



Ming Pao Daily News
277,500 Weekly Readership*

*Source: Forward Research Group, Vancouver Chinese Media Survey 2011. Survey conducted September 19 to October 10, 2011 from a sample of 306 Chinese-speaking adults aged 18 or older living in the Vancouver CMA. The result reported on the total sample are considered accurate +/-5.5 percentage points at the 95% C.I. Numbers refer to past week readership.



INSIDE

Guess which paper lands on most Chinese professionals and business leaders' desks?

MING PAO IS #1

Ming Pao delivers insights that matter most to Western Canada's elite business readers. In fact, since 1993, Ming Pao has been the gold standard of news publishing, based on years of award-winning, world-class journalism. Our deep understanding of local, regional and international issues has established our reputation as a leading authority on current affairs.

Widely respected as an important voice, Ming Pao is recognized as one of the most influential papers for Chinese professionals and business leaders throughout Western Canada.



“

Ming Pao Newspaper's credibility in Vancouver is absolutely undeniable. Ming Pao has been providing timely, unbiased, and in-depth news to Vancouver's Chinese Canadians; helping immigrants understand our community.

Mr. Chak Kwong Au,
Richmond City Councillor

CREDIBILITY. TRUST.

No other Chinese paper is more relied on, or quoted from, than Ming Pao. It is widely considered to be the most credible Chinese paper. **With this level of trust, advertisers can feel confident placing their ads among such highly regarded, credible content.**



INVESTIGATION

Reach Canada's most sought-after citizens.

AFFLUENT AND WELL-EDUCATED

Ming Pao's readers comprise one of the most highly sought-after demographics in Canada— influential, affluent, educated citizens. These readers depend on Ming Pao to deliver timely, balanced and thoughtful news and analysis.

Advertising in Ming Pao gives you access to Canada's premier thought-leaders and decision makers. Our readers play major roles in politics, business and the arts. And they have significant purchasing power, both personal and corporate. **Placing an ad in Ming Pao puts your brand in the hands of readers who know what they want and have the income to be able to act on the needs and desires your brand inspires.**



“ I trust Ming Pao Newspapers for their unbiased news coverage, its excellent ROI in advertising, and its superb customer service.

Mr. Tony Lam, *President of Vancouver Chinatown Merchants Association*

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SPECIAL REPORT

Ming Pao readers. Wealthy and Smart.



SMART INVESTORS

Readers of Ming Pao are among the wealthiest in Canada. These Chinese Canadians have large disposable incomes and are prepared to spend on the brands that meet their needs and expectations. Known to be smart investors, Ming Pao readers look for brands that appeal to their upscale tastes and discerning business acumen.

With a significant number of Ming Pao readers from mainland China, 27% of readers are managers, owners or professionals and 71% are home owners*, they have a buying power that far outreaches the average Canadian. They are a natural target for financial services, real estate marketers and luxury brands, to name just a few. Ming Pao gives your brand the prominence it deserves by association.

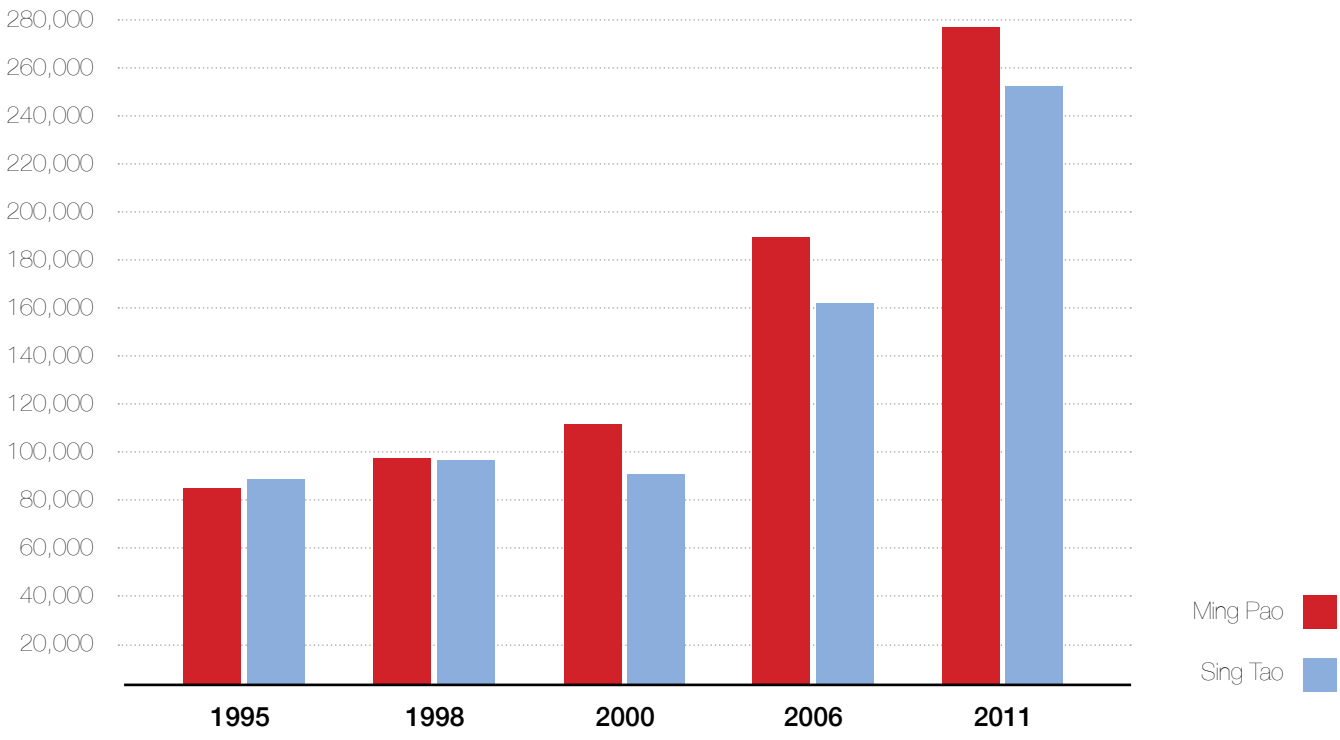
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IN-DEPTH LOOK

