

加拿大商報

TODAY COMMERCIAL NEWS

TORONTO EDITION

TCN
MEDIA
KIT

www.mediacentralltd.com

Version
2014 V3.1

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www.mediacentralltd.com

The Paper – Toronto Edition

Today Commercial News is the No. 1 FREE Chinese Daily Newspaper in Greater Toronto Area.

Today Commercial News, formerly named Today Daily News, is a local Canadian Chinese-language daily newspaper committed to enriching and enhancing the lives of Chinese Canadians living in Toronto. It offers a wealth of information and knowledge helping newcomers establish a better life in Canada.

Today Commercial News is the first tabloid Chinese daily newspaper gives an up-to-date coverage of people and events, both at home and abroad. Comprehensive topics covered by the newspaper include Government issues, community events, international news, business and finance, sports and entertainment, health and lifestyle.

Today Commercial News with its handy size, lively layout and vibrant graphics, delivers news in a fashion, concise, easy-to-read and compelling format. Advertisements are more visible and outstanding.

Today Commercial News sets the new standard to the Canadian Chinese daily newspaper industry; with a full and complete version of our paper on our website for free downloading. Both editorial contents and advertisements are unabridged and presented in their entirety.

Being the only Chinese daily with at least one full page of simplified Chinese news content, it is notable for its strength in Mainland China News. Today Commercial News is also the first and only Canadian Chinese Daily newspaper website accessible in China.

Above all, advertisers can reach their target customers far and wide through our print and internet copies, even before they set foot in Canada. Opening up vast advertising opportunities in the Chinese market, Today Commercial News is engineered to help its advertisers achieve the best results from their advertisements.

Property Weekly Magazine

Property Weekly is a special weekly real estate magazine published and distributed free every Saturday with new and resale homes and other useful information on home improvement.

701 Magazine

701 Magazine is a self-standing magazine for sale for \$1.50 in Toronto and \$2 in Ottawa and Montréal from Saturday at bookstores, supermarkets and other outlets for the whole week. With latest news on Chinese celebrities, it is a favorite for readers of all ages from Hong Kong, Taiwan and Mainland China. Online subscription started in September 2014 at www.701magazine.com

Best Chinese Weekly

BEST Chinese Weekly is a FREE local Canadian Chinese-language weekly newspaper published every Friday by CCN Media Inc. It primarily serves the Mandarin speaking Chinese community in the Greater Toronto area.

Our mission is threefold:

- 1.to publish great journalism through official news sources, along with the best-designed articles and advertising in the Chinese market;
- 2.to serve our customers (readers and advertisers) at the highest level;
- 3.to live a good life and have fun in this newly adopted country while keeping abreast of what is happening in our home lands.

To better serve the growing Chinese community in Toronto, BEST Chinese Weekly provides a weekly updated coverage of community events in Greater Toronto. Topics covered by the newspaper include local stories, Mainland China focus and analysis, international issues, business and finance, sports and entertainment, health and lifestyle.

Being a free Chinese weekly published in simplified Chinese, BEST Chinese Weekly is notable for its strength in handy size, lively layout and vibrant graphics, delivering stories in a fashion, concise, easy-to-read and compelling format. Advertisements are more visible and outstanding.

With a full and complete version of the newspaper on our website, BEST Chinese Weekly, is free for downloading. Both editorial contents and advertisements are unabridged and presented in their entirety.

Above all, advertisers can reach their target customers far and wide through our print and internet copies, even before they set foot in Canada. Opening up vast advertising opportunities in the Chinese market, BEST Chinese Weekly, is engineered to help its advertisers achieve the best results from their advertisements.

