



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 and print 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



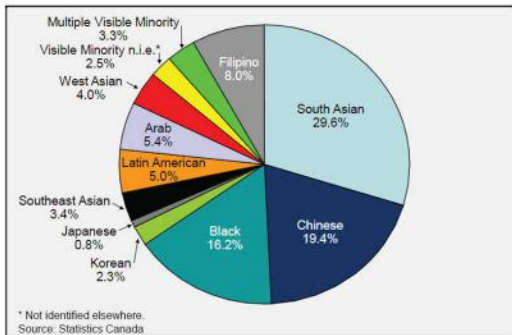
- To lead in the digital and print media space through amplifying the voice of the minority community, providing professional, quality and informative news that impacts the Canadian society at large particularly the underrepresented groups, new Canadian community and others.
- To be the leading digital 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

Including: Black, South Asian, Filipino, Latin American, Southeast Asian, Chinese, West Asian, Arab, Korean, Japanese and other visible minority.



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	Rate	
			Weekly	Monthly
A1 Full	1020 X 150 (pixels) (width x height)	120 kb	\$899	\$3200
A1 Half	510 X 150 (pixels) (width x height)	100 kb	\$499	\$1800
A2	200 X 250 (pixels) (width x height)	75kb	\$329	\$1100
A3	385 X 350 (pixels) (width x height)	80kb	\$269	\$900
A4	430 X 520 (pixels) (width x height)	95kb	\$429	\$1500
A5	290 X 230 (pixels) (width x height)	75kb	\$229	\$760



The Canadian Vanguard



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The Canadian Vanguard



Why India's Ed-Tech Stars Are Going All In On Offline Education

[illegible]

Hybrid Learning Is The Future

Who Wants Ed-Tech Companies To Set Up Offshore Centers?

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