Readership

❖ A steady growth of Ming Pao readership in Vancouver.
277,500 weekly readers



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Total population in Vancouver CMA is based on the projections report entitled "Projections of the diversity of the Canadian population, 2006 to 2031" released in 2010 by Statistics Canada based on 2006 Statistics Canada Census data. The report is projected population by visible minority group from 2006 to 2031. In the reference scenario, the projected Chinese population is the following:

"By 2031, according to the reference scenario, more than 71% of all visible minority people would live in Canada's three largest census metropolitan areas: Toronto, Vancouver and Montréal. In Vancouver, Chinese would be the largest visible minority group, with a population of around 809,000. They would account for about 23% of Vancouver's population, up from 18% in 2006."

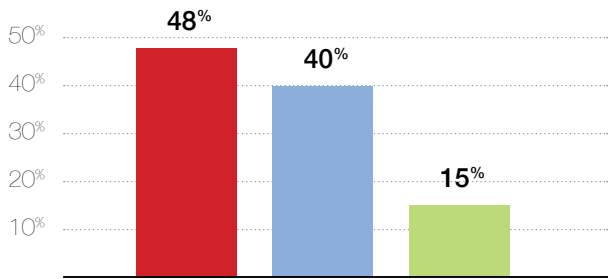


IN-DEPTH LOOK

Readership

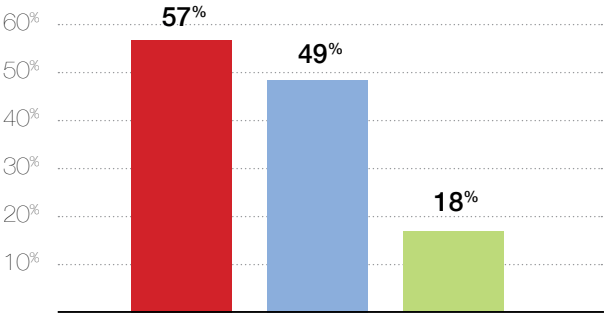
Yesterday and Weekend Readership

Yesterday Weekday Readership



48% of Chinese respondents read or looked into yesterday's weekday copy of Ming Pao. Whereas 40% read or looked into Sing Tao and 15% read World Journal yesterday.

Last Weekend Readership



57% of respondents mentioned they read last weekend's issue of Ming Pao and 49% mentioned they read last weekend's issue of Sing Tao.

Ming Pao ■ Sing Tao ■ World Journal ■

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IN-DEPTH LOOK

Ming Pao readers' profile

HIGHLY DESIRABLE

Gender

Female – 52%
Male – 48%

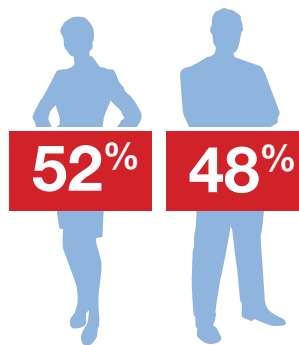
Well-educated

66% of Ming Pao readers have college or university degrees.

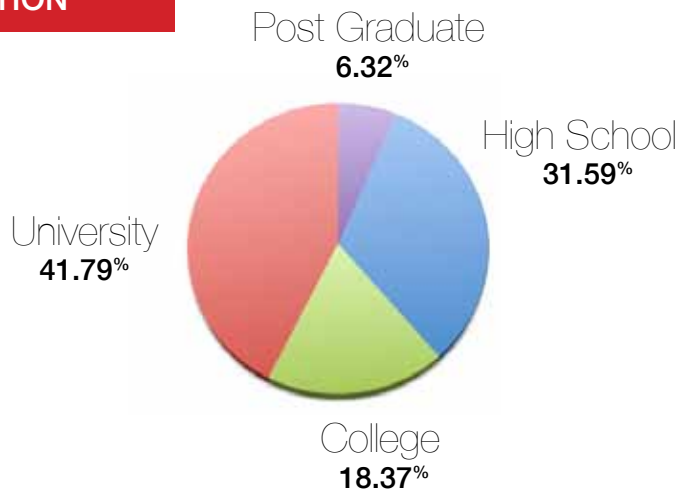
Young in age

66% of Ming Pao readers are between 30-59 years old.