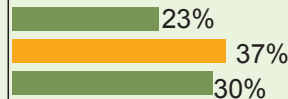
READERSHIP DEMOGRAPHICS

Today Commercial News Readers

Percentage Composition

Age

- 25 - 34
- 35 - 44
- 45 - 54



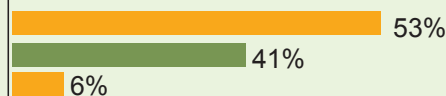
Household Composition

- 4 or more
- 3



Hometown

- Hong Kong
- Mainland China
- Taiwan and others



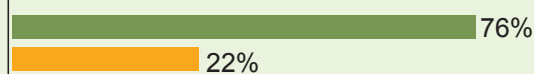
Annual Household Income

- \$25,001 - \$50,000
- \$50,000 - \$75,000



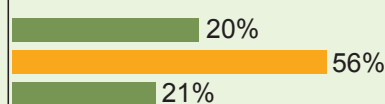
Education

- College or University
- High School



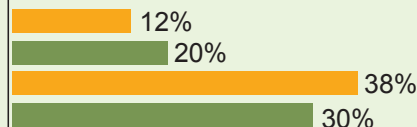
Occupation

- Servicing and clerical
- Professional
- Self - employed/
Owner of Business



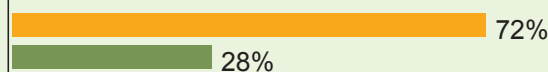
Years in Canada

- 10 years or more
- 6 - 9 years
- 3 - 6 years
- 0 - 3 years



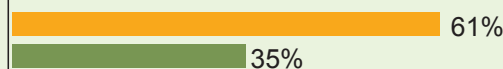
Reading Habit

- Printed edition
- Electronic edition



Living Property

- Self - owned
- Rented



Plan to Purchase Property

- Within 1 Year
- 2 - 3 years



Intend to spend on items in the next 12 months

- Cell Phone
- Automobile
- Home Appliance
- Travel
- Home Improvement



90% between the age of 25-54

91% have 3 or more members in the household

53% from Hong Kong and 41% from Mainland China

95% have annual income \$25,001 - \$75,000

76% have college or University education and beyond

Over 90% work full time

68% are immigrated to Canada in less than 6 years

72% read the printed copy

87% plan to purchase their own property within the next three years

61% own their property

88% plan to get a new cell phone in the next 12 months

80% plan to purchase an automobile within the next 12 months

75% plan to travel in the next 12 months

* Data from Readership Survey in May, 2014

NEWSPAPER ADVERTISING RATE (RETAIL) 日報廣告價目表
Spot Insertion

Newspaper 日報價目	Size	Units	Any day	
			BW	4C
Run of Paper (ROP)	1/8	36	\$176.4	\$266.4
	1/6	48	\$235.2	\$355.2
	1/4	72	\$352.8	\$532.8
	1/3	96	\$470.4	\$710.4
	1/2	144	\$705.6	\$1,065.6
	Junior Page	128	\$752.64	\$1,136.64
	Full Page	288	\$1,411.2	\$2,131.2
Front Page	Full Page	----	----	(Tue-Thu) \$3,000
	Full Page	----	----	(Fri-Sun) \$3,600
	Vertical Banner	----	----	\$1,000
	Bottom Banner	48	----	\$800
	Ear Lug(Small)	1 Unit	----	\$300
	Ear Lug(Large)	2 Unit	----	\$600
Back Page	Full Page Ex	----	----	\$2,640
Wrap Page	Full Page Ex + Vertical Banner	----	----	\$3,640

Monthly (26 Consecutive Insertions)

Newspaper 日報價目	Size	Units	MONTHLY	
			BW	4C
Run of Paper (ROP)	1/8	36	\$1,029.6	\$1,544.4
	1/6	48	\$1,372.8	\$2,059.2
	1/4	72	\$2,059.2	\$3,088.8
	1/3	96	\$2,745.6	\$4,118.4
	1/2	144	\$4,118.4	\$6,177.6
	Junior Page	128	\$4,392.96	\$6,589.44
	Full Page	288	\$8,236.8	\$12,355.2

- * Fixed page or position : 30% premium.
- * Front page advertising subjects to availability, a non-refundable deposit may be required to secure booking.
- * Monthly ad term discount : 3 mths - 10% 6 mths - 15% 12 mths - 20%
- * Early termination may subject to rate recalculation based on daily rate.
- * The above set rates are for both print and electronic newspaper.
- * Prices subject to change without notice.
- * Please send file by FTP / email / CD ROM - No film is accepted.

