

## Introduction

Pakistan Times has excellent reviews online with 5 star ratings on several websites

“What a wonderful newspaper you have, full of many interesting articles. Looking forward to working with you. People all the way in Hawaii and Europe saw the article. Continued Success.

- Patrizia (Client)

“Enjoy the articles in the newspaper. I always read Roohani Ilaag section and women section of the newspaper.”

- Aisha Siddique (reader)

“Advertised with Pakistan Times before and the customer service is great. The ad gave me good results and many new client. Understanding staff that made changes to ad on short notice.”

- Rabia Ali (client)

“I have advertised with the newspaper before and have received great results and good prices. Wish to advertise again in the future.”

- Maqsood (client)

Pakistan Times is a weekly Urdu newspaper published across North America. The newspaper first edition was published in 2002 and was distributed across Toronto, Ontario and Chicago, Illinois. Over the years, Pakistan Times has generated an excellent reputation in the South Asian community and is the most reliable source of Urdu news.

Currently, Pakistan Times is one of the largest Urdu newspapers in North America, printing 20,000 copies in Canada and 40,000 copies in the United States. Compared to other advertising sources, Pakistan Times offers the most competitive rates in its industry given its large readership in North America.

### Mission statement

A South Asian news source providing trustworthy information and presenting entertaining opinion based articles to its readers.

Promote advertisers to provide maximum exposure and obtain the upmost market share in the South Asian community.

Pakistan Times also enhances the reader's experience through alternate media platforms and provides our clients with many new and effective ways to promote their products and services.

- Pakistan Times website
- Custom supplements
- Event sponsorship
- Product/service reviews
- Flyer insertions
- Twitter Feed



# Demographics (Ontario)



## Sections inside?

- International Affairs and Politics
- National News
- Local (Metro)
- Showbiz & Entertainment
- Sports
- Fashion
- Women
- Religion
- Science & Technology
- Automotive
- Kids Corner
- Special Features
- Health & Fitness
- Natural & Herbal Cures
- Business

Urdu is a popular language in Canada and majority of the Canadian Urdu speaking population lives in Southern Ontario. Currently, Canada is home to approximately 45,745 Urdu speaking individuals and 79% of the Urdu speaking Canadians live in Southern Ontario (Oshawa to Windsor). Pakistan Times is providing news to 81% of the population residing in Southern Ontario.

The age for our readers ranges from 16 to 60+

Age	Newspaper Reach
16 - 24	65%
25 - 33	72%
34 - 42	78%
43 - 51	82%
52 - 60	89%
60+	95%

Pakistan Times reader's:

- 97% have post secondary education
- 86% are home owners
- 76% are comfortable with technology
- Avg. income: \$73,000

## Major Expenditures

- Food & Grocery
- Automotive Vehicle
- Telecommunications
- Cable
- Internet
- Entertainment
- Education
- Real Estate & Rental
- Food & Grocery
- Travel & Transportation
- Jewelry
- Health Care
- Fitness Memberships & Products

## Major Employment

- Accountant
- Attorney
- Computer & IT
- Executives
- Bankers
- Taxi drivers
- Entrepreneurs
- Doctors
- Pharmacist
- Retail & Sales
- Marketing
- Consulting
- Government



## Rate Card - Print

### Why Choose Pakistan Times?

Pakistan Times holds a 60:40 ratio of news and advertisements respectively. This method eliminates advertising clutter and ensures our clients get maximum exposure.

The only Pakistani publication that circulates to extended suburban areas across major cities

With almost a decade of service, Pakistan Times has become one of the most prominent newspapers in North America.

The first Pakistani publication in North America to provide an english news section within the newspaper to target a larger South Asian market.

The only South Asian newspaper in North America to offer a full business solution to its clients.

Bundle package available for services including:

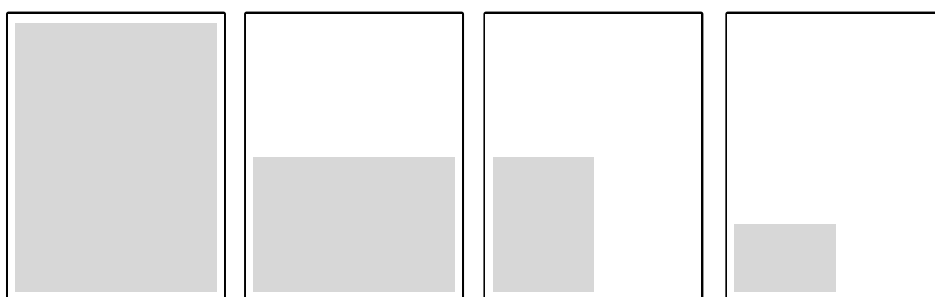
- Print - Design & Ad
- Online - Design & Ad
- Ad on Newspaper Rack
- Printing and designing of business cards, flyers & other promotional

Please find our prices listed below.

Prices are subject to negotiation based upon term.

	Size	Reg. Price
Full Page	W 14" x H 20"	\$3600
Half Page	W 14" x H 10"	\$1800
1/4 Page	W 7" x H 10"	\$900
1/8 Page	W 7" x H 5"	\$450

- 50% Extra cost applies for Color Advertisements
- Files should be submitted in PDF or JPEG format with resolution set to 300 dpi.
- The Deadline for all camera ready artwork is every Tuesday
- If you would like Pakistan Times to create the artwork, we would need the required material one week before the publication date.
- Please contact us for front page, back page, classified advertisement rates



Full Page

Half Page

1/4 Page

1/8 Page

**"OUR BUSINESS IS TO PROMOTE YOUR BUSINESS"**

## Recent Advertisers & Partners

### Pakistan Times Head Office Canada

P: 905.814.4863  
905.487.4903  
F: 905.814.8775

206-130 Dundas St. E  
Mississauga, ON. L5A 3V8

### Pakistan Times Head Office USA

P: 773.973.3551  
773.253.4653  
F: 773.973.3569

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Chicago IL. 60659

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