

SW MEDIA GROUP

Largest & Most Diversified Ethnic Media Group

Estd. 2008

MEDIA KIT 2021



7 Newspapers 4 languages

**ASIAN
JOURNAL**

**ਪੰਜਾਬੀ
ਜਰਨਲ**

Punjabi Journal

**हिन्दी
जरनल**

Hindi Journal

اُردو جرنل

Urdu Journal

**MUSLIM
Community
JOURNAL**

**AUTO
TRENDS**

**REALTY
CLASSIFIEDS**

**SURREY BUSINESS NEWS
SURREY BOARD OF TRADE**

**AAARZU
Magazine**

**SURREY BUSINESS DIRECTORY
SURREY BOARD OF TRADE**

HelloSurrey.ca

#3 - 7953 - 120 St Delta, BC V4C 6P6
604.825.3950

Mon to Thur : 9.00am - 5.00pm

Friday: 7.00am - 3.00pm



PUBLICATIONS & CIRCULATION



Established in 2008, **SW Media Group** prides itself on a strong foundation built on **TRUST** and **CONSISTENCY**. Delivering weekly news in print and online, our publications have become an integral part of South Asian households across the lower mainland.

VISION

To connect with South Asians from across the Metro Vancouver and Fraser Valley in the language of their choice, empowering readers with knowledge

MISSION

We deliver weekly newsworthy topics which include Canadian and Indian politics, economics, sports, health, spirituality, entertainment and more. Our news stories initiate the process of awareness in society which encourages dialogue.

WHY CHOOSE US

- Trusted partner of the Surrey Board of Trade
- Substantial market share and established business connections since 2008
- Offering the only Hindi newspaper in BC
- AsianJournal.ca website and social media platforms are updated every few minutes
- More than a dozen credible columnists and journalists

Looking for a business audience? We have access to over 60,000+ businesses and **Surrey Board of Trade** members through our exclusive print partnership.

Book Your Space Today!

connect@asianjournal.ca
604-507-8009



DISTRIBUTION

70% Distribution

20% Distribution

10% Distribution

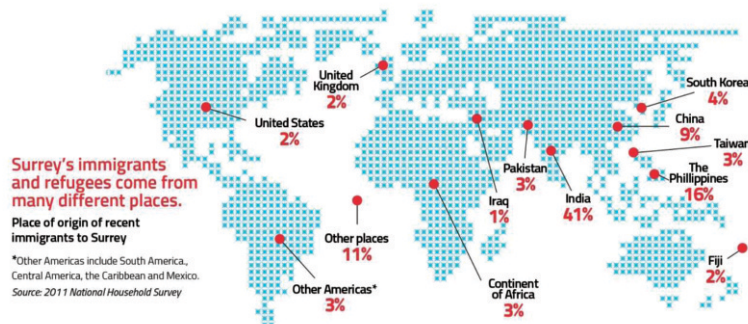


- ☒ Vancouver
- ☒ Burnaby
- ☒ Richmond
- ☒ New Westminster
- ☒ Surrey
- ☒ Delta
- ☒ Coquitlam

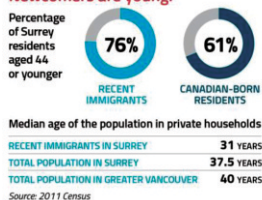
- ☒ Port Moody
- ☒ Port Coquitlam
- ☒ Maple Ridge
- ☒ Mission
- ☒ Abbotsford
- ☒ Langley
- ☒ White Rock

DEMOGRAPHICS & READERSHIP

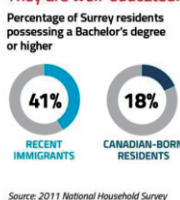
Surrey is the fastest growing city in Western Canada. Majority of immigrants coming from India speak: Punjabi, Hindi, Urdu, English



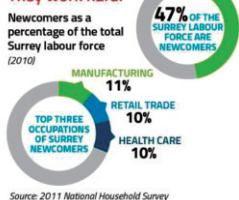
Newcomers are young.