*Effective date May 2014

NEWSPAPER ADVERTISING RATE (RETAIL) 日報廣告價目表
4 / 6 Days Per Week

Newspaper 日報價目	Size	Units	4 DAYS PER WEEK		6 DAYS PER WEEK	
			BW	4C	BW	4C
Run of Paper (ROP)	1/8	36	\$241.2	\$360	\$324	\$486
	1/6	48	\$321.6	\$480	\$432	\$648
	1/4	72	\$482.4	\$720	\$648	\$972
	1/3	96	\$643.2	\$960	\$864	\$1,296
	1/2	144	\$964.8	\$1,440	\$1,296	\$1,944
	Junior Page	128	\$1,029.12	\$1,536	\$1,382.4	\$2,073.6
	Full Page	288	\$1,929.6	\$2,880	\$2,592	\$3,888

13 Days Per Month

Newspaper 日報價目	Size	Units	13 DAYS PER MONTH	
			BW	4C
Run of Paper (ROP)	1/8	36	\$676.8	\$1,015.2
	1/6	48	\$902.4	\$1,353.6
	1/4	72	\$1,353.6	\$2,030.4
	1/3	96	\$1,804.8	\$2,707.2
	1/2	144	\$2,707.2	\$4,060.8
	Junior Page	128	\$2,887.68	\$4,331.52
	Full Page	288	\$5,414.4	\$8,121.6

- * Fixed page or position : 30% premium.
- * Early termination may subject to rate recalculation based on daily rate.
- * The above set rates are for both print and electronic newspaper.
- * Prices subject to change without notice.
- * Please send file by FTP / email / CD ROM - No film is accepted.

For more information & booking please call 416-477-2988

*Effective date March 03, 2013

Specification for Newspaper

Standard Sizes

(A) Cover Page

Col x Unit	Width	Height
	260.4mm	241.3mm
	10.25"	8.7"

(K) 1/4 (Quarter)

Col x Unit	Width	Height
12 x 6	129.5mm	138.9mm
	5.1"	5.47"

(B) Lower Front

Col x Unit	Width	Height
	260.4mm	191mm
	10.25"	6.88"

(L) 1/6

Col x Unit	Width	Height
8 x 6	85.3mm	138.9mm
	3.36"	5.47"

(C) 1/2 (Horizontal)

Col x Unit	Width	Height
24 x 6	260.4mm	139.9mm
	10.25"	5.47"

(M) 1/8 (Horizontal)

Col x Unit	Width	Height
12 x 3	129.5mm	68.6mm
	5.1"	2.7"

(D) 1/2 (Vertical)

Col x Unit	Width	Height
12 x 12	129.5mm	279.4mm
	5.1"	11"

(N) 2 Small Ear (Toronto)

Col x Unit	Width	Height
	67.6mm	39.9mm
	2.66"	1.57"

(E) 1/3 (Horizontal)

Col x Unit	Width	Height
24 x 4	260.4mm	92.2mm
	10.25"	3.63"

(O) Large Ear (Toronto)

Col x Unit	Width	Height
	136.1mm	39.9mm
	5.36"	1.57"

(F) 1/3 (Vertical)

Col x Unit	Width	Height
8 x 12	85.3mm	279.4mm
	3.36"	11"

(P) M/C/O Small Ear

Col x Unit	Width	Height
	67.6mm	47.2mm
	2.66"	1.86"

(G) Full Page

Col x Unit	Width	Height
24 x 12	260.4mm	279.4mm
	10.25"	11"

(Q) M/C/O Large Ear

Col x Unit	Width	Height
	136.1mm	47.2mm
	5.36"	1.86"

(H) Junior Page

Col x Unit	Width	Height
16 x 8	172.7mm	185.7mm
	6.8"	7.31"

(R) Top Banner

Col x Unit	Width	Height
	260.4mm	45.2mm
	10.25"	1.78"

(I) 1/4 (Vertical)

