The TIMES Of Canada

Media Kit

The TIMES Of Canada

About US

The Times of Canada group was established in 2010 with the vision to create a better understanding of the South Asian culture, heritage, fairs, and festivals and its people within the mainstream Canadian society. We aim to spread awareness about the achievements, talents, and exceptional contribution of extraordinary of South Asian community members.

The South Asian community is one of the most diverse yet integrated resident forces here in Canada encompassing inhabitants that have origins rooted in countries like India, Pakistan, Fiji, Africa and the UK. Our focus has been to create opportunities where the multiculturalism fabric of our nation is strengthened. We endeavour to bridge the gap between the cultures and reinforce better understanding, unity, harmony, and coherence amongst the two amalgamated societies that have fascination and curiosity to know more about each other as they co-exist.

The unique differentiator that sets the endeavours of The Times of Canada group apart from others is that it has been employing multiple approaches and distribution channels across the Lower Mainland area to impart relevant subject matter and knowledge about the community. Needless to mention, the leading force behind this impressive success of The Times of Canada group has been the dynamism, enthusiasm, motivation and drive of its CEO and promoter Vinay Sharma, a well-known and respected name with a long history of service to his community whether it was in India or now, here in Canada.

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A Fascinating Journey so far ...

Each issue has News, Special Features, Personality Profiles, Fashion and Lifestyle Articles, Bollywood News, Community Events Coverage and much more ...

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Some more past issues

The TIMES Of Canada

Advertising Opportunities

Print Advertising : Different sizes available

Advertorial

Business Profile

Web Advertising

Some Facts about our Website and Social Media :

- 100 Status likes per week
- 100,000 unique views of our Facebook page every month
- 5,000 people visit our website every month
- Average duration of visit is 5 minutes

Sponsorship Opportunities

We organize and participate in many community events which can be a good opportunity for brands to sponsor and connect with their target audience.

We organize following events every year:

- Lohri
- Valentine's Day Contest and Gala
- Mother's Day Gala
- Diwali Gala – Car Giveaway
- Help The Homeless Drive

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Demographics and more

By participating in the magazine you will reach:

- A niche target audience of South Asian Origin
- Approximately 75,000 readers in every issue
- Reader Profile – New Immigrants , Home Makers, Professionals, Business persons
- Readership by Gender – 56% Female, 44 % Male
- Readership by Ethnicity - 80% South Asian Readers amd 20% Other ethnicity

Publication Timelines

January	**New Year / Lohri**
April	**Vaisakhi**
July	**Canada Day**
Oct	**Diwali**

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Circulation & Distribution

- 15,000 copies are published and distributed
- It is a FREE publication
- There is a controlled and targeted distribution at Retail Stores, Malls, Business offices, Restaurants, Salons, Spas, Lounges, and Residential Areas.

Ad Sizes

Ad Type	Ad sizes (WXH) inches
Full Page	7.5 x 10 inch
Half Page Vertical	3.5 x 10 inch
Half Page Horizontal	7.5 x 4.8 inch
Quarter Page	3.5 X 4.8 inch
1/8th	3.5 x 2.5 inch
Square Ad	3.5 X3.5 inch
Strip Ad	7.5 x 2 inch

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Thank you!

For more details on Sponsorships and Ad Packages, please contact:

Vinay Sharma

Publisher

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