

MEDIA KIT 2019



Compared with Chinese Daily Newspaper
Ming Pao Daily News
has the highest numbers readers
309,359 Weekly Readership*

*Source: Forward Research Group, Vancouver Chinese Media Survey 2018. Survey conducted October 2 to October 29, 2018 from a sample of 560 Chinese-Speaking adults aged 18 or older living in the Vancouver CMA. The result reported on the total sample are considered accurate +/- 0.5%, based on cell weighting



About Ming Pao Daily News

Ming Pao Daily News is not just a newspaper!

MING PAO IS #1

Founded and headquartered in Hong Kong since 1959, Ming Pao Newspapers develops into a global media company with multiple subsidiaries across Asia and North America.

In 1993, Ming Pao Newspapers established its branch in Canada, and has been serving the Chinese communities ever since. 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.

While continue to stay prominent in traditional channels, Ming Pao Newspapers also embarks on a digital transformation – to create and deliver editorial content across various platforms, channels, and formats.

Our teams consist of great talents including journalists, editors, and graphic artists, who are committed to informing and inspiring through credible, unbiased journalism in innovative ways.



CREDIBILITY. TRUST.

With decades of continuous high-standard journalism as well as dedication to the principle of "Truth, Fairness, and Credibility", Ming Pao Newspapers has become the leading ethnic print media followed by a substantial amount of readers.



Award Winning Newspaper

Ming Pao Daily News is a professional, comprehensive, constantly evolving, and all-round news outlet.

Readers trust and believe Ming Pao Daily News to be the leader in editorial credibility among different sources of news, and in turn, such reader's trust resonates with the positive effects on Ming Pao's advertisements.

Year of 2018

Jack Webster Awards 2018
(The Jack Webster Foundation);

- Best Reporting in Chinese Language

Year of 2018

Hong Kong News Awards 2017 (The Newspaper Society of Hong Kong);

- Best News Reporting
- Best Scoop
- Best News Writing

The 6th Media Convergence Awards 2017

(Hong Kong Association of Interactive Marketing);

- Bronze Award in Mobile Application (Newspaper)
- Bronze Award in Social Media (Newspaper)
- Bronze Award in Website (Newspaper)
- Bronze Award in Overall (Newspaper)



Year of 2017

- Hong Kong News Awards 2016
(The Newspaper Society of Hong Kong);
 - Best News Reporting
 - Best Young Reporter
- SOPA 2017 Awards for Editorial Excellence
(The Society of Publishers in Asia);
 - Excellence in Reporting Breaking News
- The 5th Media Convergence Awards 2016
(Hong Kong Association of Interactive Marketing);
 - Bronze Award in Social Media(Newspaper)
 - Bronze Award in Overall (Newspaper)

Year of 2016

- Hong Kong News Awards 2015
(The Newspaper Society of Hong Kong);
 - Best Scoop
 - Best Young Reporter
- SOPA 2016 Awards for Editorial Excellence
(The Society of Publishers in Asia);
 - Excellence in Human Rights Reporting
 - Excellence in News Photography
 - Excellence in Reporting Breaking News
- Media Convergence Awards 2015
(Hong Kong Association of Interactive Marketing);
 - Silver Award in Social Media Platform (Newspaper)
 - Bronze Award in Mobile Applications (Newspaper)
 - Bronze Award in Website (Newspaper)
 - Bronze Award in Overall (Newspaper)

IN-DEPTH COVERAGE

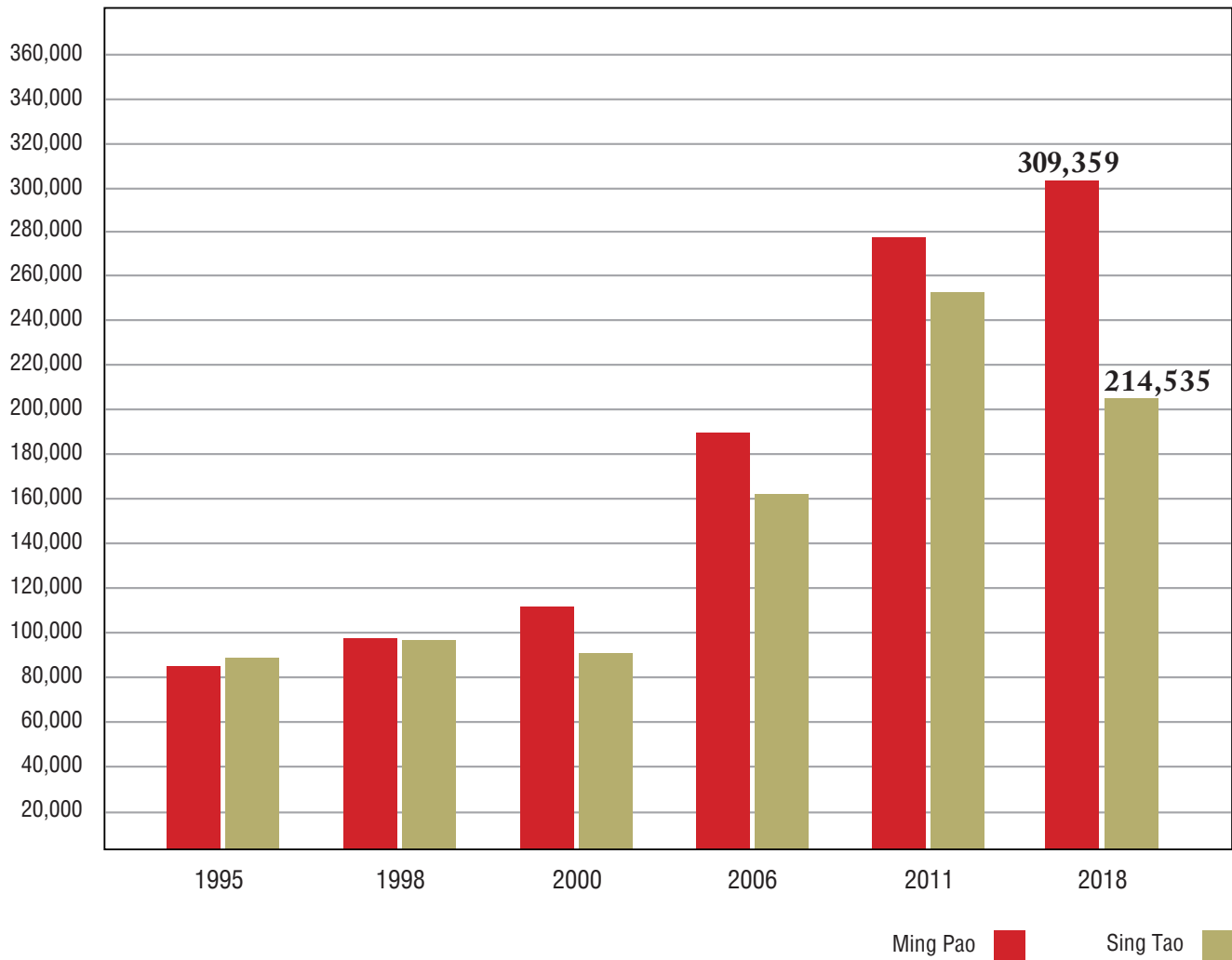
Ming Pao's editorial expertise brings captivating stories and insights that engage readers across various interests.



