

# Introduction



South Asian Gazette has excellent reviews online with 5 star ratings on several websites.

“What a wonderful newspaper you have, full of many interesting articles. Looking forward to working with you. People all the way in Hawaii and Europe saw the article. Continued Success.

- Patrizia (Client)

“Enjoy the articles in the newspaper. I always read health section and womens’ section of the newspaper.”

- Aisha Siddique (reader)

“Advertised with South Asian Gazette before and the customer service is great. The ad gave me good results and many new clients.

Understanding staff that made changes to ad on short notice.”

- Rabia Ali (client)

“I have advertised with the newspaper before and have received great results and good prices. Wish to advertise again in the future.”

- Maqsood (client)

South Asian Gazette is a weekly English newspaper published across North America. The newspaper first edition was published in 2010 and was distributed across Toronto, Ontario and Chicago, Illinois. Over the years, South Asian Gazette has generated an excellent reputation in the South Asian community and is the most reliable source of news.

Currently, South Asian Gazette is one of the largest ethnic newspapers in North America, printing 20,000 copies in Canada and 25,000 copies in the United States. Compared to other advertising sources, South Asian Gazette offers the most competitive rates in its industry given its large readership in North America.

## Mission statement

A South Asian news source providing trustworthy information and presenting entertaining opinion based articles to its readers.

Promote advertisers and provide maximum exposure while obtaining the upmost market share of the South Asian community.

South Asian Gazette also enhances the reader’s experience through alternate media platforms and provides our clients with many new and effective ways to promote their products and services.

- South Asian Gazette website
- Custom supplements
- Event sponsorship
- Product/service reviews
- Flyer insertions
- Social Media Feeds



## Sections inside?

- International Affairs and Politics
- National News
- Local (Metro)
- Showbiz & Entertainment
- Sports
- Fashion
- Women
- Religion
- Science & Technology
- Automotive
- Kids Corner
- Special Features
- Health & Fitness
- Natural & Herbal Cures
- Business

The growing South Asian population is quite visible throughout major cities all over Canada, primarily within Southern Ontario. South Asian Gazette is providing news to 76% of the South Asian population residing in Southern Ontario.

The age for our readers ranges from 16 to 60+

Age	Newspaper Reach
16 - 24	15%
25 - 33	25%
34 - 42	30%
43 - 51	15%
52 - 60	10%
60+	5%

South Asian Gazette readers:

- 78% have post secondary education
- 82% are comfortable with technology
- 74% are home owners
- Avg. income: \$78,000

### Major Expenditures

- Food & Grocery
- Automotive Vehicle
- Telecommunications
- Cable
- Internet
- Entertainment
- Education
- Real Estate & Rental
- Food & Grocery
- Travel & Transportation
- Jewelry
- Health Care
- Fitness Memberships & Products

### Major Employment

- Accountant
- Attorney
- Computer & IT
- Executives
- Bankers
- Taxi drivers
- Entrepreneurs
- Doctors
- Pharmacist
- Retail & Sales
- Marketing
- Consulting
- Government



# Rate Card



## Why Choose South Asian Gazette?

South Asian Gazette holds a 60:40 ratio of news and advertisements respectively. This method eliminates advertising clutter and ensures our clients get maximum exposure.

The only South Asian publication that circulates as far as Oshawa, Hamilton and Milton.

With a new concept and exceptional content, the South Asian Gazette has become to most fastest growing newspapers in North America.

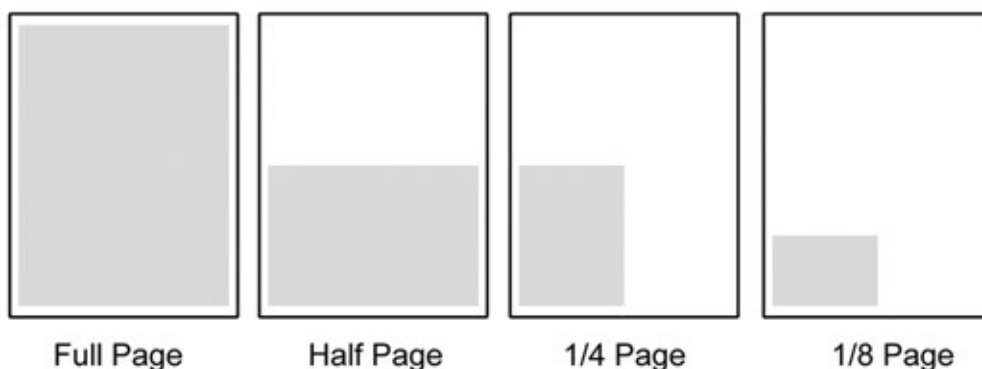
The first South Asian publication to be named a "Family Pack" newspaper with content available for readers of all ages.

The only South Asian newspaper in North America to offer a full business solution to its clients.  
 Bundle package available for services including:  
 - Print - Design & Ad  
 - Online - Design & Ad  
 - Ad on Newspaper Rack  
 - Printing and designing of business cards, flyers & other promotional material

Please find our prices listed below.  
 Prices are subject to negotiation based upon term.

	Size	Reg. Price
Full Page	W 14" x H 20"	\$3600
Half Page	W 14" x H 10"	\$1800
1/4 Page	W 7" x H 10"	\$900
1/8 Page	W 7" x H 5"	\$450

- 50% Extra cost applies for Color Advertisements
- Files should be submitted in PDF or JPEG format with resolution set to 300 dpi.
- The Deadline for all camera ready artwork is every Tuesday
- If you would like South Asian Gazette to create the artwork, we would need the required material one week before the publication date.
- Please contact us for front page, back page, classified advertisement rates



\* If you would like to advertise a custom size, contact us for details

## South Asian Gazette Head Office Canada

P: 905.814.4863  
905.487.4903  
F: 905.814.8775

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Mississauga, ON. L5A 3V8

## South Asian Gazette Head Office USA

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## Recent Advertisers & Partners