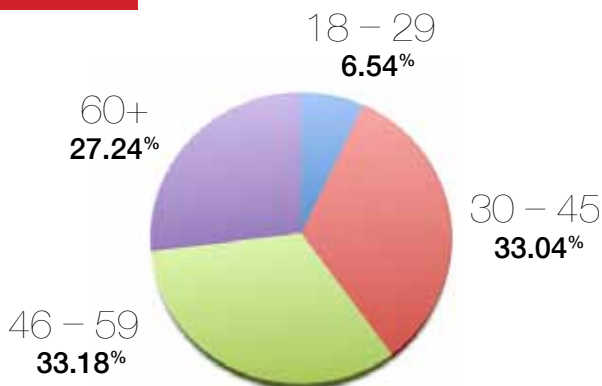
➤ **Ming Pao readers are young in age and well-educated.**



EDUCATION



AGE



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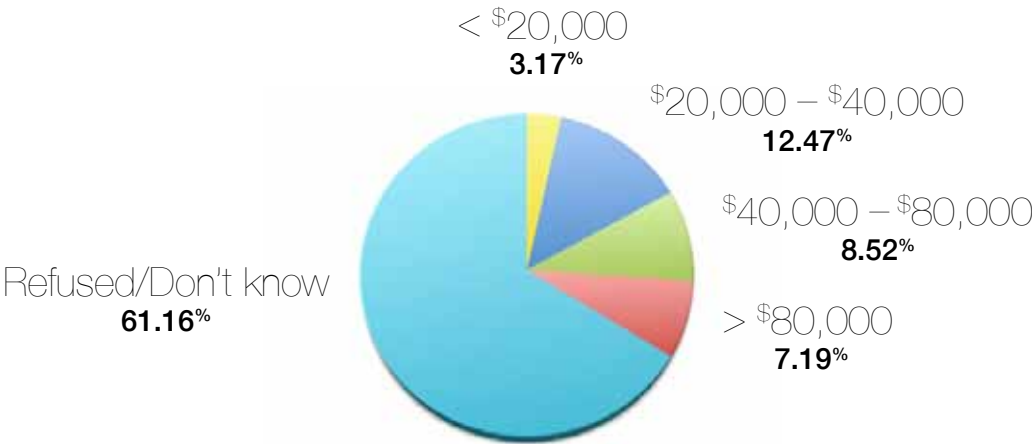


IN-DEPTH LOOK

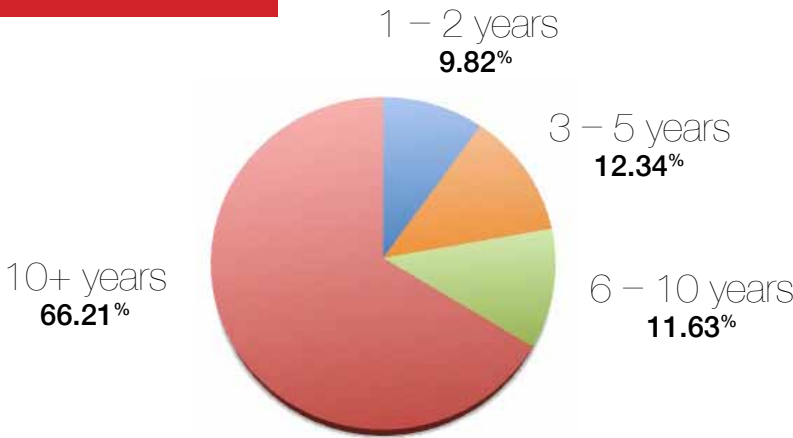
Ming Pao readers' profile

❖ Ming Pao readers are more affluent with higher spending power.

HOUSEHOLD INCOME



TENURE



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IN-DEPTH LOOK

Ming Pao readers' profile

HIGHLY DESIRABLE

Home owner
71% of Ming Pao readers own their own home.

Connected
79% of readers have internet access.

Drives a vehicle
83% of readers drive a vehicle.

OWN OR RENT



INTERNET ACCESS



DRIVES A VEHICLE



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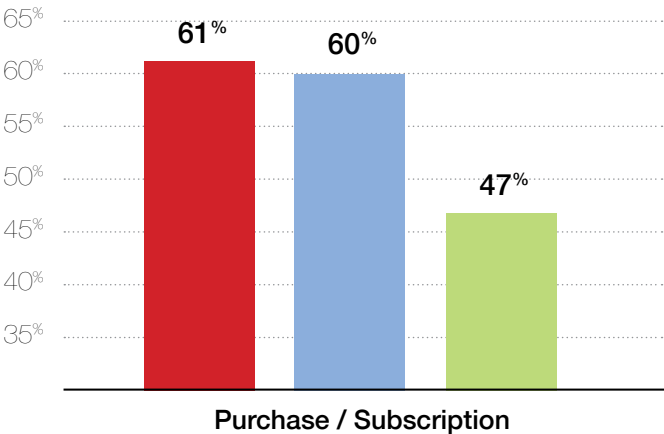
IN-DEPTH LOOK