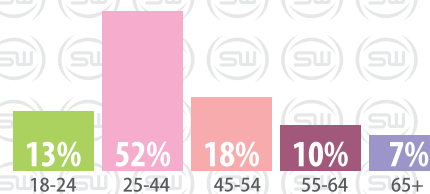
They are well-educated.



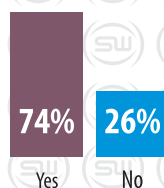
They work hard.



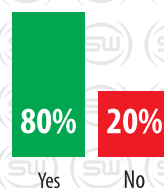
What age group are our readers?



Does the audience have child(ren)?



Home Ownership



Top five languages most spoken at home by immigrants in Surrey



Sources: WelcomeBC, 2011 National Household Survey

SPECIFICATION

Ad Rates

Full Page	\$1150
Half Page	\$ 600
Quarter Page	\$ 325

Above mentioned price are net for b&w ads.
Add \$150 for color and special position available on surcharge.

Ad Size

Full Page	10" x 13"
Half Page Horizontal	10" x 6"
Half Page Vertical	5" x 13"
Quarter Page	5" x 6"

Full Page

1/2 Page
Horizontal

1/4
Page
Vertical

1/2
Page
Vertical

Ad Booking Details

Deadline: Every Monday 3:00 pm

Submission: Ready PDF files 300dpi

Pictures: Jpeg 300dpi. Caption & photo credit must.

Special Position and colour available on surcharge.

EDUCATION LEVEL

14%	Postgraduate
29%	University
24%	College
23%	Highschool
10%	Elementary

EMPLOYMENT LEVEL

15%	Self Employed
40%	Work Full Time
10%	Work Part Time
15%	Students
10%	Retired
10%	Not Employed

CIRCULATION

Asian Journal	25,000
Punjabi Journal	25,000
Hindi Journal	10,000
Urdu Journal	10,000
Muslim Community Journal	10,000
Realty Classifieds	50,000
Surrey Business News	15,500
Surrey Business Directory	15,500

AAARZU
The Power of Desire

• Modern and Chic Designs • Verified Distribution • Shop local Initiative • Engaging Content



What is Aaarzu?

aaar.zu

/ärzü/

verb: To strongly wish for or want (something). Origins: Urdu.

noun:

1. A trendy, sophisticated magazine that is for the intelligent, innovative, and irresistible woman.
2. Known for its fine quality paper, clean and modern design, and fusion content which is designed to fulfill the luxury-biased lifestyle of its readers.
3. Committed to bringing readers and advertisers together by promoting "buy local" goods and services.

Reader Profile

- Modern, progressive South Asian reader
- Mid to high income
- Professionals who hold a university and/or postgraduate degree
- Age 22-55
- 72% female – 28% male
- Brand responsive consumer
- Jetsetter, Luxury-bias
- Family and community-minded

Content Categories

- Fashion & Trends
- Beauty & Lifestyle
- Health & Wellness
- Arts & Culture
- Inspiring Interviews
- Thought Leaders
- Food & Recipes
- Home & Decor
- Relationships
- Auto
- Travel
- Annual Wedding Issue

Distribution

We are a trusted source for a reason.

Ask us about our verified distribution of 18,000 copies throughout the Metro Vancouver Region.

Available at:

- Newstands
- Canada Post
- Events
- Bookstores
- Professional Offices
- Spas
- Coffee Shops

SIZE / RATES

	1x per issue	2x per issue	3x per issue	4x per issue
Double Page	\$ 3200	\$ 2800	\$ 2400	\$ 2000
Full Page	\$ 1800	\$ 1600	\$ 1400	\$ 1200
Inside Front Page	\$ 3000	\$ 2700	\$ 2400	\$ 2100
Inside Back Page	\$ 3000	\$ 2700	\$ 2400	\$ 2100
Back Cover Page	\$ 5000	\$ 4500	\$ 4000	\$ 3500
E-Magazine Full Page	\$ 595 (only online edition)			

*Above rates are net.

AD SIZES

2-Page Spread

17" w x 11" h

Full Page

7.505" w x 10.05" h

Ad Booking Details

Deadline:

Spring - Jan 15
Summer - April 15
Fall - July 15
Winter - Oct 15

Submission: Ready PDF files 300dpi

* Special Position and Fixed Page available.