



MEDIA KIT 2022

Chinese News Multimedia Platforms

Serving Chinese community in Canada since 1993

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Who We Are



Established in 1993, Chinese News Multimedia Platforms (formerly known as Chinese News) has been serving the Chinese Community with in-depth content written in both Chinese (Mandarin) and English for over 28 years. Chinese News reaches approximately 1.8 million Chinese-Canadians.



Chinese News Multimedia Platforms launched its online edition in 2001 to complement its newspaper circulation. In 2015, Chinese News began its WeChat account. WeChat is the preferred app amongst Chinese speakers to connect and distribute news content.



On December 18, 2021, Chinese News redefined its content strategy, beginning with a full transformation from traditional hard copy content to digital-only media platform, including online publications, social media, podcasting and video broadcasting.

Our Content

News 新闻

Chinese News Multimedia Platforms bridges the gap between the Chinese community and mainstream Canadian society by providing information and offering social and political commentary; by promoting both Canadian and Chinese values and culture; and by voicing the concerns of the community.



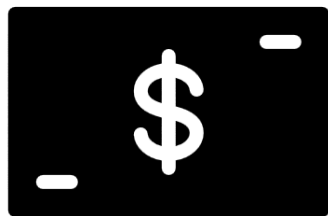
Chinese News Multimedia Platforms feature both domestic and international news, op-eds, special reports on politics, business, finance, social and legal issues, consumer reports, sports, entertainment, and travel, amongst others.

Our Readers



Over three quarters of our readers are between the ages of 21-60

Over half of our readers hold Bachelor Degrees, and one in five have Master Degrees and above



Over a third of our readers have annual incomes above \$50,000

Nearly three quarters of our readers immigrated to Canada five years ago



Chinese News Multimedia Platforms attracts both established immigrants and newcomers alike.

We tailor our content to specifically suit the challenges of integrating and adapting into Canadian culture and society for Chinese immigrants.

Our readers are typically middle to upper income Chinese Canadian professionals who want to engage in critical political, economic, and social dialogue.

Online Advertising Rate

Placement Options	Ad position and Size	Frequency, every 7 days	1 week	2 weeks	3 weeks	4 weeks	5 weeks	6 weeks	7 weeks	8 weeks
Option 1	Top superwide, home page and every page, 900x156 pixels	Every day	\$488.00	\$888.00	\$1,188.00	\$1,388.00	\$1,588.00	\$1,788.00	\$1,988.00	\$2,188.00
Option 2	Left or Right Banner, home page, 180x78 pixels Embedded in stories, 600x175 pixels Market Place, 600x175 pixels Social Media, 600x175 pixels	1 placement/day, minimum 2-day placements	\$98.00	\$188.00	\$268.00	\$348.00	\$428.00	\$508.00	\$588.00	\$668.00
Option 3	Left or Right Banner, home page, 180x78 pixels Embedded in stories, 600x175 pixels Market Place, 600x175 pixels Social Media, 600x175 pixels	1 placement/day, minimum 4-day placements	\$168.00	\$318.00	\$458.00	\$588.00	\$708.00	\$808.00	\$898.00	\$978.00
Option 4	Left or Right Banner, home page, 180x78 pixels Embedded in stories, 600x175 pixels Market Place, 600x175 pixels Social Media, 600x175 pixels	1 placement/day, Every day	\$248.00	\$448.00	\$628.00	\$788.00	\$928.00	\$1,058.00	\$1,178.00	\$1,288.00
Option 5	Left or Right Banner, home page, 180x78 pixels Embedded in stories, 600x350 pixels Market Place, 600x350 pixels Social Media, 600x350 pixels	1 placement/day, minimum 2-day placements	\$178.00	\$338.00	\$488.00	\$628.00	\$758.00	\$878.00	\$988.00	\$1,088.00
Option 6	Middle 1/2 Superwide, home page, 300x78 pixels Embedded in stories, 600x350 pixels Market Place, 600x350 pixels Social Media, 600x350 pixels	1 placement/day, minimum 4-day placements	\$268.00	\$518.00	\$748.00	\$958.00	\$1,158.00	\$1,338.00	\$1,498.00	\$1,638.00
Option 7	Middle 1/2 Superwide, home page, 300x78 pixels Embedded in stories, 600x350 pixels Market Place, 600x350 pixels Social Media, 600x350 pixels	1 placement/day, Every day	\$388.00	\$688.00	\$958.00	\$1,198.00	\$1,408.00	\$1,588.00	\$1,738.00	\$1,858.00
Option 8	Real Estate Special Showcase Homes, 600x350 pixels Embedded in stories, 600x350 pixels Social Media, 600x350 pixels	1 placement/day, 4-day placements	\$178.00	\$338.00	\$488.00	\$628.00	\$758.00	\$878.00	\$988.00	\$1,088.00
Option 9	Real Estate Special Showcase Homes This Week, 600x350 pixels Embedded in stories, 600x350 pixels Social Media, 600x350 pixels	2 placements/day, 4-day placements	\$258.00	\$488.00	\$698.00	\$888.00	\$1,068.00	\$1,238.00	\$1,398.00	\$1,548.00
Option 10	Real Estate Special Showcase Homes This Week, 600x350 pixels Embedded in stories, 600x350 pixels Social Media, 600x350 pixels	2 placements/day, Every day	\$388.00	\$718.00	\$1,018.00	\$1,288.00	\$1,538.00	\$1,768.00	\$1,978.00	\$2,178.00