Readership

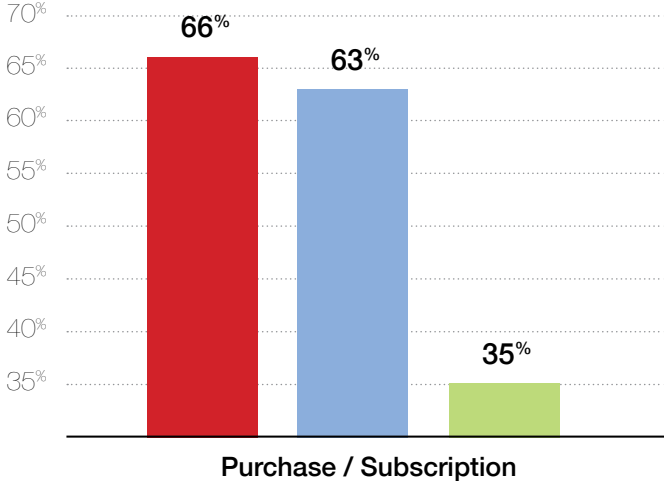
Purchased Yesterday and Weekend Copy

Purchased Weekday Copy

Purchased Weekend Copy



61% purchase/subscribe to weekday Ming Pao newspaper.



66% purchase/subscribe to weekend Ming Pao newspaper.

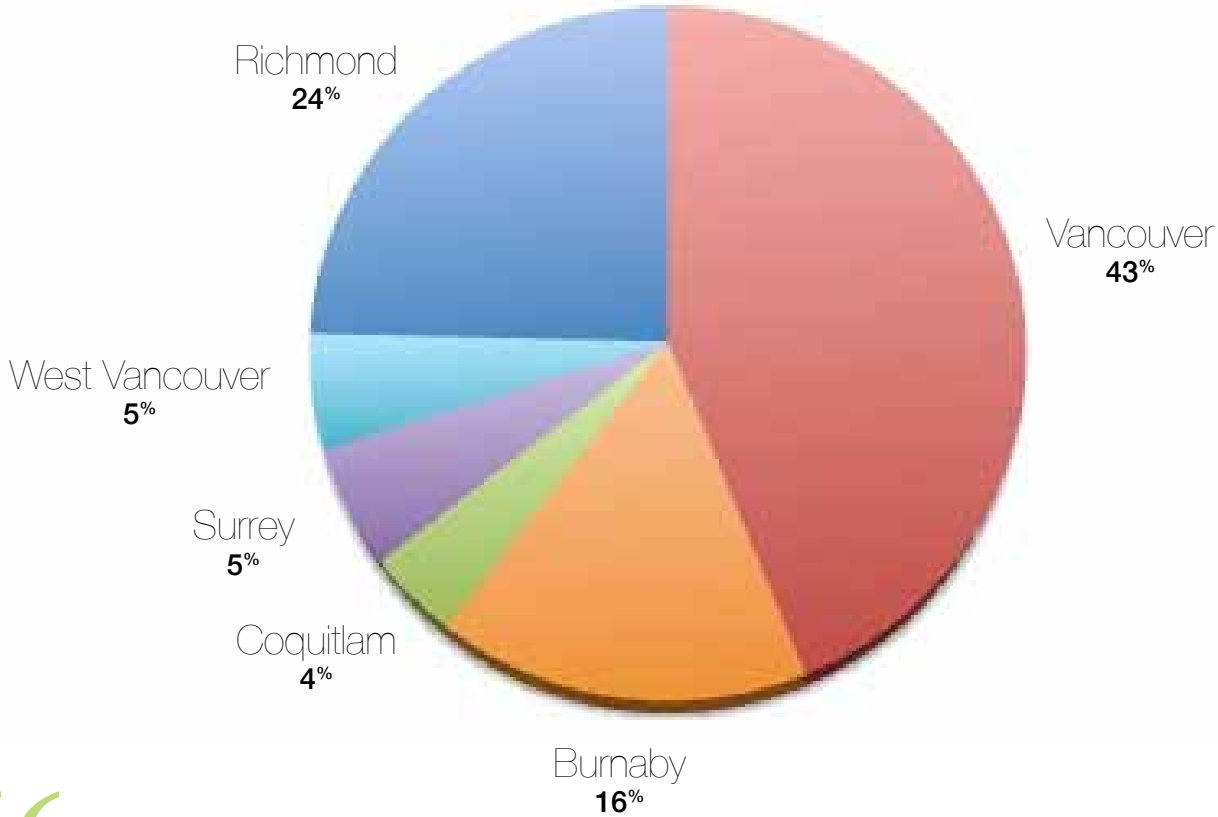
Ming Pao ■ Sing Tao ■ World Journal ■

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IN-DEPTH LOOK

Readership

Readership by Areas



Ming Pao is a periodical that is widely read throughout the region, certainly many people in Richmond count on it for their daily and weekly news. Ming Pao certainly helps the city of Richmond to improve because it highlight those issues whether they are local or national or international that are of importance to the people of Richmond and so we are able to be fully informed and able to have better discussions, make more informed decisions on major events.

