



eagleServe

Media Kit

The Canadian Vanguard

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ABOUT US



The Canadian Vanguard
(www.thecanadianvanguard.ca)

is a media company focused on providing a digital platform that promotes the views, events and activities of minority groups, new Canadians and communities that are typically underrepresented in much of the current news media and political sphere across Canada.

It is headquartered in Toronto.

It supports its vast clients by utilizing ultramodern infrastructure as a platform for enlightenment and publicity.

Our Vision

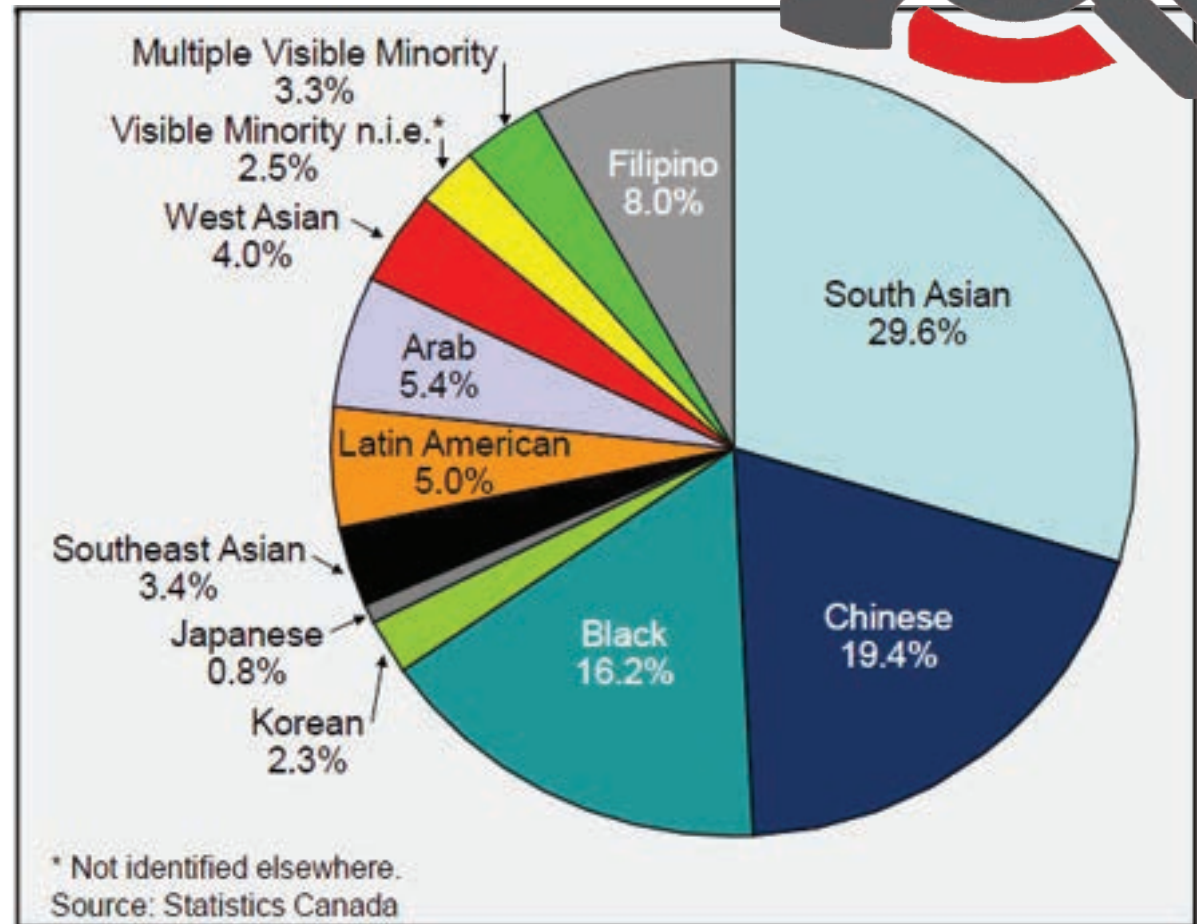


- To lead in the digital and print media space through amplifying the voice of the minority community, providing professional, quality and informative news that impacts the Canadian society at large particularly the underrepresented groups, new Canadian community and others.
- To be the leading digital and print media organization engaging in the publicity of ideas, new knowledge, products, services including events that are of benefit to our audience

Target Audience



- Minority groups
- New immigrants
- New Canadians



Target Audience



In first quarter of 2024, the following 10 countries were Canada's top immigration sources according to each immigrant's country of citizenship. Each country will be listed alongside the number of immigrants that came from that country and the percent of Canada's total PR number accounted for by that country.