Online Advertising Reference



① Top superwide, home page and every page, 900x156 pixels



② Left or Right Banner, home page, 180x78 pixels



③ Middle 1/2 Superwide, home page, 300x78 pixels



④ Embedded in stories, 600x175 pixels



⑤ Embedded in stories, 600x350 pixels



透过压力测试是自由党提出的另一个企图实现其降低房屋成本这一目标的任务。设置贷款资格标准实际上是在通过提高买家的门槛来限制需求。但这一措施却未能达到预期的关键因素。解决严重的供应短缺问题，事实证明确实不但不能抑制房产市场的升温，反而在政策实施后，房价价格却不断攀升。同时，价格却没有随着收入的增长而随之下降。小企业业主和临时工们承受着更大的压力，从而引发了对经济前景担忧的蔓延。就业大军的...

The mortgage stress test is another Liberals housing strategy that has failed to achieve its goal – to cool down a red hot market. Setting a loan qualification bar intends to manipulate buyers' ability and temper with the market demand while neglecting the critical solution for a highly desirable market – to increase the supply. As it happened, the programs have failed to put a dent in the scorching hot demand, and the prices continued its upward trajectory. Moreover, the additional mortgage hurdles have made it more challenging for small business owners and non-permanent employees to enter the market, leading to criticisms that the mortgage rule discriminates against a rapidly expanding gig economy workforce.

自2019年8月以来增长了32%的加拿大平均房价凸显出加国购房者面临的紧迫性和严峻性。飙升上的房贷支出正推动加国通胀率飙升至3.7%，为二十年来最高水平。在肆虐的住房危机中，75%的购房者拿不起房，而三分之二的人是因为房价过高而被迫放弃购房的意愿。

The housing affordability crisis is a national emergency, as average home prices rise a mind-boggling 32 percent since 2019. The soaring housing cost has also driven Canada's inflation rate to a stunning 3.7 percent, nearly two decades high. Amid the raging crisis, 3 in four Canadians who want a house can't afford one, while two-thirds facing the prospect of being forced out of the local community due to the inaccessibility of home prices.

合理的产规划是最好的投资

Alex Liu 刘群力 保理理财规划师

1. 人寿保险 2. 医疗保险 3. 教育保险 4. 退休基金

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