Growing Readership

A steady growth of Ming Pao Daily News readership in Vancouver.

309,359 weekly readers



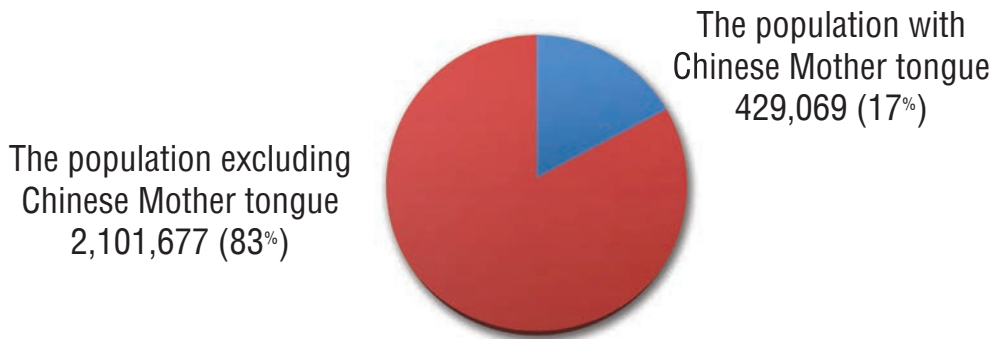
*Source: Forward Research Group, Vancouver Chinese Media Survey 2018. Survey conducted October 2 to October 29, 2018 from a sample of 560 Chinese-Speaking adults aged 18 or older living in the Vancouver CMA. The result reported on the total sample are considered accurate +/- 0.5%, based on cell weighting

Total population in Vancouver CMA is based on the projections report entitled "Immigration and Diversity: Population Projections for Canada and its Regions, 2011 to 2036" released in 2017 based on 2016 Statistics Canada data.

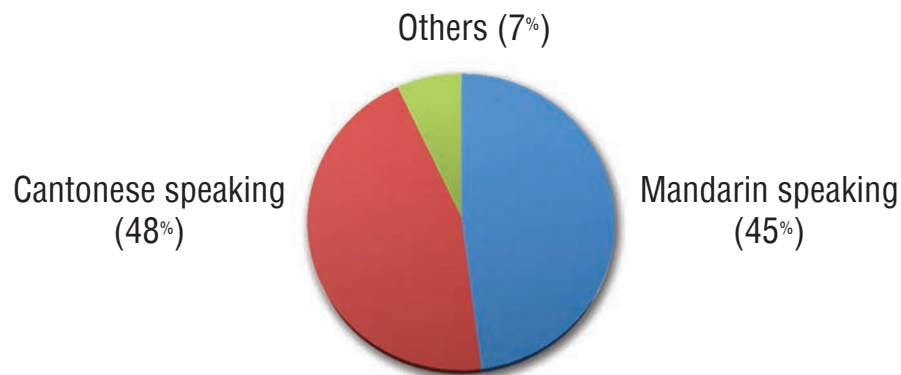


Metro Vancouver Population and Readership

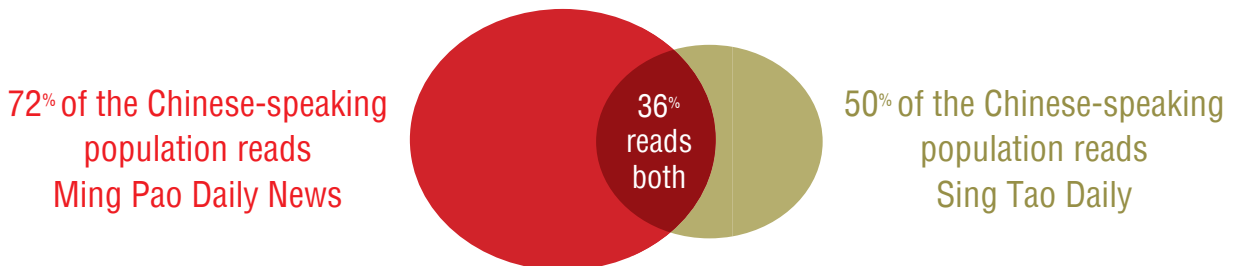
The total population in Metro Vancouver is 2,530,746, including 429,069 of Chinese-speaking population.



From the Chinese-speaking population (429,069) in Metro Vancouver, 48% of them are Cantonese speaking and 45% of them are Mandarin speaking.



Based on the research results, 72% of the Chinese-speaking population in Metro Vancouver read Ming Pao Daily News, whereas only 50% of them read Sing Tao Daily. 36% of the Chinese-speaking population read both newspapers.



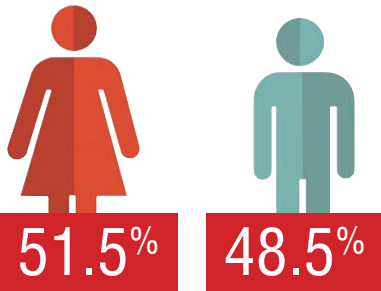
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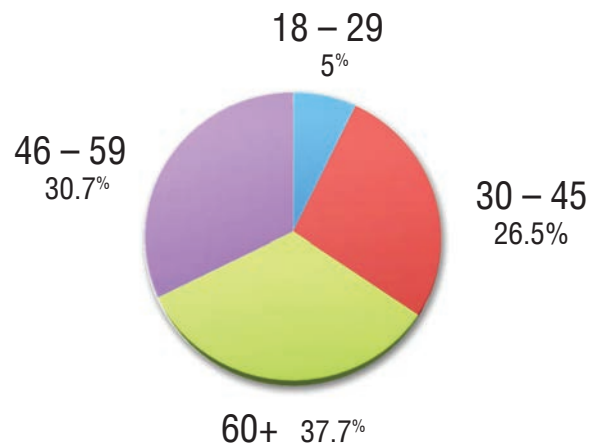
Ming Pao Daily News Readers' Profile

