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AN ADVERTISER CAN FIND



最具效力的廣告媒體

加東版 **Toronto Edition**

明報(加拿大)有限公司
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Publications
報 刊

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Healthy with upright values.
Credible editorial content.
Making progress with time.
Leading the market.

健康正派，公信第一
與時並進，領導潮流

Day of the week: Everyday, Monday to Sunday

每天出版

History of Ming Pao Daily News

明報從創刊到今天



" Ming Pao Daily News is one of the most reputable Chinese newspaper in Hong Kong and North America."

"是香港及北美洲最具聲譽的中文報章之一"

明報

MING PAO DAILY NEWS
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Ming Pao Newspapers was founded by Dr. Louis Cha and Shen Pao Sing in 1959. For 48 years, Ming Pao is well known by the most credible editorial content and favorable readership. Ming Pao Newspapers stepped out from the founded home place, Hong Kong, and stretched out to build the international territory early in 1993. Malaysian Chinese, Mr. Tan Sri Datuk Tiong Hiew King, is the current chairman of Media Chinese Group. Today Ming Pao Newspapers has vertically integrated to have oversea editions of printed Ming Pao Newspapers in Toronto, Vancouver and New York and a powerful globally penetrated website, Ming pao.com. Ming Pao Toronto edition as <http://www.mingpaotor.com>

明報集團業務始自1959年由查良鏞博士及沈寶新先生在香港創立明報。明報集團於1993年5月在加拿大多倫多設辦明報加東版，同年10月在溫哥華設辦明報加西版。明報加東版及加西版自創刊以來，銷量不斷大幅增加，目前兩份海外版已分別成為當地讀者人數最多的中文報章。

1997年4月，集團於美國紐約創辦明報美東版，並於2007年再出版《紐約免費報》。於2009年2月，集團整合兩份報章的資源，成為《明報(紐約)免費報》，繼續為美國東岸的華人服務。及傳播遍及全球的明報網站。明報加東版(加拿大)網站為 <http://www.mingpaotor.com>



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Ming Pao Daily News
is not just a newspaper.

明報及其多元化刊物



Awards
屢獲殊榮



“Accomplishments motivate us to make the daily paper more informative, more user-friendly and more entertaining.”

“獎項是我們的推動力！提供更多資訊、加強內容、務求精益求精！”

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**Hong Kong Chinese University Research 2001-2006
Most Credible Chinese Newspaper in Hong Kong
中文大學新聞傳播學院新聞機構公信力評分調查
2001-2006公信力評分最高的中文報章。**”

The Society of Publishers in Asia – 2006 Awards For Editorial Excellence

亞洲出版業協會 – 2006年傑出編輯獎

Excellence in The Scoop Award – Ming Pao Daily News 獨家新聞大獎

The Scoop Award (Honorable Mention) – Ming Pao Daily News 獨家新聞 (榮譽獎)

Excellence in Opinion Writing – Ming Pao Daily News 評論大獎

Excellence in Reporting Breaking News – Ming Pao Daily News 報道重大新聞大獎

Excellence in Human Rights Reporting (Winner) – Ming Pao Weekly 人權報道 (大獎)

Excellence in Feature Photography (Winner) – Ming Pao Weekly 專題圖片 (大獎)

Ifra Asia Media Awards 2006

Best In News Page Design – Gold Award

Best in Photography Award (Sport Photography) – Gold Award

明報於2006年4月榮獲國際報業與傳媒商業科技協會頒發的「亞洲傳媒大獎」中「報章設計」及「體育特寫圖片」金獎大獎

The Jack Webster Awards

1998 Best Reporting of the year – Chinese Language

2003 Best Reporting of the year – Chinese Language

明報於1998年及2003年榮獲卑詩省韋伯斯特新聞獎之最佳中文報道獎

Accomplishments motivate us to make the daily paper more informative, more user-friendly and more entertaining.

