

Decision Making



THREE CHOICES



Three excellent ways to reach the ethnic Asian community

THE ASIAN PACIFIC POST

Serving the Urban Asian/ Chinese Markets

- 160,000 Readers Weekly
- Median Annual Income: \$68,000-\$72,000

The *Asian Pacific Post* is an energetic urban publication, and the only English-language Chinese publication in B.C. The *Asian Pacific Post* gives marketing departments direct access to B.C.'s consumer-rich Chinese market while allowing companies to protect their branding and ad campaigns from mistranslation.

THE SOUTH ASIAN POST

Serving the Indo-Canadian Market: India, Pakistan, Sri Lanka, Fiji, Bangladesh, Punjabi, and Tamil.

- 135,000 Readers Weekly
- Median Annual Income: \$58,000-\$62,000

The *South Asian Post* is the largest circulation publication in the Indo-Canadian market, with 25,000 copies delivered weekly. The *South Asian Post* is a 2008 Jack Webster Award for Community Reporting nominee. It is also regularly attributed and sourced in mainstream newspapers such as *The Province*, *The Vancouver Sun*, the *Calgary Herald*, *CBC*, and other national and international media. This vibrant, English-language weekly has ushered in a new era of journalistic excellence in the South Asian market, the second largest ethnic group in B.C.

THE FILIPINO POST

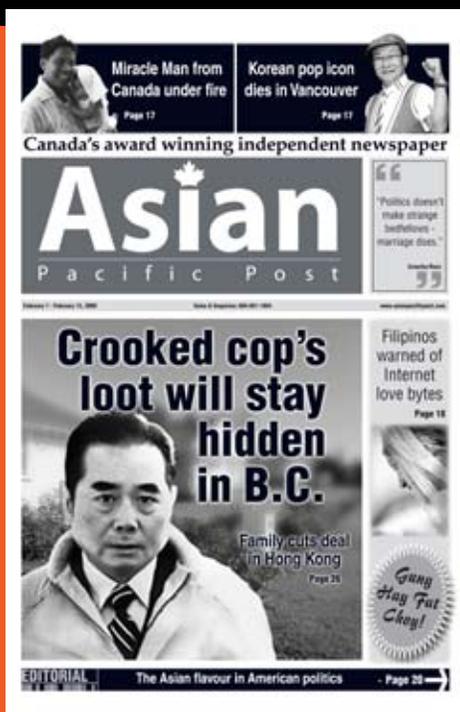
Serving the Philippine-Canadian Market

- 85,000 Readers Weekly
- Median Annual Income: \$51,000-\$56,000

The *Filipino Post* is the largest circulation newspaper for the Filipino community, B.C.'s 3rd largest ethnic group. It is also the only weekly newspaper serving this rapidly-expanding market of professionals and educated readers working in lucrative sectors like nursing, healthcare, medicine and IT.

THE ASIAN PACIFIC POST

Serving the Urban Asian/Chinese Markets



Fact

More than one half of the people living in Vancouver will belong to a visible minority by 2017.

160,000 Readers Weekly

Median Annual Income
\$68,000-\$72,000

Median Age
60 per cent of readers are 32-to-46 years of age

Male/Female Split
55:45

Education
89 per cent possess a college degree or some level of technical training

“ We have chosen to advertise with The Asian Pacific Post for over five years straight. The ads have always paid back with hits from our target Chinese audience. It's a great market and working in English has made it easy to stick with The Post. ”

– Jennifer Yuen,
Kaplan Education

Snapshot

The *Asian Pacific Post* is an energetic urban publication, and the only English-language Chinese publication in B.C. The *Asian Pacific Post* gives marketing departments direct access to B.C.'s consumer-rich Chinese market while allowing companies to protect their branding and ad campaigns from mistranslation.

Chinese Market

A wealth of consumers

- Chinese are the largest visible minority in B.C. at 40.4 per cent of the visible minority population.
- Overall, Metro Vancouver's Chinese population is 381,500.
- About 44 per cent of Richmond's population is of Chinese origin, the highest proportion of Chinese in any Canadian municipality.

Distribution

Free pickup in Downtown Vancouver, Richmond, Burnaby, Surrey, and other communities of Metro Vancouver in British Columbia, Canada.

Specifications

Circulation: 50,000

Size: Tabloid (10.25 x 15" tall)

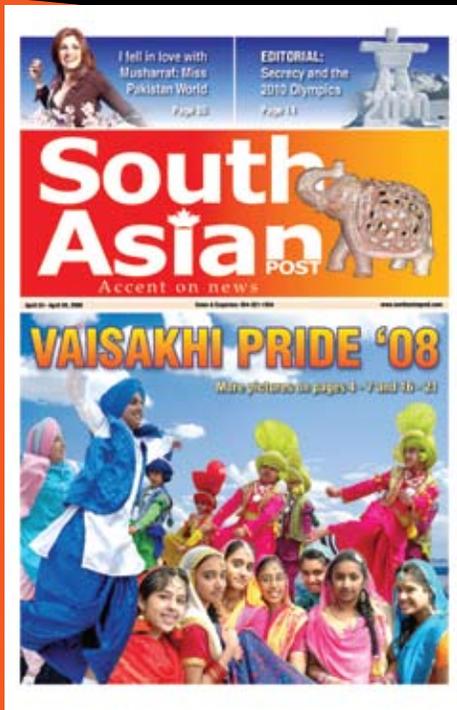
Website: www.asianpacificpost.com

ISSN: 1716-1843 (print), ISSN: 1916-4432 (online)



THE SOUTH ASIAN POST

Serving the Indo-Canadian Market: India, Pakistan, Sri Lanka, Fiji, Bangladesh, Punjabi, and Tamil.