Ming Pao Daily News readers are well-educated with higher purchasing power

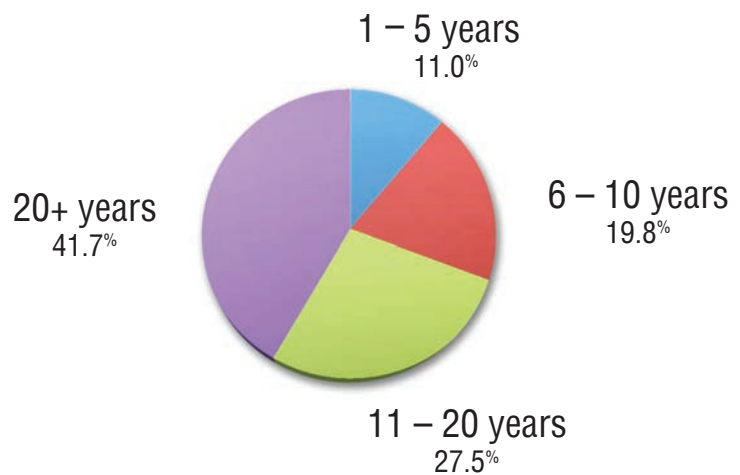
GENDER



AGE



TENURE IN CANADA

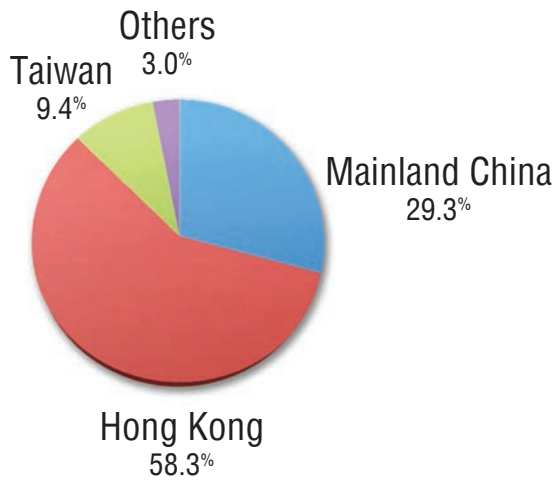


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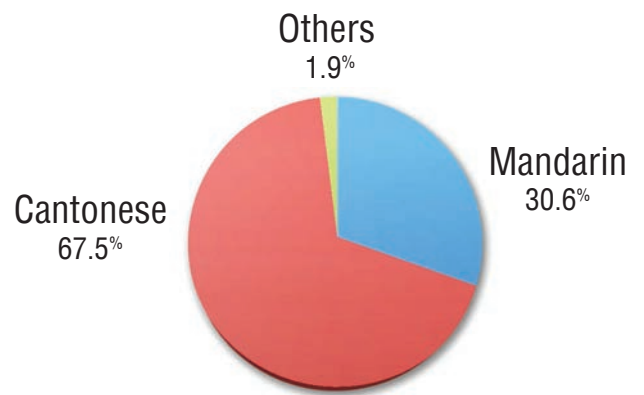


Ming Pao Daily News Readers' Profile

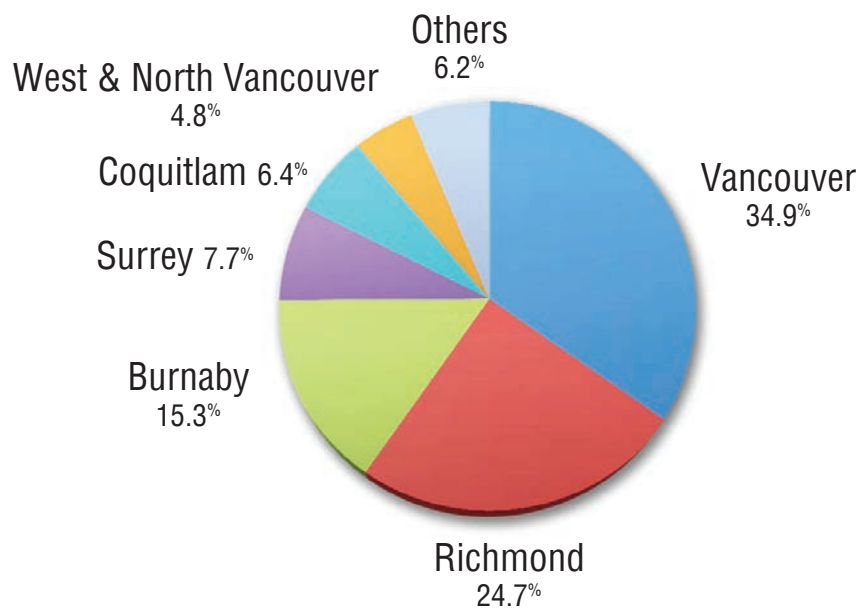
PREVIOUS RESIDENCE



LANGUAGE SPOKEN MOST OFTEN



CITY OF RESIDENCE



*Source: Forward Research Group, Vancouver Chinese Media Survey 2018. Survey conducted October 2 to October 29, 2018 from a sample of 560 Chinese-Speaking adults aged 18 or older living in the Vancouver CMA. The result reported on the total sample are considered accurate +/- 0.5%, based on cell weighting



Ming Pao's Print Publications & Digital Media

Print Publications

Ming Pao Daily Newspaper, as a leader in ethnic media, has an array of publications tailored to our readers' needs. From daily newspaper, to weekly magazines, and to annual supplements, Ming Pao's print products provide readers with the latest news and all sorts of information.



Ming Pao Daily

A comprehensive news that delivers local and international news on a daily basis

Canadian Chinese Express (Ming Sheng Bao)

A free-circulation tabloid tailored to simplified Chinese readers (published every Friday)




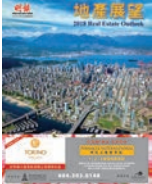











Weekly Supplements



Wednesday	Thursday	Friday	Saturday	Sunday
Healthy Living Magazine A health and lifestyle magazine	Property Gold Pages A magazine focusing on Greater Vancouver's latest real estate market	Gourmet A magazine nurtured around food culture and recipes	Saturday Magazine A magazine with the emphasis on Greater Vancouver's latest, hottest news topics	Sunday Magazine A magazine that connects its readers with Asia's entertainment industry

Annual Supplements



						
School Yearbook Published in January	Real Estate Outlook Published in February	Chinese New Year Supplement Published in January/February	Bridal Supplement Published in March	Education and Career Supplement Published in April	New Home Guide Published in April	
						
Mother's Day Supplement Published in May	Travel Guide Published in June	Summer Activities Supplement Published in July	Back to School Supplement Published in August	Life in Golden Vancouver Supplement Published in September	Education GPS Supplement Published in November	Christmas Supplement Published in December



Ming Pao's Print Publications & Digital Media

Digital Media

Besides the strength and influence in print, Ming Pao Newspapers has actively engaged in developing its digital and social media platforms, in order to expand its reach in the online communities.

MingPaoCanada.com/van

A comprehensive online news outlets



MingShengBao.com/van

A fully-featured and one-stop online news platform targeted at Chinese mainlanders/simplified Chinese readers



WeChat Official Account

A feature of WeChat, enabling us to push news feed to our followers regularly



App

A mobile application that allows users to receive up-to-the-minute news



Facebook Page

News and sponsored posts uploaded regularly



YouTube Channel

News videos are available on our channel



Weibo

Chinese version of Twitter where news feeds are posted regularly



Twitter

News tweets are posted regularly



Print Publications - Ming Pao Daily News

Ming Pao Daily News

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 Daily News 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.



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 and Taiwan, keeping our immigrant readers informed on events happening in their hometown. (Travel Ad Section Included)



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 and movies in Hong Kong, China and the world. (Restaurant Ad Section Included)



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. (Professional Ad Section Included)



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.



