

SOUTHASIAN Weekender

...Where South Asians Matter

MEDIA KIT

2021 - 2022



Multicultural Publication
Verifications



Introduction

South Asian Weekender is an important facet of Toronto's emerging multicultural identity—a bi-weekly publication that covers a wide range of subjects—politics, business, films, sports, local news, international news, travel & recipes, that are of interest to Canadians of all backgrounds.

Since its inception 16 years ago, South Asian Weekender has enjoyed a significant presence in our vibrant community. Since the topics of our columns are relevant to a broad spectrum of people, ranging from new immigrants to the early settlers, the tabloid provides a thought provoking medium for all age-groups. The language presented is lucid and clear, with attractive layout, making it the most widely circulated & read South Asian English journal in the metro Toronto area. Our focus is to maintain the highest standards in journalism and provide exclusive news items to our readers.

Service, competitive rates, best printing quality and distribution are just a few to list as our strong points. South Asian Weekender is available at more than 250 locations FREE of cost. These locations include 25 apartment buildings (each with a capacity of 250 families approx.), Libraries, grocery stores, video stores, restaurants, coffee shops, dental offices, coin laundries, religious places and walk-in clinics.

South Asian Weekender is available on-line too. Yes, the whole publication is available on our website, www.southasianweekender.ca page-by-page. We also provide link from our website to yours. That simply means more mileage to your business.

Demographics: Profile of South Asian Communities

The South Asian population (Comprising of Indians, Pakistanis, Sri Lankans and Bangladeshis), which is growing by leaps and bounds in the metro Toronto area is a community that believes in being prudent and make wise financial decisions. They are inculcated the habit of saving over frivolous spending right from the outset and majority of them invest in their principal residence within first two years of landing in the country.

Since there are 1,963,330 South Asians in Canada as per the 2016 report, constituting 5.6% of the total Canadian Population. This makes them the visible minority group in Canada followed by Chinese and Black Canadians. Greater Toronto Area at one million accounts for more than 50% of the total South Asian Population in Canada. The South Asian population being the largest in comparison to any other ethnic group in the GTA has acquired great success financially, making it the premier target audience for advertisers.

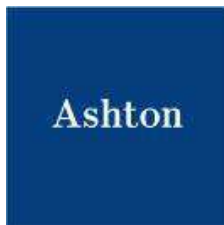
Facts about readers of South Asian publications:

- 48% of readers are between age 25-45
- 62% live in houses when they reach age 35-45
- 67% of them are married
- 70% send money to India
- 85% travel to India frequently
- 88% own at least one car
- 92% believe it is necessary to read both ethnic publications as well as mainstream ones

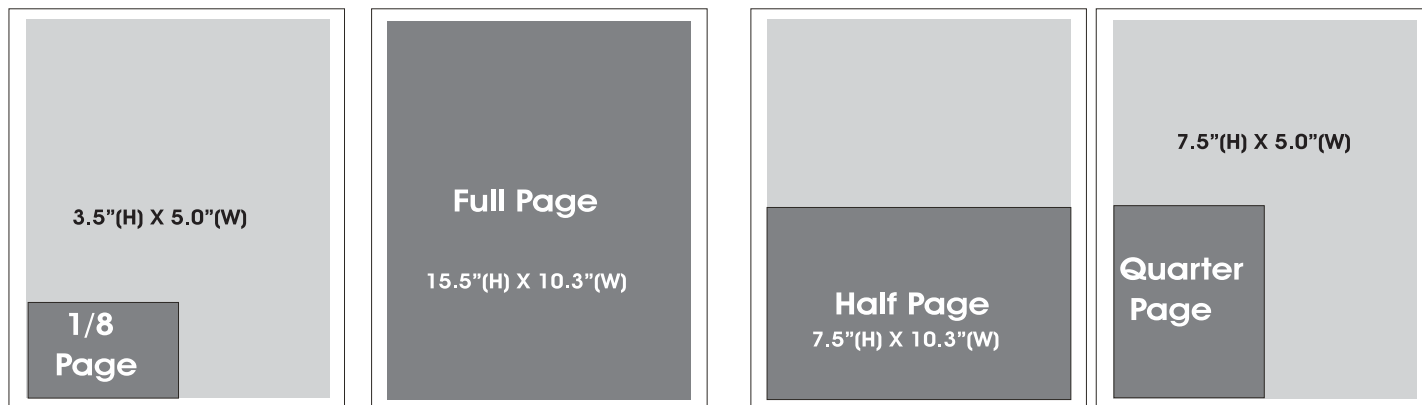
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OUR ADVERTISERS



STANDARD SIZES



SPECIAL SIZES