Fact

70 per cent of immigrants to Canada between 2001 and 2006 reported a mother tongue other than English or French.

135,000 Readers Weekly

Median Annual Income
\$58,000-\$62,000

Median Age
60 per cent of readers are 32-to-46 years of age

Male/Female Split
45:55

Education
8 per cent possess a college degree or some level of technical training

“ I work with TD Canada Trust and advertising with The South Asian Post has opened my business up to consumers who are like me and want value over discounts. Finally I have been able to brand myself with a paper in my community that reflects my level of professionalism. ”

– Gina Johal,
TD Canada Trust Mortgages

Snapshot

The *South Asian Post* is the largest circulation publication in the Indo-Canadian market, with 25,000 copies delivered weekly. The *South Asian Post* is a 2008 Jack Webster Award for Community Reporting nominee. It is also regularly attributed and sourced in mainstream newspapers such as *The Province*, *The Vancouver Sun*, the *Calgary Herald*, *CBC*, and other national and international media. This vibrant, English-language weekly has ushered in a new era of journalistic excellence in the South Asian market, the second largest ethnic group in B.C.

South Asian Market: Family-oriented

- South Asians form the second largest visible minority group in B.C. with a population of nearly 250,000.
- South Asians form 27.5 per cent of the population of Surrey – the largest and fastest-growing municipality in B.C.
- The under-15 population is growing exponentially, with each immigrant family averaging 2.8 children per household.

Distribution

Free pickup in Vancouver, Surrey, Abbotsford, and throughout Metro Vancouver in British Columbia, Canada

Specifications

Circulation: 25,000
Size: Tabloid (10.25 x 15" tall)
Website: www.asianpacificpost.com

ISSN: 1913-9780 (print), ISSN: 1913-9799 (online)



THE FILIPINO POST

Serving the Philippine-Canadian Market



Fact

63 per cent of immigrants are still coming to Canada's three major urban centres: Toronto, Montreal and Vancouver.

85,000 Readers Weekly

Median Annual Income
\$51,000-\$56,000

Median Age
60 per cent of readers are 31 to 45 years of age

Male/Female Split
40:60

Education
83 per cent possess a college degree or some level of technical training

“ We have been a very satisfied customer for the past 7 years. The Post has been a very effective medium to attract people seeking immigration services. ”

– Ron Beirnes,
R.B. Global Immigration Services

Snapshot

An English-language publication, *The Filipino Post* is the largest circulation newspaper for the Filipino community, B.C.'s 3rd largest ethnic group. It is also the only weekly newspaper serving this rapidly-expanding market of professionals and educated readers working in lucrative sectors like nursing, healthcare, medicine and IT.

Filipino Market

Growing Households

- Filipinos, the third largest visible minority group in Metro Vancouver, has a population of 80,000.
- The Filipino population in B.C. is rapidly increasing with many coming to the province to work in the healthcare sector.
- Filipinos are the most likely of all Asian ethnicities to be English educated.

Distribution

Free pickup in Vancouver, Surrey, Coquitlam, and other communities in Metro Vancouver, British Columbia, Canada.

Specifications

Circulation: 25,000

Size: Tabloid (10.25 x 15" tall)

Website: www.thefilipinopost.com

ISSN: 1916-8543 (print), ISSN: 1916-8551 (online)



POST GROUP MULTIMEDIA INC.

Vancouver – based Post Group Multimedia Inc is the publishing company for the Asian Pacific Post, the South Asian Post, and The Filipino Post. We have 15 years of publishing history in British Columbia.

“ *The staffers at The Post Group were delightful in their approach: quick, responsive proactive, and always on deadline. We recommend their advertising and marketing packages to companies and organizations seeking exposure to B.C.'s 1,000,000-strong Asian market. We definitely look forward to working with The Post again in the future.* ”

– Mary Ellen Walling, Executive Director,
B.C. Salmon Farmers Association

Award Winning Editorial Content

The *South Asian Post* has been nominated for a prestigious 2008 Jack Webster Award for Community Reporting, marking the first time in the 22-year history of the Jack Webster Awards that a South Asian newspaper in B.C. has received such an accolade.

In 2003, the *Asian Pacific Post* won The Jack Webster Award for Excellence in Journalism for Best Community Reporting. It is the first and only ethnic publication to attain this honour in the history of the Jack Webster awards – B.C.'s most prestigious journalism awards.

The *Asian Pacific Post* has also been recognised by *The Georgia Straight* as the best English-language ethnic media in its Best of Vancouver awards.

Canwest Partnership: Home to home delivery

Post Group Multimedia Inc. is an exclusive distribution partner with Canwest, publisher of *The Vancouver Sun* and *The Province*, the two major daily newspapers in Metro Vancouver. Subscribers to the two dailies can receive any of our newspapers for free, delivered directly to their doorstep. A working acknowledgment of our journalistic integrity and editorial quality, we are the only ethnic newspapers in Canada with this kind of agreement. Copies of The Post Group newspapers are delivered weekly home to home every Thursday.

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**2008 Nominee for
Best Community Reporting**

**2003 Winner for
Best Community Reporting
— Print Media**

**The Jack Webster
Foundation**

*Excellence in British
Columbia Journalism*

OUR CLIENTS

Our clients include the following companies:



CBC  Radio-Canada

 TELUS®

 ROGERS™

 TELECOM

 BC Hydro 

 Canpages

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ZOOM-ZOOM

 **SUZUKI.**

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 **coastcapital.**
SAVINGS

 **Sun Life Financial**

 **G&F FINANCIAL GROUP**



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