Mr. Malcolm Brodie, Mayor of the City of Richmond

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IN SHORT

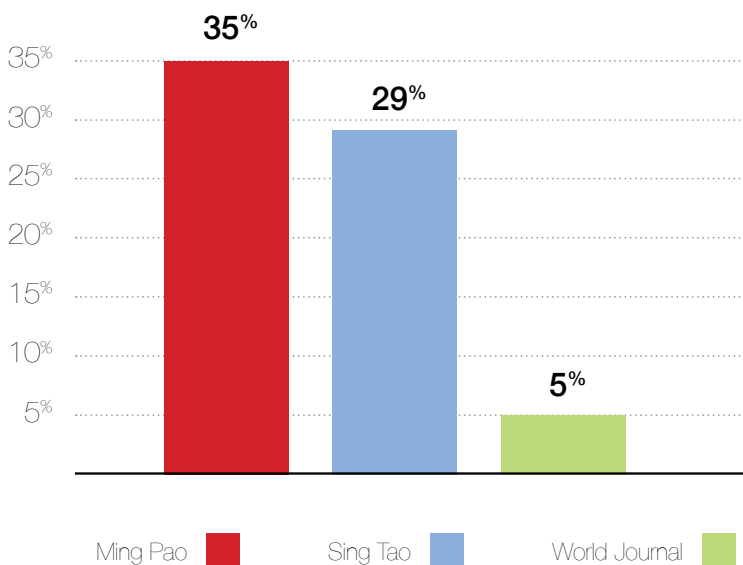
If you are looking to reach **affluent and influential citizens of Vancouver,** consider Ming Pao.



Influential
27% of Ming Pao readers are managers, owners or professional.

Most effective
35% respondents believe Ming Pao is the most effective source of advertisement. Only 29% think Sing Tao is.

Ming Pao Daily News
The most effective source of advertisement.



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SPECIAL REPORT

History

Ming Pao Newspapers was founded by Dr. Louis Cha and Shen Pao Sing in 1959. Malaysian Chinese, Mr. Tan Sri Datuk Tiong Hiew King, is the current chairman of Ming Pao Enterprise Corporation. Ming Pao's mission and long standing editorial direction is to present comprehensive, objective and bias-free coverage on political and economic issues.

In the 1990s, Ming Pao established three overseas branches in North America – Toronto, Vancouver and New York. Ming Pao has been serving the Chinese Canadian community in Western Canada since 1993.

Over the years, media habits have evolved, we ensure our readers can access us on the format they want. **Ming Pao offers our audience a comprehensive portfolio of products from newspapers to magazines, monthly special supplements to online portals (www.mingpaovan.com), as well as social-influence media. This all adds up to exciting new options for our advertisers.**

“

Ming Pao Newspaper has been serving Vancouver Chinese Canadians for 18 years, bringing us timely and unbiased news. We have been enjoying a great relationship with Ming Pao with its excellent services and ROI in advertising. We will continue our support to Ming Pao Newspapers.

Mr. Douglas Yiu,
Sales Manager of
Korean Airlines



SPECIAL REPORT

Community Involvement

At Ming Pao, our commitment to proudly serve our community is more than just a slogan, it is integral in the way we do business. We are major sponsor of a wide variety of Canadian Chinese events and active participants in local charity or non-profit organizations, such as, S.U.C.C.E.S.S, United Way and BC Children's Hospital Foundation.

Our staffs live up to this commitment everyday and are passionate about making a difference in the local community. Ming Pao is perceived as socially responsible and committed citizen to our readers and advertisers.



“

I thank Ming Pao Newspapers for its continued support to The Chinese Benevolent Association of Vancouver throughout the years. Ming Pao has been playing a pivotal role serving the community by reinforcing the importance and true spirit of multiculturalism in Vancouver. I wish Ming Pao prosperity and a flourishing business.

Mr. Mike Jang, *President of The Chinese Benevolent Association of Vancouver*



HIGHLIGHT

Newspaper Content Guide

A Section - Main News:

Extensive coverage of the leading events and issues of the day. It features insightful and up-to-date news, analysis and commentary.

2nd A Section - China News:

A comprehensive section that focuses on mainland China, keeping our immigrant readers informed on events happening in their hometown.

B Section - Business News:

Delivering expert market analysis and insightful reporting for the power elite and all investors.

C Section - Entertainment News:

The source of entertainment news on celebrities, TV shows, movies in Hong Kong, China and the world.

D Section - Feature/Lifestyle:

Focusing on readers' personal interests and needs. This section has received great reputation and is an essential read for many loyal readers.

Classified Section:

Leader for Chinese recruitment and renting advertising carrying jobs across all key sectors and a wide range of rental units to choose from.



Proven to be the most influential paper for elite readers in Western Canada, Ming Pao continues to maintain its widely respected position as the most important voice for reaching discerning audiences.

Ming Pao's readers are truly engaged with the articles and in a receptive mind frame when they take in adjacent advertising. The various sections are geared towards providing advertisers with tighter targeting of our readers and more flexibility to deliver creative advertising messages.



HIGHLIGHT

Chinese Canadian Express. The free newspaper with value.