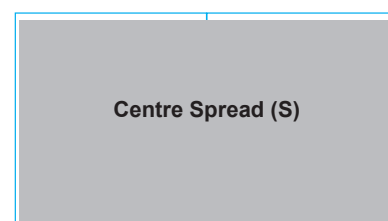
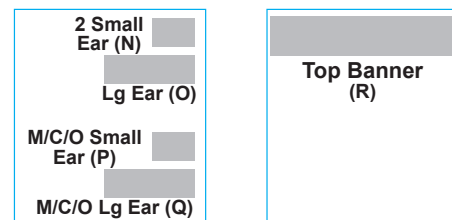
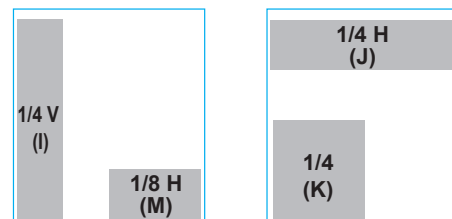
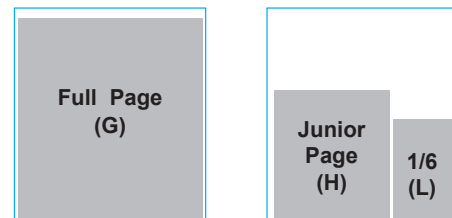
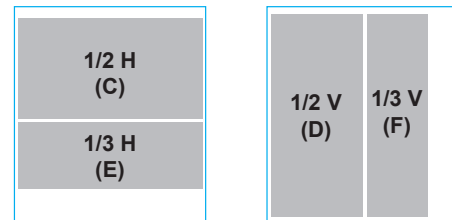
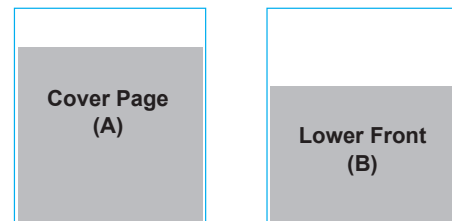
Col x Unit	Width	Height
18 x 9	63.8mm	279.4mm
	2.51"	11"

(S) Centre Spread

Col x Unit	Width	Height
	533.4mm	279.4mm
	21"	11"

(J) 1/4 (Horizontal)

Col x Unit	Width	Height
24 x 3	260.4mm	68.6mm
	10.25"	2.7"



PROPERTY WEEKLY ADVERTISING RATE 地產商報廣告價目表

		Rate per Insertion (Publication on Every Saturday)	
POSITION		Full Color	B/W
Cover Position (High Bright Paper)	Back Cover	\$1,500	----
	Inside Front	\$1,200	----
	Inside Back	\$1,000	----
	Bottom Banner	\$900	----
Run of Paper (Newsprint)	Full Page	\$800	\$500
	1/2 Page	\$500	\$300
	1/4 Page	\$300	\$200

- * Frequency discounts applicable to consecutive insertions only.
- * Fixed page position: 30% premium. Prime positions on a first-come-first-served basis.
- * Publication Date : Free Distribution Every Saturday
- * Binding : Saddle Stitched
- * Booking deadline : 2 weeks prior to publication
- * Materials deadline : 3 working days (preceding Tuesday at 5p.m.) prior publication
No film is accepted
- * Prices subject to change without notice

For more information & booking please call 416-477-2988

*Effective date March 03, 2013

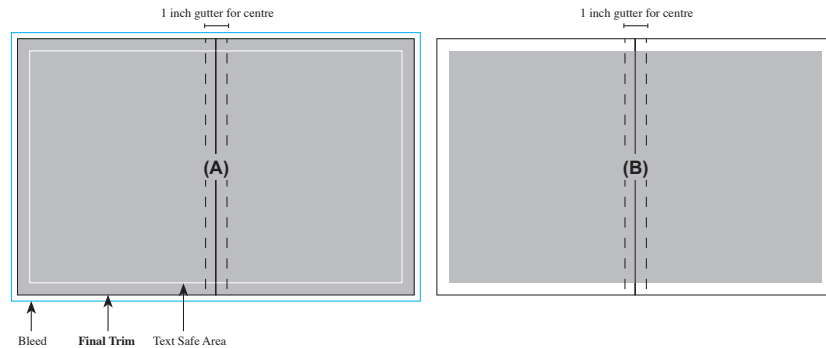
Specification for Property Weekly

Standard Sizes

(A) Spread (Bleed)

(0.25" bleed on each side)