1. India (37,880 immigrants) - 42.80%
2. China (8,135 immigrants) - 9.19%
3. Philippines (7,990 immigrants) - 9.02%
4. Afghanistan (5,025 immigrants) - 5.68%
5. Nigeria (4,690 immigrants) - 5.30%
6. Cameroon (3,725 immigrants) - 4.21%
7. Iran (3,570 immigrants) - 4.03%
8. Pakistan (2,630 immigrants) - 2.97%
9. USA (2,480 immigrants) - 2.80%
10. Eritrea (2,360 immigrants) - 2.67%

Our Goal



- To minimize the existing information gap about the state of minority businesses in Canada by paying attention to and gathering information on issues and features that are trending or simply informative and has the potential to greatly impact the general Canadian Society.
- Be a forum for disseminating information that is centered around the Canadian society at large particularly the underrepresented groups on Daily news, sports, financial and investment, education, real estate, auto, technological

Our Goal



innovations, cyber security, fashion, child and youth welfare issues, lifestyle and health.

- Fill the related void in the news coverage and analysis in Canada by utilizing “The Canadian Vanguard” as a digital media platform to host news, disseminate enlightenment ideas, community events, information on technological innovations, impact of development trends on the communities; health and justice issues, analyze issues relevant to new Canadians and minority communities.

Coverage of Interest

- News
- Opinion
- Business
- Finance
- Education
- Sports
- Life
- Real Estate
- Auto



Advertising Rate

Spot Name	Dimension	Maximum Capacity	Weekly Rate
A1 Full	1500 X 150 (pixels) (width x height)	120 kb	\$449
A1 Half	750 X 150 (pixels) (width x height)	100 kb	\$249
A2	220 X 250 (pixels) (width x height)	75kb	\$169
A3	385 X 350 (pixels) (width x height)	80kb	\$139
Showcase (Realtor Special)	600 X 350 (pixels) (width x height)	100 kb	\$99

The main page

A1 Half



The Canadian Vanguard

Navigation: Home, News, Business, Real Estate, Sports, Entertainment, Health & Wellness, Lifestyle & Travel, Services, Classifieds

Sections: News, Business, Real Estate, Sports, Entertainment, Health & Wellness, Lifestyle & Travel, Services, Classifieds

Grid of news articles with images and headlines.

A2

A3

The inside page



The Canadian Vanguard



Canadians "Proactively" Adjusting To Higher Interest Rates, Bank Of Canada Says

The Bank of Canada says consumers are reacting to higher borrowing costs, but it says they are not panicking and are proactively adjusting their behavior in the marketplace.

Canadians are "proactively" adjusting to higher interest rates, according to a report from the central bank. The report says that consumers are reacting to higher borrowing costs, but it says they are not panicking and are proactively adjusting their behavior in the marketplace.

The bank also says that consumers are reacting to higher borrowing costs, but it says they are not panicking and are proactively adjusting their behavior in the marketplace.

UNIVERSAL
 100% Finance
 0% Down Payment
 0% Closing Costs
 0% Transfer Fees
 0% Legal Fees
 0% Notary Fees
 0% Land Transfer Tax
 0% GST
 0% HST
 0% PPSA
 0% LTT
 0% LTP
 0% LTA
 0% LTB
 0% LTL
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 0% LTR

The bank also says that consumers are reacting to higher borrowing costs, but it says they are not panicking and are proactively adjusting their behavior in the marketplace.

The bank also says that consumers are reacting to higher borrowing costs, but it says they are not panicking and are proactively adjusting their behavior in the marketplace.

Fast, efficient, reliable and professional

400+ 98% 9.8%

The bank also says that consumers are reacting to higher borrowing costs, but it says they are not panicking and are proactively adjusting their behavior in the marketplace.

showcase

A2

A3

showcase

The showcase page



The Canadian Vanguard

Grid of real estate listings with images, prices, and agent information.

Agents: DOMINI MONTE, CHRIS FARINCE