136,000

WEEKLY READERSHIP

Chinese Canadian Express, a free, full-colour, weekly news magazine is the publication of choice for many recent immigrants from China. Published in simplified Chinese characters every Friday, this newspaper, with its extensive distribution network, reaches an affluent, highly desirable demographic.

Well-educated, with high purchasing power, this target looks to Chinese Canadian Express to provide them with news and analysis that matter to them. Placing your brand in the hands of this dynamic group will reinforce its prominence by its association with Chinese Canadian Express.



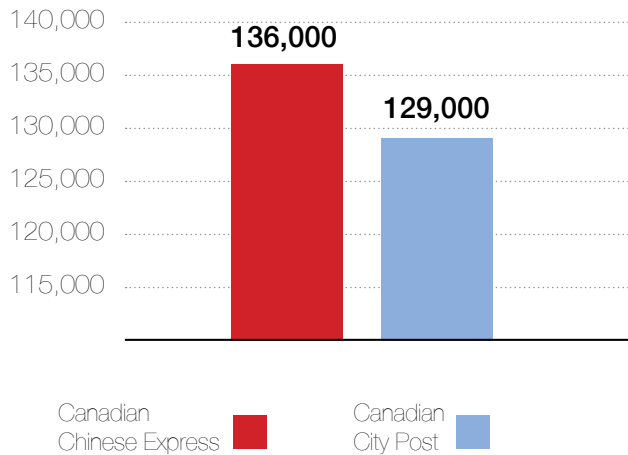
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HIGHLIGHT

Supplements

Canadian Chinese Express Readership 136,000



“

Ming Pao Newspapers brings a fresh and in-depth perspective into news and local politics that is truly informative, helping immigrants better understand our community.

Mr. Tung Chan,
Vice-Chairperson of Canadian
Museum of Immigration

The collage features several advertisements. At the top, a car show advertisement for 'Village Chief Meeting Performance of Luxury Car Show' is prominent. Below it, a large advertisement for 'Dorset College' promotes 'BCIT Transportation Certificate Programs' (免托福雅思保证转学BCIT交通系文凭课程). The Dorset College ad includes images of students in blue uniforms and a plane. To the right, there is an advertisement for 'Jack Laptop Ltd.' offering laptop repair services. Other smaller ads include '加教通' and '明声报'.

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HIGHLIGHT

Supplements


Healthy Living Magazine

Ming Pao Newspapers readers are health conscious and understand the importance of a balanced and healthy lifestyle. As a proactive newspaper publisher, Ming Pao listened to our readers and responded with a comprehensive and resourceful supplement named Healthy Living Magazine, providing our readers information and news on living a healthy lifestyle. Publishes every other week and inserted in the Wednesday newspaper; the Healthy Living Magazine presents the latest in medical health, healthy diet, fitness and exercise, and of course the latest trends in beauty and cosmetics. Readership of Ming Pao's Wednesday daily newspapers had increased due to the popularity of the Healthy Living Magazine.

Businesses in the retail and services sector selling or promoting health related products and services must consider advertising in the Healthy Living Magazine as it penetrates your products and services deep and broad directly to the affluent demographic who cares about their health.

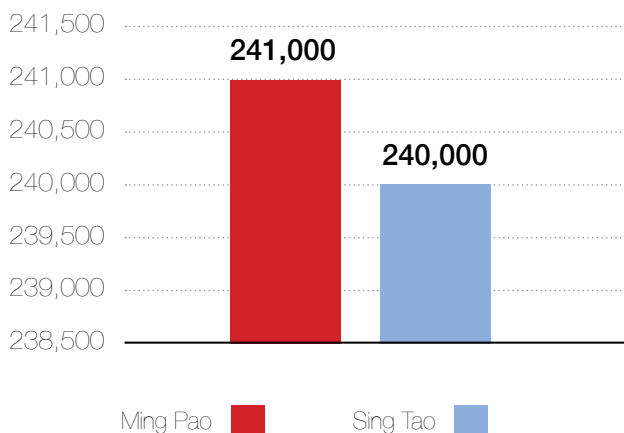


HIGHLIGHT

Supplements

Saturday Magazine Readership 241,000

Saturday Magazine is Vancouver's premier weekly Chinese news magazine with a focus in Vancouver's hottest news stories, providing readers in-depth analysis and investigation to what matter to Vancouverites most. Vancouver's local lifestyle are also featured, including events highlights and calendars, restaurant reviews, shopping guide, new car test-drive report, and so much more.