Canadian Chinese Express / Ming Sheng Bao

weekly readership 227,836 readers

Canadian Chinese Express (CCE) / Ming Sheng Bao

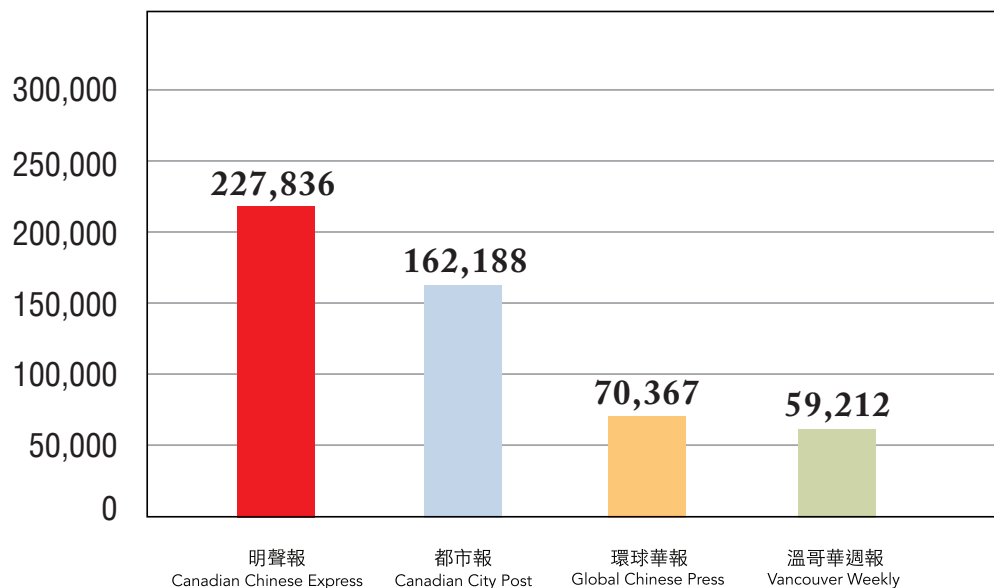
Canadian Chinese Express (AKA. Ming Sheng Bao) is a free, full-colour, weekly news magazine that is published in simplified Chinese on every Friday. CCE / Ming Sheng Bao encompasses a large variety of topics such as local and international news, China and Asia news, entertainment news, home décor, fashion and lifestyle, automobile, etc.

With the extensive distribution network and editorial design, CCE / Ming Sheng Bao can easily reach the desirable demographic: simplified Chinese readers who are usually the recent immigrants from mainland China with high purchasing power as well as good educational background.

Placing your brand in the hands of this dynamic group will reinforce its prominence by its association with Chinese Canadian Express / Ming Sheng Bao.



Past Week Readership (Free Newspaper)



Canadian Chinese Express is read by 227,836 Chinese readers and Canadian City Post is read by 162,188 readers per week.

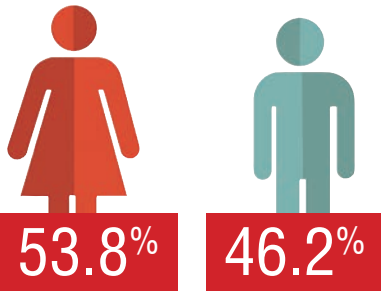
*Source: Forward Research Group, Vancouver Chinese Media Survey 2018. Survey conducted October 2 to October 29, 2018 from a sample of 560 Chinese-Speaking adults aged 18 or older living in the Vancouver CMA. The result reported on the total sample are considered accurate +/- 0.5%, based on cell weighting



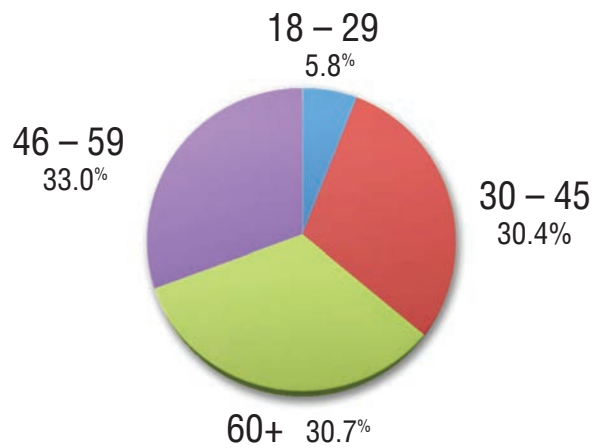
Canadian Chinese Express / Ming Sheng Bao

Readers of CCE / Ming Sheng Bao are relatively young in age and with high spending power

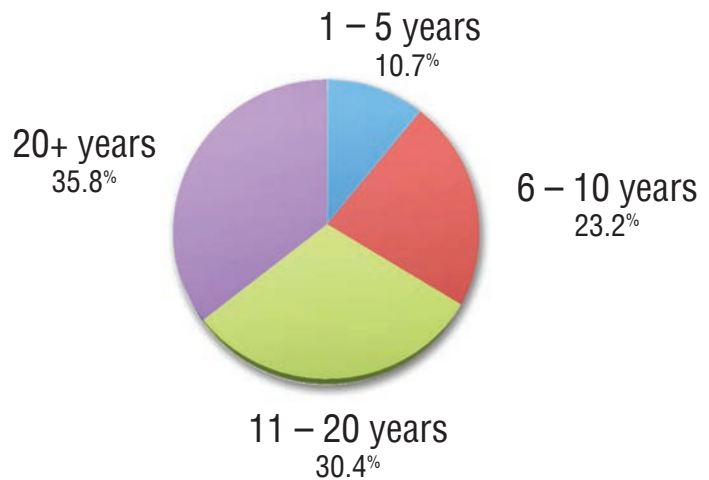
GENDER



AGE



TENURE IN CANADA

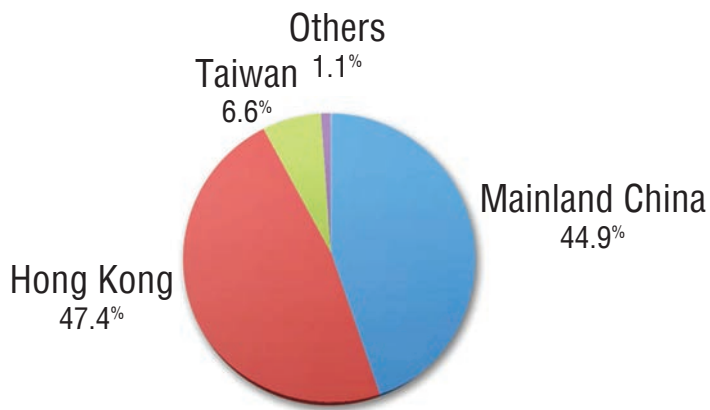


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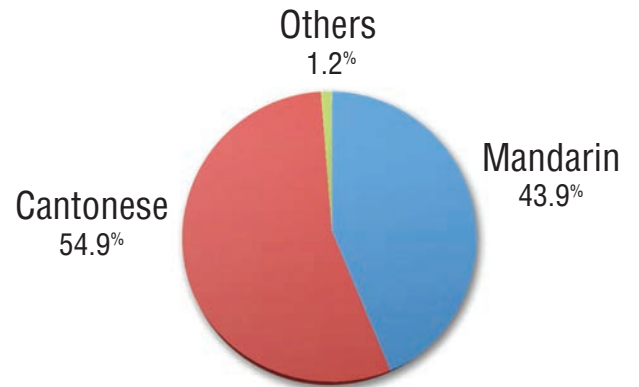