獎項是我們的推動力。我們會繼續為讀者提供更多資訊、加強內容、務求精益求精。

Commitment to our readers & community

我們的承諾



Comprehensive and accurate coverage,
timely and insightful analysis, provide
good quality newspaper

一份報道準確，
內容健康及綜合性優質中文報章

明報

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To give comprehensive and accurate coverage, timely and insightful analysis, provide good quality newspaper that speaks for the Chinese population in Toronto. To draw readers into the local community through participation in high-profile charity events. To work with charities and local community; a major sponsor of Canadian Chinese events and supports local charity organization. Ming Pao Newspapers is always seen as an ethical, socially responsible choice for readers and advertisers.

提供一份報道準確，內容健康及代表多倫多華人心聲的綜合性優質中文報章。熱心公益，參與本地及華裔團體舉辦的大型慈善活動。維持廣泛的讀者層面，發揮明報廣告推銷各類商品和服務的最高效力。

Main News

要聞



Focus on people, politics and community news with insights, interview, analysis and commentary

人物專訪、政治分析、時事動態和專題探討

明報

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Content: This section carries all the major news stories in Canada and around the world with a strong focus on news of great concerns to Chinese-Canadians and reports the first hand news in details. We also focus on people, politics and community news with insights, interview, analysis and commentary from well known writers, correspondents, business people and political leaders.

內容: 重大新聞事件，無論發生在加拿大或世界任何角落，只要是華裔關注的，都會第一時間詳盡報道。要聞版也聚焦於人物專訪、政治分析、時事動態和專題探討。名人政要的專論文章，更經常見諸於要聞版。

China News

中國要聞



“Focuses on mainland China”
廣泛而深入地報道中國大陸的新聞

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Content: A comprehensive section that focuses on mainland China, which highlights the latest, most inclusive political, economy, social, lifestyle, travel and sport news. The mainland Chinese news section is based on straight forward analysis, fair and open commentary and in-depth reporting. With network of corresponding paper in major China city, keeping our immigrant readers informed on events happening in their hometown.

內容: 廣泛而深入地報道中國大陸的新聞，包括政治、經濟、社會民生、旅遊風物、體育動態。一針見血的分析、持平敢言的評論，勇於揭露的深層採訪更是中國要聞版的特色。中國要聞版令來自中國的新移民從中取得鄉情的慰藉，令其他讀者對中國大陸有更深層的了解。

Business News

經濟新聞



Financial News

Investment Analysis

財經動態、投資分析

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Content: This section is a must for bankers, investors and businessmen. It includes North America economy news, international financial news, Hong Kong business news, investment analysis and expert columnists analysis.

內容: 美加經濟、國際金融、香港財經動態，投資分析、名家專論，對無論是保本、增值的投資者，這都是不可錯過的參考資料。

Entertainment News

娛樂新聞



Content: This section features Hong Kong , China and international movie stars. Most up-to-date Asian and Hong Kong Celebrity gossip entertainment news.

內容: 報道香港、中國及國際巨星動態，詳盡披露名人及娛樂圈消息。

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Feature/Lifestyle
副刊及生活潮流



Offer in-depth features and reviews each day targeting various interests of our readers.

深入淺出的專欄文章和專題報道

明報

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Content: Offer in-depth features and reviews each day targeting various interests of our readers, with famous write-ups from well-known writers and authors. The feature/lifestyle section has received great reputation for the past 48 years, this is an essential reading section for many loyal readers.

內容：深入淺出的專欄文章和專題報道，吸引了不同界別的讀者。專欄文章均是名家之作，48年來口碑載道，是很多明報忠實讀者所必讀。

- Monday - 職場示範 **Career**
- Tuesday - 優質生活 **Leisure**
- Wednesday - 車主特區 **Auto**
- Thursday - 拉闊話題 **Current Issue**
- Friday - 娛己娛人 **Entertainment**
- Saturday - 食在多倫多/玩在多倫多 **Food/Fun & Shop**
- Sunday - Fit 一 Fit **Health**

Classified Section

分類廣告



Content: Leader for Chinese recruitment and classified advertising carrying jobs/classified across all key sectors.