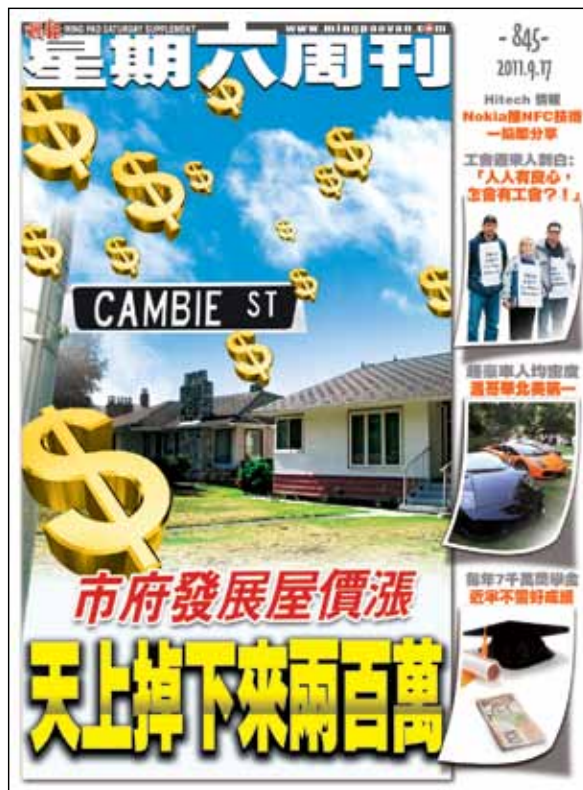


- The most read weekend Chinese magazine, Saturday Magazine reaches an audience on the weekend when they have more time to plan, reflect, relax and make decisions.



I like Ming Pao Newspapers for its unbiased news coverage.

Mr. Tony Lau,
Director of Tony Lau Insurance Company



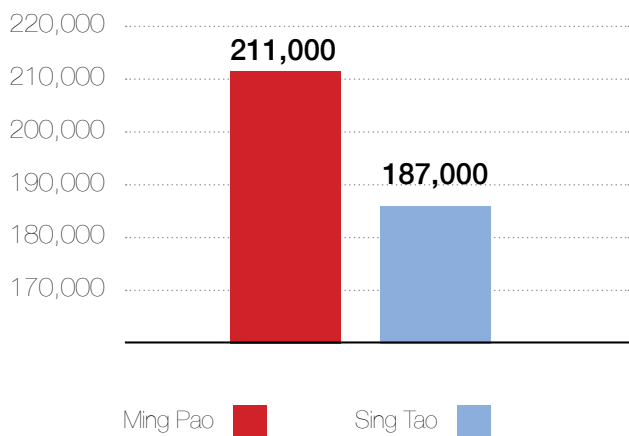
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HIGHLIGHT

Supplements

Sunday Magazine Readership 211,000



From Hong Kong’s most renowned Ming Pao “Sunday Magazine”, we bring to you the most updated news from Asia’s entertainment industry. From pictorials of celebrities, latest movie reviews, to personal interviews on the biggest stars, Sunday Magazine has it all. Each issue also features a Chinese Entertainment section written in simplified Chinese, providing readers from China with highlights and gossips from the entertainment industry.

- Sunday Magazine connects with our readers on the weekend, when they’re in a position to act upon your brand advertising. Our influential and affluent readers are a powerful group of consumers and prepared to indulge.



Ming Pao Newspapers have been playing a pivotal role in Vancouver, providing news and information locally and from abroad to Chinese Canadians. Ming Pao has always provided a lending hand to support the local Chinese volunteers. Reading Ming Pao provides knowledge, understanding, and respect for people from different backgrounds.

Mr. Henry Beh,
Executive Director of Richmond
Chinese Community Society



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HIGHLIGHT

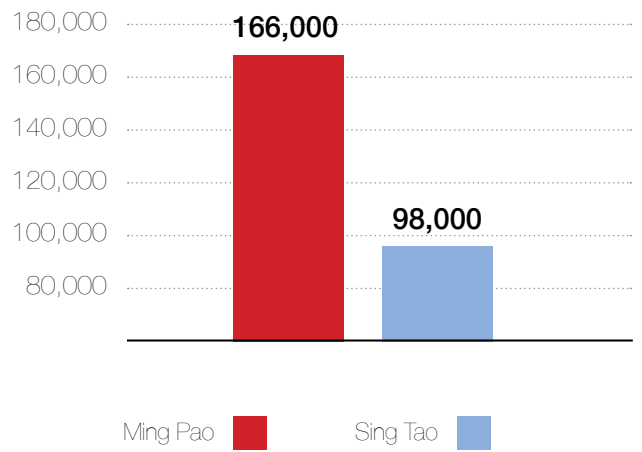
Supplements

Gourmet Supplement Readership 166,000

This is the most popular Chinese gourmet supplement on food culture and recipes, focusing on healthy cooking. Gigi Wong and Tse Ling, the two well known chefs, share their recipes and cooking tips with readers every Friday.

Fueled by consumers' incredible demand for healthy eating and food entertainment experience, we have revolutionized the magazine landscape by combining in one package the best of all worlds: food, star chefs, and entertainment.