Canadian Chinese Express / Ming Sheng Bao readers' profile

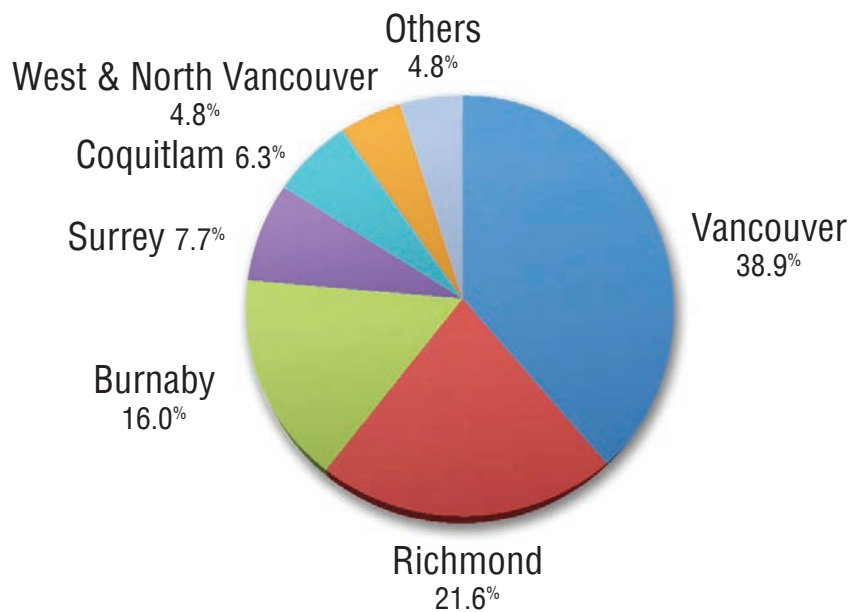
PREVIOUS RESIDENCE



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Weekly Magazine

Healthy Living Magazine Readership 203,379

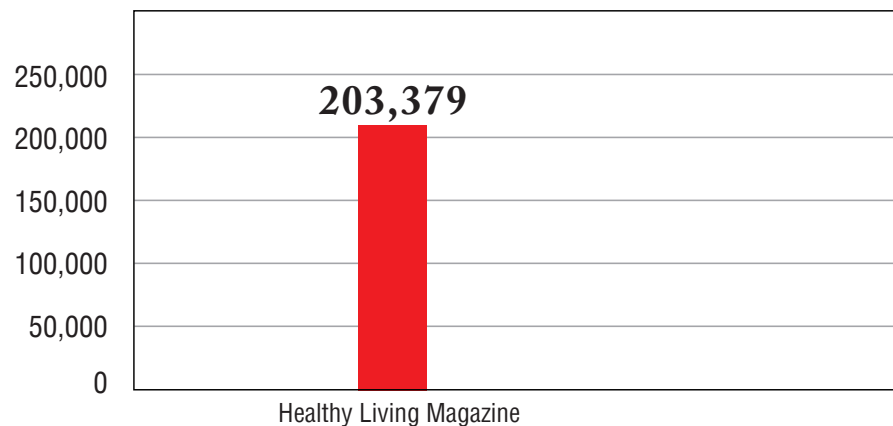
Ming Pao Newspapers, readers are health conscious and understand the importance of a balanced and healthy lifestyle.

As a proactive newspaper publisher, Ming Pao listened to our readers and responded with a comprehensive and resourceful supplement named Healthy Living Magazine, published every Wednesday. By providing our readers with information and news on healthy lifestyle, Healthy Living Magazine presents the latest in medical health, healthy diet, fitness and exercise, and of course the latest trends in beauty and cosmetics. The sale increase for every Wednesday's daily newspapers is largely due to the popularity and loyal readership associated with 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.



Past 3-Month Readership Healthy Living Magazine



Ming Pao

*Healthy Living Magazine is the only Chinese health-related magazine in Greater Vancouver Area.

*Source: Forward Research Group, Vancouver Chinese Media Survey 2018. Survey conducted October 2 to October 29, 2018 from a sample of 560 Chinese-Speaking adults aged 18 or older living in the Vancouver CMA. The result reported on the total sample are considered accurate +/- 0.5%, based on cell weighting



Weekly Magazine

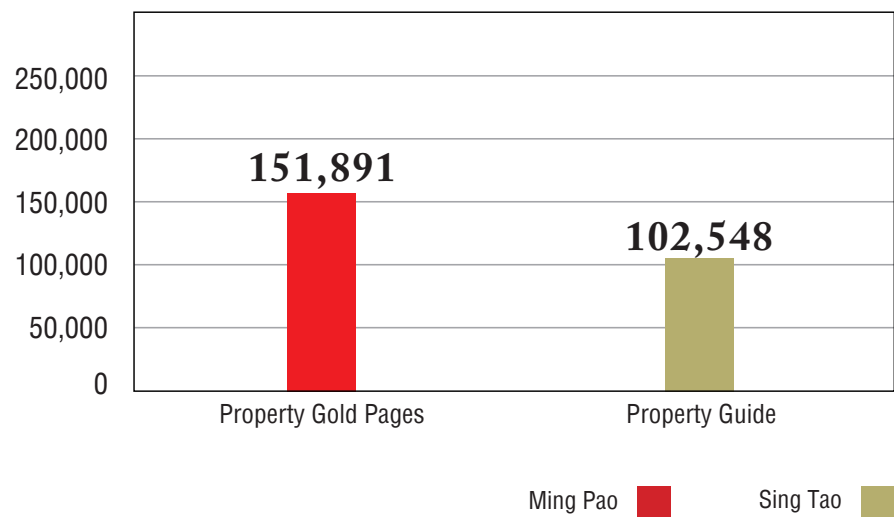
Property Gold Pages Readership 151,891

Published every Thursday, Property Gold Pages provides readers with latest news and analysis on real estate market of Greater Vancouver Area, through which readers are empowered to make sound and wise decisions over property investment.

- 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 estate supplement in Canada. Longer shelf life for future reference.