分類內容: 提供大量本地各主要行業華人招聘和分類廣告。

Leader for Chinese recruitment and
classified advertising

提供大量本地各主要行業
華人招聘和分類廣告

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Sunday Magazine
星期日明報周刊
Day of the week: Sunday
出版日期：逢星期日



The most popular Chinese
entertainment magazine in Toronto

內容健康正派，多姿多彩

明報

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Content: Contents are taken from the most popular magazine in Hong Kong, Ming Pao "Sunday Magazine." With celebrity interviews and photos showing readers the most updated fashion trend and lifestyle in Hong Kong. This is the most popular Chinese entertainment magazine in Toronto.

內容: 取材自香港娛樂新聞最權威的《明報周刊》，深入專訪藝人、名人的動態和最新消息，內容健康正派，多姿多彩，是多倫多最受歡迎的中文娛樂周刊。

Saturday Magazine
明報星期六周刊
Day of the week: Saturday
出版日期：逢星期六



Featuring articles about living in
Toronto and local interests

報道大多地區生活為主的綜合性中文周刊

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Content: If you would like to know more about the city of Toronto, Ming Pao's "Saturday Magazine" would be highly recommended. Featuring articles about living in Toronto and local interests . These include an in-depth news highlight on food, fashion and beauty styles, community news, immigrants' experiences and trendy products. Saturday Magazine targets reader's interests with a variety of topics regarding living in Toronto .

內容: 一本以報道大多地區生活為主的綜合性中文周刊，無論新聞專題、生活資訊、社區動態、移民經歷、潮流產品，均能針對讀者口味，是內容最多元化的本地生活雜誌。

Exploring China

中華探索

Day of the week: Friday

出版日期：逢星期五



Content: This supplement provides in-depth coverage and analysis of politic, economic, cultural, society trends and popular topics in greater China and Asia Pacific Region.

內容: 報道和分析中港台及亞洲政局、經濟、文化發展、社會民生和熱門話題。

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Property Gold Pages

明報地產金頁

Day of the week: Thursday

出版日期：逢星期四



Resourceful for all real estates buyers
and realtors

是置業者和房地產從業員每周必讀的雜誌

明報

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Content: Everyone wants to know about the real estate market, no matter you are a homeowner or renter. Ming Pao Property Gold Pages showcases the most recent homes and apartments on sale, latest development in the market, mortgage details and interior designs of residence. Information on Property Gold Pages is collected from experts in the field, it is resourceful for all real estates buyers and realtors.

內容: 無論自住投資，房地產市場的訊息，人人想知，明報地產金頁每周刊出最新屋盤、樓盤，地產市場走勢、銀行按揭資料、家居布置潮流，撰文者均屬業界權威人士，是置業者和房地產從業員每周必讀的雜誌。

Gourmet Supplement

樂在明廚

Day of the week: Wednesday

出版日期：逢星期三



Most popular
Chinese gourmet supplement

一本最受歡迎的飲食文化和食譜周刊

明報

MING PAO DAILY NEWS
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Content : This is the most popular Chinese gourmet supplement on eating culture and food recipes, focusing on healthy cooking. Gourmet supplement is an advocate on delicious food and teaching readers convenient ways to make their own meals. Gigi Wong, Mrs. Fong and Tse Ling, the three well known female chefs, share their recipes and cooking tips with readers every week. Ming Pao Gourmet Supplement is in high demand each week after it is published.

內容：是多倫多第一本最受歡迎的飲食文化和食譜周刊，教人吃得健康、吃得美味、吃得方便，每星期出版都掀起搶購，為加港人士熟悉的三大廚藝女掌門，黃淑儀、方太及謝寧，每星期都將她們的食譜和廚藝心得與讀者分享。