, with large concentrations of readers identifying as:
  - 33% British
  - 22% other Western European
  - 21% South Asian
  - 13% Eastern European

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

# 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 shows the New Canadian Media website homepage. 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 section titled 'Editor's Picks' features five article thumbnails with titles like 'Good Girl, Bad Girl: The Tamil Dichotomy' and 'Reflections on World Hijab Day 2014'. Below this is a featured article 'A Canadian at Euromaidan in Kyiv' with a 'JUST DO IT! SUPPORT UKRAINE' banner. To the right of the featured article is a 'Pulse: Latin America' section with several sub-articles, each with a 'READ MORE' link. On the far right is a sidebar for 'iPOLITICS' with a 'Diaspora Affairs' section and 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:

**George Abraham**

[publisher@newcanadianmedia.ca](mailto:publisher@newcanadianmedia.ca) 613.867.9714



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