Past 3-Month Readership Property Gold Pages



*Source: Forward Research Group, Vancouver Chinese Media Survey 2018. Survey conducted October 2 to October 29, 2018 from a sample of 560 Chinese-Speaking adults aged 18 or older living in the Vancouver CMA. The result reported on the total sample are considered accurate +/- 0.5%, based on cell weighting



Weekly Magazine

Gourmet Supplement

Readership 190,078

Every Friday, our Gourmet Supplement, the most popular Chinese gourmet and food related publication, introduces various food recipes, cuisines, and dishes to our readers. Through the introduction of foods, the appreciations of friends and family gatherings, food cultures, and lifestyles are perpetuated throughout this supplement.

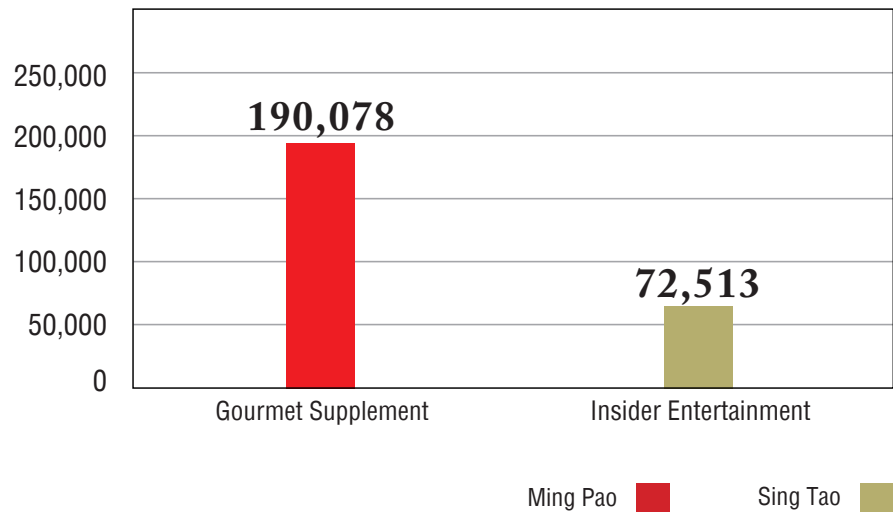
Fueled by consumers' incredible demand for healthy eating and food entertainment experience, we have revolutionized the magazine landscape by combining food, star chefs, and entertainment in one package: just to present the best of all worlds.

- 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.



Past 3-Month Readership

Gourmet Supplement



*Source: Forward Research Group, Vancouver Chinese Media Survey 2018. Survey conducted October 2 to October 29, 2018 from a sample of 560 Chinese-Speaking adults aged 18 or older living in the Vancouver CMA. The result reported on the total sample are considered accurate +/- 0.5%, based on cell weighting



Weekly Magazine

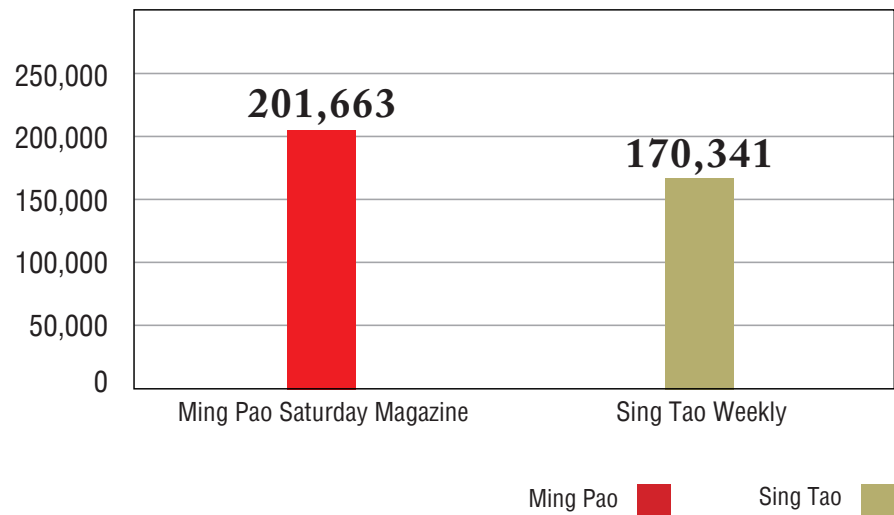
Saturday Magazine Readership 201,663

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 lifestyles 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.



Past 3-Month Readership Saturday Magazine



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Weekly Magazine

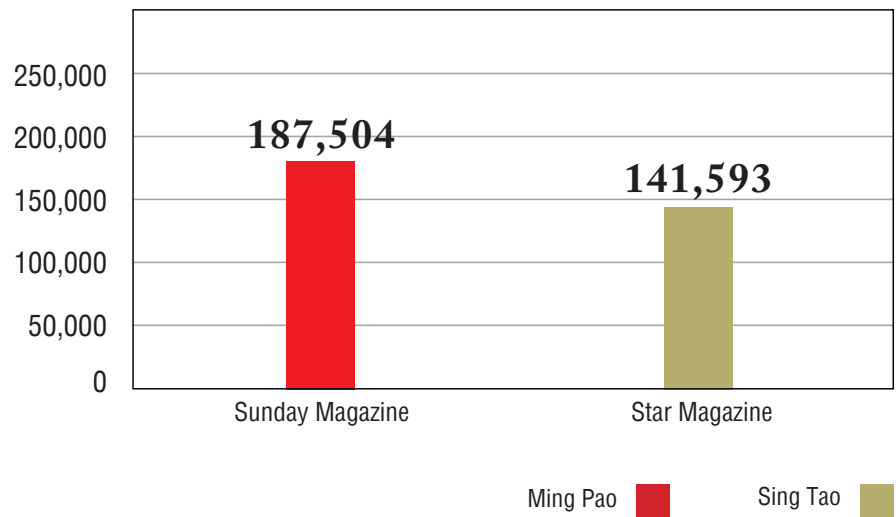
Sunday Magazine Readership 187,504

From Hong Kong's most renowned Ming Pao "Sunday Magazine", we bring to you the most updated news from Asia's entertainment industry. From photo shoots and pictures of celebrities, latest movie reviews, to personal interviews on the biggest stars, Sunday Magazine has it all. Each issue has a cover story featuring the trending pop culture and hottest celebrities.

- 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.



Past 3-Month Readership Sunday Magazine



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Annual Supplements

Annual Supplements Readership 148,887

Every month there is a special supplement targeting specific seasonal and interesting topics such as Chinese New Year, Investment & Financial Management, real estate development, bridal, food, education, traveling, and Christmas.

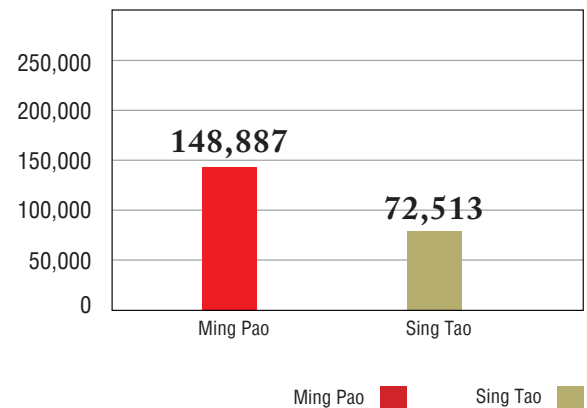
Advertisers who combine space in a monthly supplement with additional presence in other Ming Pao publications enjoy significant lifts in brand awareness and sell-through.