Size	Width	Height
Bleed	533.4mm 21"	317.5mm 12.5"
Final Trim	520.7mm 20.5"	304.8mm 12"
Text Safe Area	495.3mm 19.5"	279.4mm 11"



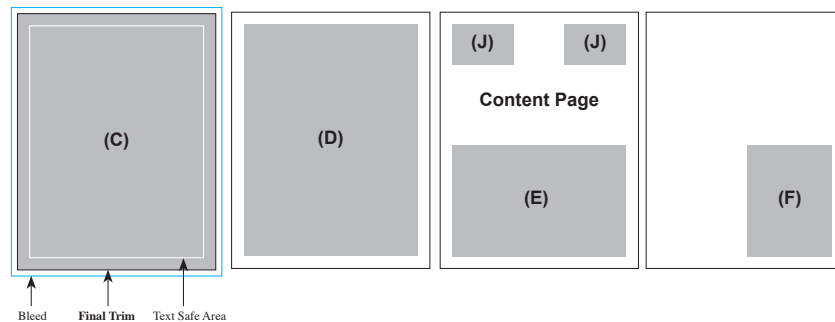
(B) Spread (Non-Bleed)

Size	Width	Height
Image Area	495.3mm 19.5"	279.4mm 11"

(C) Full Page (Bleed)

(0.25" bleed on each side)

Size	Width	Height
Bleed	273.1mm 10.75"	317.5mm 12.5"
Final Trim	260.4mm 10.25"	304.8mm 12"
Text Safe Area	235mm 9.25"	279.4mm 11"



(D) Full Page (Non-Bleed)

Size	Width	Height
Image Area	235mm 9.25"	279.4mm 11"

(E) 1/2 (Horizontal)

Size	Width	Height
Image Area	235mm 9.25"	138.9mm 5.47"

(F) 1/4 Page (Quarter)

Size	Width	Height
Image Area	116.6mm 4.59"	270.3mm 5.47"

(H) Cover Banner

Size	Width	Height
Image Area	116.6mm 9.25"	68.3mm 3.63"

(J) Side Banner

Size	Width	Height
Image Area	77.5mm 3.05"	45.2mm 1.78"

(L) 1/8 (Horizontal)

Size	Width	Height
Image Area	77.5mm 4.59"	45.2mm 2.69"

(G) 1/2 (Vertical)

Size	Width	Height
Image Area	116.6mm 4.59"	138.9mm 11"

(I) Upper Front

Size	Width	Height
Image Area	235mm 5.73"	92.2mm 7.31"

(K) 1/4 (Horizontal)

Size	Width	Height
Image Area	77.5mm 9.25"	45.2mm 2.69"

(M) 1/16 (Horizontal)

Size	Width	Height
Image Area	77.5mm 2.27"	45.2mm 2.7"

701 MAGAZINE ADVERTISING NATIONAL RATE 701周刊廣告價目表

Rate per Insertion (Publication on Every Saturday)		
POSITION		4C (Full color processing)
Cover Position (Art Paper) (Full Page Only)	Back Cover	\$1,200
	Inside Front	\$1,000
	Inside Back	\$900
Run of Paper (Art Paper)	Double Page Spread	\$1,500
	Full Page	\$800
	Half Page	\$500

* Frequency Discounts :

6-week Consecutive Insertions	5%
13-week Consecutive Insertions	10%
26-week Consecutive Insertions	15%

Note : Discounts applicable to insertions used within 12 months. Early termination may subject to rate recalculation.

* Fixed page : 50% premium

* Publication Date :

Free Standing publication every Saturday

* Binding : Saddle Stitched

* Paper : All Coated paper

* Booking deadline : 2 weeks prior to publication

* Materials deadline : 7 working days prior. No film is accepted.

