

Reach out
to the Russian-
speaking
consumers

ETHNIC ADVERTISEMENT WORKS!





WHERE DO TODAY'S RUSSIAN-CANADIANS GATHER INFORMATION?

People gather information using a combination of sources. Russian-Canadian Media recognizes this. Thus, we offer:

- ✓ Print
- ✓ Online/SEO/SocialMedia/E-Marketing (e-blasts)
- ✓ Directories



WHY REACH OUT TO THE RUSSIAN-SPEAKING CONSUMERS?

- ✓ There are more than 300,000 Russian-speaking people in GTA
- ✓ The Russian-speaking community is multicultural and consists of immigrants from Russia, Israel, Moldova, Ukraine, Belarus, Kazakhstan, Georgia etc.
- ✓ The average Russian immigrant buys their first house after two years in the country
- ✓ The average family income is \$70,000 a year
- ✓ 87% of Russian Immigrants are either college or university educated
- ✓ They are ambitious and highly motivated to succeed
- ✓ They are very image conscious and greatly value items that reflect their achievements and success



WHY USE THE RUSSIAN-CANADIAN MEDIA COMPANY?

- ✓ One stop shop: print, web and directory services – Russian Express, masterpages.ca and Russian Toronto business directory
- ✓ The most established and leading publishing media company, serving the Russian Community of GTA since 1993

Russian Express

RUSSIAN EXPRESS weekly newspaper

Published since the fall of 1995, **Russian Express Weekly** is a Largest Community Newspaper, serving as a matchmaker between Russian-speaking community and businesses in and around GTA. It's mission is to promote the integration of Russian-speaking immigrants into Canadian society, to educate and entertain, while preserving the sense of community.

DISTRIBUTION FACTS

- ✓ Reach – estimated weekly readership is 40,000 - 50,000 readers
- ✓ Circulation – 15,000 copies weekly
- ✓ Distribution – each Friday in over 200 stores, supermarkets, community centres, banks and medical offices across GTA
- ✓ Distribution is free of charge
- ✓ Pick up rate is about 94%
- ✓ Colors – Full Color
- ✓ The newspaper has on-line format

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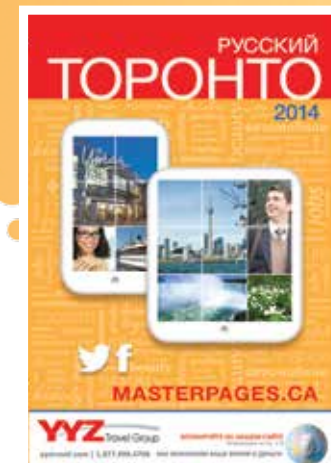


RUSSIAN TORONTO business directory

Russian Toronto is the only convenient, 400 page pocket-sized business directory in the community. This directory also serves as a “how-to” guide and is packed with useful information that our readers depend on every day. We list more than 5,000 businesses by name, product or service type, as well as by location. We also offer such vital facts as how to contact government agencies, how to get around the city and where the best restaurants are in the GTA!

DISTRIBUTION FACTS

- ✓ Circulation – presently exceeds 50,000 copies annually
- ✓ Distribution – easily accessible to Russian-speaking community at high traffic locations such as 210 stores, supermarkets, banks and cultural centres across GTA
- ✓ Free of charge



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MASTERPAGES.CA

on-line directory

www.MasterPages.ca is a centralized network of the on-line Russian-speaking community. We feature business articles, useful information, free classified advertisements and extensive business directory with updated and verified information. The business directory is an on-line version of “Russian Toronto” with 5,000 updated listings a year. Free Classified Section - advertisements with sections devoted to jobs, housing, personals, for sale, services, community and more.

DISTRIBUTION FACTS

- ✓ Banner ads are available throughout all pages of the directory, statistical reports are provided
- ✓ Traffic – more than 5,000 Russian-speaking users monthly



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