Additionally, the published print supplements are also available in various Ming Pao digital platforms such as the website and WeChat official account. Thus, ad buys within Ming Pao's annual supplements represent exposures across Ming Pao's different platforms while reaching different Ming Pao readers/audience simultaneously. This is simply advertising budget dollars well spent for your company.

Publishing Schedule:

Jan/Feb:	Chinese New Year Supplement
Feb:	Investment & Financial Management Supplement, Real Estate Outlook, School Guide
Mar:	Bridal Supplement
Apr:	Education & Career Supplement, New Home Guide
May:	Mother's Day Supplement
June:	Travel Guide
July:	Summer Activities Supplement
Aug:	Back to School Supplement
Sep:	Life in Golden Vancouver Supplement
Nov:	Education GPS Supplement
Dec:	Christmas Supplement

Past 3-Month Readership Annual Supplements



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Annual Supplements

Our annual supplements can be grouped into 4 categories as the following:

Real Estate Properties & Decor, Education & Career, Seasonal Festivity, and Others.

Annual Supplements - Real Estate Properties & Decor

Real Estate Outlook (February)

This supplement is an incredible handbook, which provides all information to the potential homebuyers and highlighted with “New project” of each year. It would be an effective channel for home builders/developers/ realtors to reach their potential buyers in the unique and affluent Chinese market. Also, Real Estate Outlook shares the housing market projections and the real estate experts’ professional opinions with our readers.



New Home Guide (April)

This is a comprehensive guide that provides information to those living in Vancouver or planning to immigrate to the West Coast. The guide includes topics ranging from living trends, modern lifestyle, new home projects, renovation ideas, furniture, interior decoration tips, home appliances, landscape design etc. You can find high quality real estates, beautiful scenery, great shopping guide and popular spots to go to in this supplement. It would be an effective channel for advertisers to reach their potential buyers in the unique and affluent Chinese market. With great spending power from the Chinese market, this will be a great opportunity to promote your products and services.



Life in Golden Vancouver (September)

The life in Vancouver is great! Affordable housing compared to Asia-Pacific Market, excellent weather, great scenery, delicious seafood and healthy lifestyle makes it a very desirable place to live in. Also, it is closest to Asia compared to other cities in Canada. You can find high quality real estates, beautiful scenery, great shopping guide and popular spots to go to in each year’s Life in “Golden” Vancouver Supplement. Don’t miss this golden opportunity to promote your products and services.



Annual Supplements

Annual Supplements - Education & Career

School Guide (February)

This School Guide is the first of a kind in Vancouver and to be distributed free on January prior to the upcoming, new school year. With its popularity, parents must keep it for a year for references. Not only can the supplement's special features attract parents, but also they can definitely bring you more customers once you advertise in it.



Education & Career Supplement (April)

This is a compilation of very useful information for readers who are exploring and evaluating options for further education or career development.



Back to School Supplement (August)

This supplement covers different aspects in regards to new school year, such as changes and adjustments to student assessment system, advice and suggestions to prepare for a new semester, tips and reviews on school dress code/fashion, student essentials and stationeries, and so on.



Education GPS Supplement (November)

This supplement features useful information regarding educational topics, including new trends and teaching methods, school ranks, advices on improving school work, etc.



Annual Supplements

Annual Supplements - Seasonal Festivity

Christmas Supplement (December)

Prior to the arrival of Christmas holidays, it's always a best idea to plan for your promotion so as to increase the sales of your products and services. Look no further, the Christmas supplement is your best choice.

To cope with advertisers' seasonal advertising plans, Ming Pao set out to publish this well designed, delicate supplement in December. Not only can the supplement's special features attract more readers, but are statistically proven to be very effective in producing results in your target market.



Chinese New Year Supplement (January/February)

Chinese New Year is the most celebrated festival amongst Chinese people all over the world. As we farewell this year and greet the upcoming Chinese New Year, Ming Pao Daily News has prepared a fabulous supplement featuring articles on everything you need in order to enjoy the fullest on the Chinese New Year season: from traditional practices, dining options, to the fortune-telling of the 12 Chinese Zodiac symbols. It is a great opportunity for your business to reach out to our Chinese readers with this superb Chinese New Year supplement published prior to each Chinese New Year. This is simply a great opportunity that you can't miss.



Mother's Day Supplement (May)

Mother's Day is a celebration in honor of all mothers, for their unconditional love and care to us.

To celebrate this very special day, Ming Pao publishes a self-standing Mother's Day supplement in May. This supplement features many interesting topics related to Mother's Day and definitely raise a great deal of attention in Chinese community.



Annual Supplements

Annual Supplements - Others

Investment & Financial Management Supplement (February)

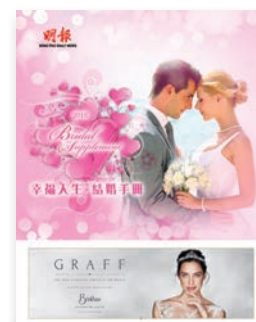
This is a complete guide to review each year's investment portfolio and work out the best for the upcoming year's investment strategy that suits our readers. This special supplement will contain different RRSP investment options and various mutual fund performances.

Don't miss this golden opportunity to reach the affluent Chinese audiences for investment opportunities.



Bridal & Beauty Supplement (March)

This is a supplement designed for those who are preparing for their big day! For this once in a life time experience, we all want it to be perfect and memorable. Thus, Ming Pao's Bridal & Beauty Supplement brings to you the essential, bridal info such as advice on wedding planning & preparations, latest bridal wear trend, skin care products, jewelry & accessories, and so on.



Travel Supplement (June)

The travel supplement is a helpful guide for Ming Pao's affluent readers in planning their upcoming travel plans, accompanied with recommendations on attractions around the world. Also, it is an effective platform to promote your products and services.



Summer Activities Supplement (July)

This is a supplement that encompasses the latest fun and exciting summer activities across BC and Canada. It not only introduces events that give you excitement and fun, but also the activities that let you appreciate the beauty of nature as well as reflect on cultural experiences.



Why Advertise in Ming Pao Prints?

Reader Engagement

Paper-based reading requires constant focus and active attention, meaning that readers cannot multitask like they do while watching TV or reading from electronic devices.

As readers invest more attention and mental processing on Ming Pao prints, print ads are more likely to make an effective, lasting impression due to greater reader engagement.

Credibility & Trust

Print publications often command a genuine credibility. The readership trusts the information the publication offers, and hence such trust is often transferred to the print ads and brands appeared on paper publications (as a result of “halo effect”).

Targeted Markets

Each Ming Pao print publication serves one or more well defined consumer groups and very specific geographic areas.

Control

Print advertising gives the ad buyer considerable control. Ad buyers can choose the size and, within editorial guidelines, dictate the content of the advertisement. Also, ad buyers can choose to run ads in specialty magazines or only in papers that deliver to specific geographic locations in certain area(s).