* Photo Resolution : 300dpi (Hi-Res)

* Prices subject to change without notice

For more information & booking please call 416-477-2988

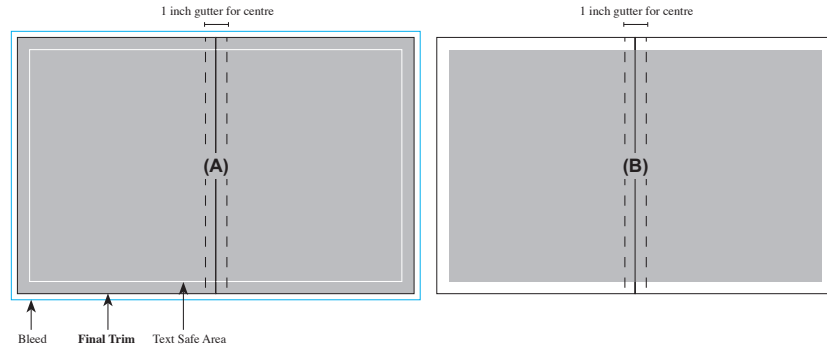
SPECIFICATION FOR 701 MAGAZINE

*Material Deadline: Every Wednesday 2pm.

STANDARD SIZES
(A) Spread (Bleed)

(0.25" bleed on each side)

Size	Width	Height
Bleed	431.8mm 17"	279.4mm 11"
Final Trim	419.1mm 16.5"	266.7mm 10.5"
Text Safe Area	400mm 15.75"	247.7mm 9.75"


(B) Spread (Non-Bleed)

Size	Width	Height
Image Area	400mm 15.75"	247.7mm 9.75"

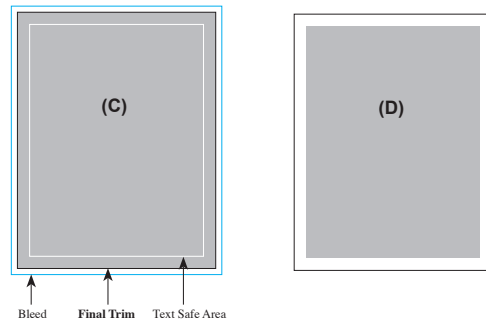
(C) Full Page (Bleed)

(0.25" bleed on each side)

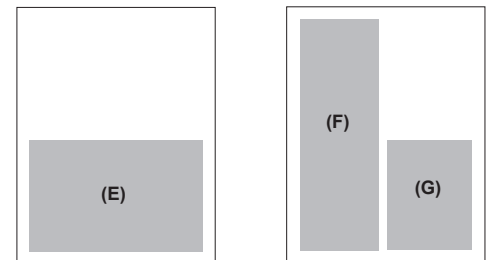
Size	Width	Height
Bleed	222.3mm 8.75"	279.4mm 11"
Final Trim	209.6mm 8.25"	266.7mm 10.5"
Text Safe Area	190.5mm 7.5"	247.7mm 9.75"

(G) 1/4 Page (Quarter)

Size	Width	Height
Image Area	92.1mm 3.625"	120.7mm 4.75"


(H) 1/4 Page (Horizontal)

Size	Width	Height
Image Area	190.5mm 7.5"	60.3mm 2.375"


(D) Full Page (Non-Bleed)

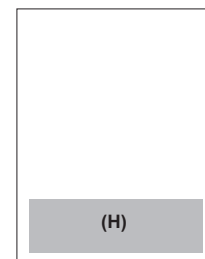
Size	Width	Height
Image Area	190.5mm 7.5"	247.7mm 9.75"

(E) Half Page (Horizontal)

Size	Width	Height
Image Area	190.5mm 7.5"	120.7mm 4.75"

(F) Half Page (Vertical)

Size	Width	Height
Image Area	92.1mm 3.625"	247.7mm 9.75"



BEST CHINESE WEEKLY ADVERTISING RATE 加拿大周刊廣告價目表

Ad Size	B/W per week*	4-Color per week*
Full Page	\$500	\$800
1/2 Page	\$300	\$500
1/4 Page	\$200	\$300
1/8 Page	\$100	\$200
1/16 Page	\$60	\$100
Front Cover	—	\$1,600
Back Cover	—	\$1,200
Ear Lug	—	\$200

*Rate Per Insertion

- * Frequency discounts applicable to consecutive insertions only.
- * Fixed page position: 30% premium. Prime positions on a first-come-first-served basis.
- * Publication Date : Free Distribution Every Friday
- * Binding : Saddle Stitched
- * Booking deadline : 2 weeks prior to publication
- * Materials deadline : 3 working days (preceding Tuesday at 5p.m.) prior publication
No film is accepted
- * Prices subject to change without notice