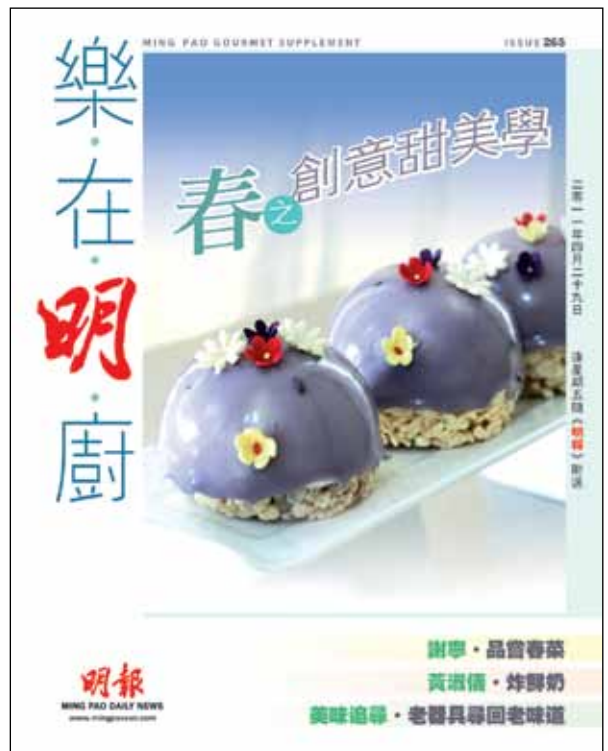
- **Gourmet Supplement is the ideal place for advertisers to target food and entertainment lovers. Its influence goes beyond the kitchen. Our sophisticated and discerning readers have household income that allows them to pursue whatever catches their interest.**



“

I read Ming Pao Newspapers everyday and I have been a long-term devoted reader. Ming Pao is my food for soul.

Ms. Gigi Wong,
Famous actress



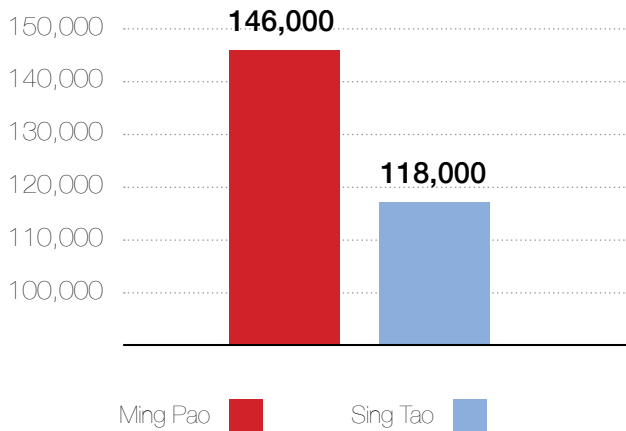
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HIGHLIGHT

Supplements

Property Gold Pages Readership 146,000



Published every Thursday, Property Gold Pages gives readers the information needed to make smart decisions about buying, selling and improving the value of their property.

- Advertisers - from new landlords to seasoned developers - will reach an engaged audience of buyers and sellers interested in property markets, home design and decor.
- Extra free copies are distributed over 300+ points in Greater Vancouver
- Most popular and reputable Chinese real estates Supplement in Canada. Longer shelf life for future reference.



“

We have been a long term happy customer of Ming Pao Newspapers. Ming Pao's reach in advertising is far and broad. We have been collaborating on a number of events and feedbacks have always been excellent. Ming Pao has definitely helped maintained and improve our brand, and I highly recommend Ming Pao Newspapers!

Mr. Eddy Ng,
Director of Wingtat Game Bird Packers Inc.

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HIGHLIGHT

Special Supplements



- Jan:** Chinese New Year
- Feb:** RRSP, Real Estate Outlook, School Yearbook
- Mar:** Bridal & Beauty
- Apr:** Education & Career, Real Estate Guide
- May:** Mother's Day

- June:** Travel Guide
- July:** Summer Activity
- Aug:** Back to School
- Sep:** Life in Vancouver
- Nov:** New Car Preview
- Dec:** Christmas

Every month there is a special supplement targeting specific seasonal and interesting topics such as Chinese New Year, automobiles, food, Christmas, bridal, RRSP, education and traveling.

Advertisers who combine space in a monthly supplement with additional presence in other Ming Pao properties enjoy significant lifts in brand awareness and sell-through. A supplement buy, plus messaging in our newspaper, magazine or our website, represents outstanding value for any company's advertising dollar.



HIGHLIGHT

MingPaoVan.com

OVER 210,000
MONTHLY AVERAGE VISITS

Ming Pao has always strived to explore avenues to penetrate the new and emerging audience in the online community. MingPaoVan.com, with over 210,000 monthly average visits, is a comprehensive online news outlet offering our readers the latest developments from local to international news in finance, politics, sports, and lifestyle. To extend our reach and draw upon a larger demographics, Ming Pao uses online social platforms such as Facebook and Twitter to keep in touch with our fans and followers while keeping them up-to-date on important issues and discussions.



Contests, giveaways, and perks on Ming Pao's Facebook fans page, Twitter page, and online fan club are our ways to show appreciation for our readers, and they are also ways our advertisers communicate their brands. Today, advertisers are presented with more branding products than before, and Ming Pao is making it easy for them. Take classified advertisements, for instance, one placement in the newspapers provides branding effects through two channels; all classified advertisements are automatically uploaded to MingPaoVan.com for our online readers' view. Advertisers appreciate Ming Pao's online approach because we can bring your brand further and deeper in the Internet.



Ming Pao Daily News Western Edition

Ming Pao Newspapers (Canada) Ltd.
5368 Parkwood Place, Richmond B.C. V6V 2N1

Main Contact:

Tel: 604 231 8998

Fax: 604 231 9881/9884

www.mingpaovan.com

For advertising enquires, please contact our advertising department

Advertising Dept:

Hotline Tel: 604 231 8992

Fax: 604 231 9882