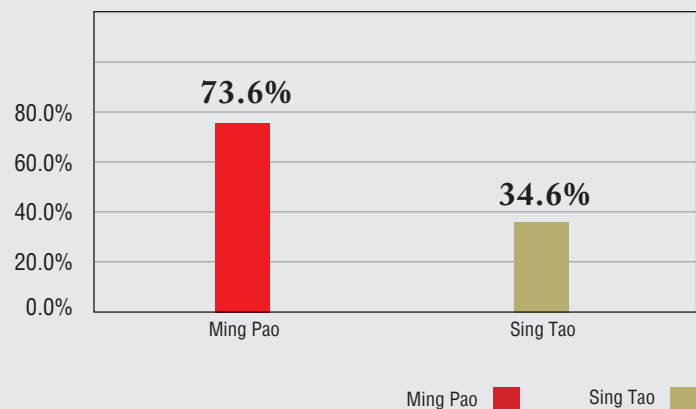
Print Drives Website Traffic and Online Search

Readers are most likely to start an online search or visit a website after viewing a related print ad.

According to the survey responses, 73.6% of the 560 survey respondents deem the print ads on Ming Pao Daily News are most effective and useful for their needs, whereas there's only 34.6% of respondents think the same for print ads appeared in Sing Tao Daily.

Hence, a statistically sound projection can be made: 73.6% of the Chinese-speaking population in Greater Vancouver Area deem print ads appeared on Ming Pao Daily News as most effective and useful as opposed to 34.6% for Sing Tao Daily. Ming Pao outperforms Sing Tao by 39%.

The Most Effective Advertisement



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Why Advertise in Ming Pao Digital Platforms?

■ Digital Media Equipped with Editorial Strength

As an experienced, professional print media on news reporting, Ming Pao Daily News editorial strength is inherited by its digital media teams. With the combination of editorial credibility and versatility of digital media, Ming Pao's digital platforms are highly effective in terms of rendering considerable results for ad placements.

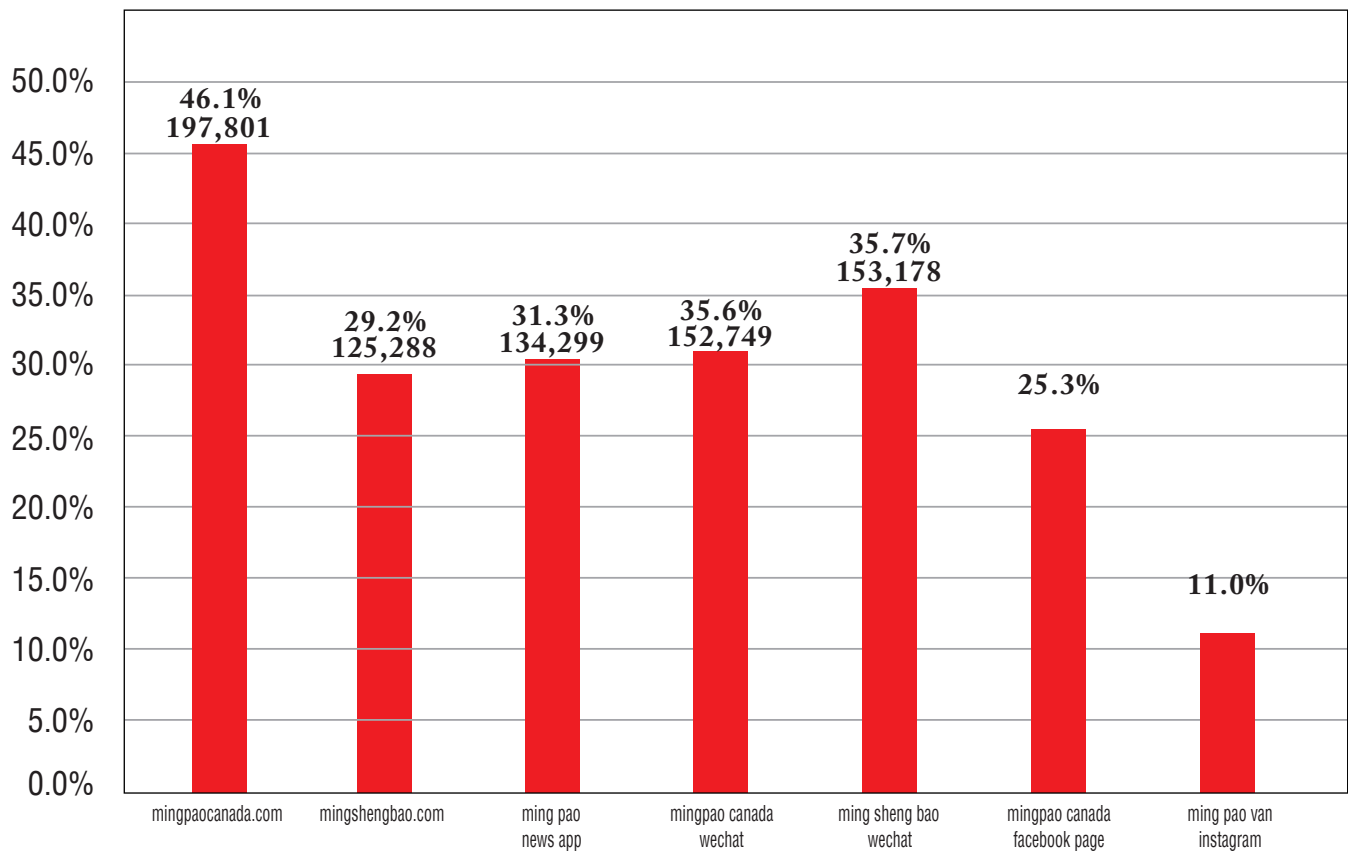
■ Flexibility Across Channels

Ming Pao's digital advertising is "multi-channel" where content can be shared across variety of its digital platforms. Digital adverts are dynamic and eye-catching as opposed to being confined on a page.

■ Digital Advertising Invites Engagement

Digital and mobile marketing are deeply intertwined. Digital advertising enables an ad to reach the target audience on the go as long as they are online and stay connected with their electronic devices. Ming Pao's mobile application is a prime example with which our readers always stay informed and connected.

Past Week Reading on Digital Media



*Source: Forward Research Group, Vancouver Chinese Media Survey 2018. Survey conducted October 2 to October 29, 2018 from a sample of 560 Chinese-Speaking adults aged 18 or older living in the Vancouver CMA. The result reported on the total sample are considered accurate +/- 0.5%, based on cell weighting



Having the strength in editorial credibility and understanding of the Chinese communities, Ming Pao Newspapers expands both its influence and readership base by the application of digital media platforms. Ming Pao is not just a newspaper.

Ming Pao Newspapers has always been the best for an advertiser to showcase its products as well as connect with its target audience in the Chinese communities.



MING PAO DAILY NEWS

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