SPECIFICATION FOR BEST CHINESE WEEKLY
Standard Sizes
(A) Cover Page

Col x Unit	Width	Height
	260.4mm	241.3mm
	10.25"	8.7"

(H) 1/4 (Horizontal)

Col x Unit	Width	Height
24 x 3	260.4mm	68.6mm
	10.25"	2.7"

(B) Lower Front

Col x Unit	Width	Height
	260.4mm	191mm
	10.25"	6.88"

(I) 1/4 (Quarter)

Col x Unit	Width	Height
12 x 6	129.5mm	138.9mm
	5.1"	5.47"

(C) 1/2 (Horizontal)

Col x Unit	Width	Height
24 x 6	260.4mm	139.9mm
	10.25"	5.47"

(J) 1/8 (Horizontal)

Col x Unit	Width	Height
6 x 3	63.5mm	68.6mm
	5.1"	2.7"

(D) 1/2 (Vertical)

Col x Unit	Width	Height
12 x 12	129.5mm	279.4mm
	5.1"	11"

(K) 1/16

Col x Unit	Width	Height
12 x 3	129.5mm	68.6mm
	2.5"	2.7"

(E) Full Page

Col x Unit	Width	Height
24 x 12	260.4mm	279.4mm
	10.25"	11"

(L) Ear

Col x Unit	Width	Height
	67.6mm	39.9mm
	2.66"	1.57"

(F) Junior Page

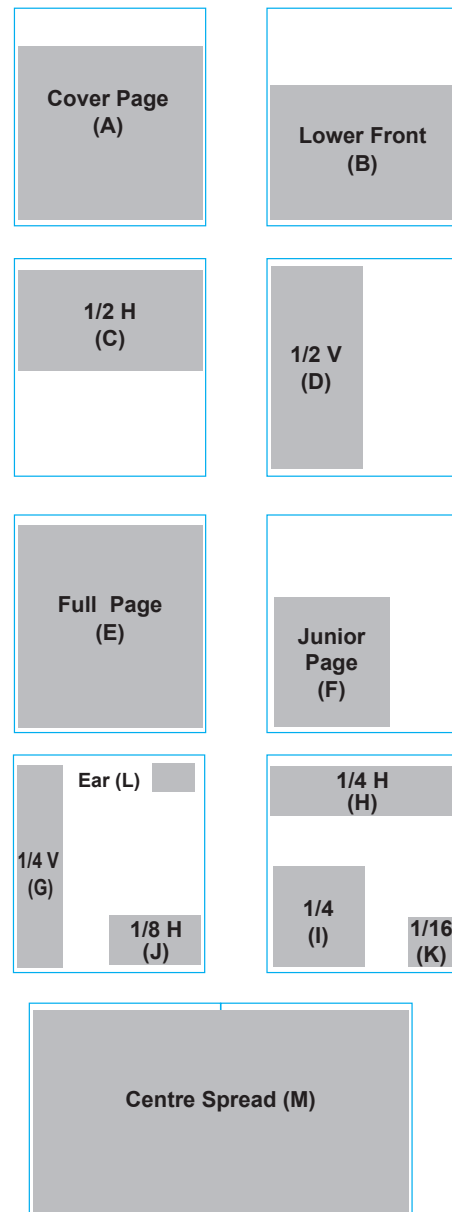
Col x Unit	Width	Height
16 x 8	172.7mm	185.7mm
	6.8"	7.31"

(M) Centre Spread

Col x Unit	Width	Height
	533.4mm	279.4mm
	21"	11"

(G) 1/4 (Vertical)

Col x Unit	Width	Height
18 x 9	63.8mm	279.4mm
	2.51"	11"



WEBSITE ADVERTISING RATE (MONTHLY) 網頁廣告價目表

加拿大商報
TODAY COMMERCIAL NEWS

加拿大 美洲 歐洲
首頁 | 刊登廣告 | 聯絡我們 | 資訊聯繫

視頻新聞類別 **加國新聞** 中國大陸 國際 財經 香港 娛樂 << 10月3日 星期四

DEVELOPING STORY AMERICA'S MONEY CRISIS
AC360° LIVE CNN
CNH D UPDATE Gas demand rises as price drops sharply 10:00 PM ET

