

PARVASI - The Award Winning Ethnic Newspaper

South Asians Is The Largest And The Fastest Growing Ethnic Group In GTA

There are estimated 800 000 South Asians in GTA (684000 according to census 2006). And for the last several years about 35 000 South Asians immigrants have been making GTA their home every year. The South Asian population increased by stupendous 44% between census 2001 and 2006.

South Asian Population – Critical Growth Driver For Leading Companies

Leading banks, telecom companies and retailers like TD, RBC, Rogers, Bell, Wall mart, No frills and Loblaws etc have been running major campaigns in the South Asian media for the last few years and have captured dominant market shares in the segment. Other companies are following suit to capture this underexploited but high potential segment.

Punjabis Are The Largest Group Within The South Asians

Punjabis who started immigrating to Canada nearly 100 years ago, account for approximately 50% of the South Asian population. The majority of the Punjabis having migrated from villages and smaller towns and relatively less education, have poor command of English and communicate in Punjabi, read Punjabi newspapers and watch/listen Punjabi or Hindi TV/radio programs.

Punjabis Have Money And Political Power

Being very hard working people, Punjabis have flourished and since they have been in the country for a long time they are financially well settled. They are also very active in the community. There are nine Punjabi members of parliament, several MPPs and a cabinet minister in Ontario.

Parvasi – GTA's Best Ethnic Newspaper

Within eight years, Parvasi has become the leading Punjabi weekly newspaper in GTA and was awarded as the best ethnic newspaper in 2006 and 2007 by Peel Regional Police. Parvasi is known for courageous, responsible, investigative and analytical journalism. It is also published from Vancouver and Chandigarh, India. The paper is edited by Mr Rajinder Saini who is also very active in the Punjabi community.

PARVASI Targets Well Educated, White Collar, Well Off Punjabis

With four sections, all printed in color and in broadsheet format, Parvasi has balanced coverage of Local, Canadian, Indian and international news. Bollywood and sports is also extensively covered. Parvasi has the biggest editorial and support team among all ethnic publications designed to appeal to the well educated, financially well off Punjabis who typically are in white collar professions like lawyers, sales professionals, real estate agents, insurance agents, financial advisors, office employees, small businessmen etc.

PARVASI - Leading Punjabi Newspaper In GTA

It is distributed free throughout GTA and is available at the Indian grocery stores, restaurants, religious places etc. Over 200 Dispensing boxes have been kept at the high traffic locations.





PARVASI Radio - A Leading Punjabi Program in GTA

One Of The Most Popular Radio Program In Punjabi

There are more radio programs in Punjabi catering to the South Asian population in GTA compared to any other language. Not surprising considering nearly half of GTA's South Asian population is Punjabi. Mostly Bollywood Hindi and Punjabi music dominates most of the radio programs' content. Radio PARVASI however is news and talk show based program and caters to the hunger for news from Punjab and South Asia rarely covered by the mainstream media.

Leading News And Talk Show Among South Asian Programs

Parvasi Radio broadcasts latest news everyday at 10.30 am from Chandigarh, India - Parvasi's India bureau. Program also has an excellent coverage of Canadian and international news. Issues affecting the South Asians in Canada are regularly discussed/debated which makes it one of the most popular Punjabi Programs in GTA.

Extensive News Coverage With Worldwide Network Of Correspondents

It provides analytical and exclusive news reports with the help of a wide network of senior and well respected news correspondents and associates in India, Pakistan, UK, USA and around the world. In a very short span of time, it has established itself as an authentic and trustworthy news source on Punjab affairs.

The Host- A Well Known Name In Punjabi Community

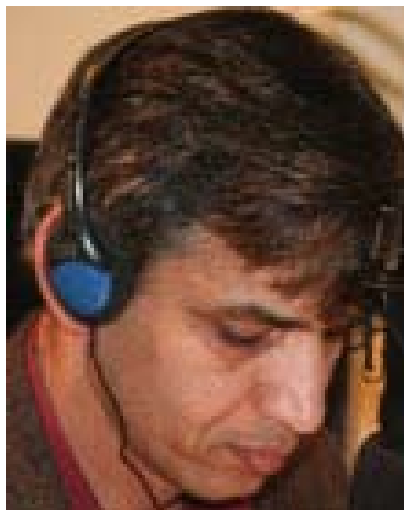
Mr Rajinder Saini is the host of the show. Mr Saini is a very active member of the Punjabi community and often raises the issues facing the community. Leading personalities from Punjab and India are frequently interviewed in the program.

Large Footprint That Goes Well Beyond GTA

The program is broadcast on CJMR1320 AM between 10-12 am on Monday to Friday. It can also be heard online on www.cjmr1320.ca. It's coverage extends from Barry to Niagara falls and Kitchener to Oshawa.

The Listenership Profile

The program is aimed at a wide cross section of Punjabi population in GTA. The listeners tend to be typically adult men, self employed professionals like Lawyers, real estate agents, insurance agents, financial advisors, small businessmen, sales personnel, office employees and factory workers, store employees, transport industry employees.





Circulation & Rates

PARVASI Weekly Toronto

Full Page Color	\$ 4000
Full Page B/W	\$ 3000
Half Page Color	\$ 2200
Half Page B/W	\$ 1900
Quarter Color	\$ 1200
Quarter Page B/W	\$ 950
Per sq. cms Color	\$ 3
Per sq. cms B/W	\$ 2

PARVASI Weekly Vancouver

Full Page Color	\$ 2000
Full Page B/W	\$ 1500
Half Page Color	\$ 1200
Half Page B/W	\$ 800
Quarter Color	\$ 625
Quarter Page B/W	\$ 425
Per sq. cms Color	\$ 3
Per sq. cms B/W	\$ 2

Technical Specifications

PARVASI Weekly Toronto - Broadsheet
Every Friday
 (Print Area Size: 50 cms x 37 cms)

PARVASI Weekly Vancouver - Tabloid
Every Friday
 (Print Area: 35 cms x 25 cms)

Combined Rate Toronto/ Vancouver

Color Per sq. cms	\$ 5
B/W Per sq. cms	\$ 3

Parvasi Radio

One Spot (30 Sec.)	\$ 40
Monthly Package	\$ 600 per 1 spot \$ 1000 per 2 spots

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