Banner size: w300 xh100

Banner size: w300 xh100

Banner size: w300 xh100

Banner size: w300 xh100

Banner size: w300 xh100

Banner size: w300 xh100

加拿大商報

Online Ad (網上廣告)

Type	Position / Size	Monthly	
		Ad file and Promotional Rate*	
ePaper Ad (電子報廣告)	Front page (Each Edition)	Image (.pdf)	\$1,500
	Back Page	Image (.pdf)	\$500
	With Hyperlink	-	\$80
AD Banner	728 x 90 (pix) Horizontal Banner	Flash (*.swf < 1MB)	\$900
Side Banner	300 x 100 (pix) Banner	Flash (*.swf < 1MB)	\$350

For more information & booking please call 416-477-2988

SPECIFICATION FOR DIGITAL FILE

FILE FORMAT ACCEPTED : PDF, EPS, JPG, TIFF

- ✓ PDF/x1a (Adobe Acrobat 4.0 or higher)
- ✓ EPS (Encapsulated Postscript)
- ✓ JPG (Resolution 300dpi)
- ✓ TIFF (Resolution 300dpi)
- ✗ Film, glossy photo paper and laser output are not accepted.

TYPE

- ✓ Embedded all the fonts or converted to outline.
- ✓ Minimum size for knockout or reverse text is 14pt (Serif Type) & 12pt (Sans Serif). (This minimum size applies to all text knocking out of 2 or more colours)
- ✓ Knockout Black Text when higher than 24pt
- ✓ Overprint Black Text when lower than 24pt
- ✗ For clarity and readability, font size smaller than 6 point (for English) and 7 point (for Chinese) are not recommended.
- ✗ No True type or font substitutions are allowed

LINE

- ✓ Minimum Line Thickness - 0.5pt.
- ✓ Minimum Line Thickness for reversed - 2pt.
- ✗ No Hairlines

PHOTO

- Newsprint - 200 ppi
- Coated paper - 300 ppi

SCREENING

- Newsprint - 100 lpi
- Coated paper - 150 lpi

COLOR

- ✓ Make sure all colors are in CMYK values; black and white files must be in grayscale values.
- ✗ No Spot color, Pantone color or index color are accepted, please convert all colors to CMYK.
- If an ad is supplied with a spot color, it will automatically be converted to CMYK value. Today Daily News is not responsible for any shifts in colour due to this conversion.

REGISTER MARK

- All Register marks & crop marks must be locate 1/4 inch outside trim size,

COLOR PROOF

- Please provide color key or digital file for color proof.

OTHERS

- ✓ Files must be right reading, portrait mode, 100% actual size
- ✓ Image must be SWOP (CMYK or Grayscale)
- ✓ Flatten all special effect layers into one layer.
- ✓ Make sure all related images are embedded.
- ✓ All required image trapping must be included in the file.
- ✗ Do not embed ICC Profile
- ✗ Total area density should not exceed SWOP standard 240% TAC

FILE FORMAT ACCEPTED FOR WEBPAGE

- ✓ Animation Gif, Swf, JPG
- ✓ File size should not exceed 50K

SAVE FILE

- Please have files saved in CD ROM or USB Flash Drive (must include all images and all fonts used in the ad.)

SENT FILE

- By FTP Client Program

**ftp add.: [ftpserver2.todaycommercialnews.com](ftp://ftpserver2.todaycommercialnews.com)
user name: **tenguest** password: **tenguest123****

- * Please email your file name to our account executive and upload to our FTP site in compressed format (e.g. Winzip, WinRAR or Stuffit)

MATERIAL DEADLINE

- All material should send to us 2 business days prior to publication date. For reference, please also provide full details of Graphic Designer who created the file, including company name and mobile phone for emergency contact purpose.

Today Commercial News is not responsible for any misprint if the above requirements are not followed.

If there is any question regarding above specification, please contact our Art department at (416)447-2988