



PROVIDING EFFECTIVE 360° INTEGRATED
CHINESE-CANADIAN MARKETING SOLUTION



MEDIA KIT
2023



Over the years, Sing Tao Media Group Canada has evolved from a traditional newspaper publishing company to a multi-channel media group, serving the growing Chinese Canadian community with **magazines, radio broadcasting, websites, mobile APPs, social media, e-newsletter and e-Commerce channels.**

As the leading Canadian-Chinese multi-platform content provider, Sing Tao Media Group is a forerunner in innovation, connecting brands and audiences with the stories that matter most. It is also strongly dedicated to supporting the community through charitable efforts and cultural campaigns.

The company's unwavering commitment to innovation and excellence has paved the way to the establishment of its current diverse and distinctive media presence, comprising some of the country's most influential online news and lifestyle platforms, digital radio broadcasting and e-commerce portals. With more than 900,000 users¹, 16 million monthly page views¹ and over 200,000 social media followers², Sing Tao Media Group Canada has established itself as the standard in news coverage, lifestyle, entertainment and social participation.

With headquarter located in Toronto, the group also publishes magazines and other supplements in British Columbia.



PRINT



RADIO



DIGITAL



APP



SOCIAL MEDIA



WeChat ID:
dushi-ca



@SingTaoCanada
@a1chineseradio.ca
@ccue.ca
@elitegenmag



@elitegenmag
@a1chineseradio
@ccue.ca



Sing Tao Headline is the only paid national Chinese lifestyle and entertainment weekly magazine

- Toronto and Vancouver editions
- Paid weekly magazine
- Published every Saturday
- Over 300 retail distribution outlets in both Vancouver and Toronto markets

Editorial Content

- Cover Story
- List of Restaurant
- Health Talk
- Celebrity Interviews
- Life in Canada
- Real Estate
- Contributing Writer's Column
- Automobile
- Entertainment News
- Horoscope
- Parenting
- Travel
- Dining Table

Target Audience

- Chinese Canadian Household with High Income
- Aged 35+

Seasonal Content

- Chinese New Year
- Valentine's Day
- Mother's Day
- Father's Day
- Christmas Shopping Guide
- Tax Season Feature





First issued in 2014, eliteGen is Canada's first and only national bilingual glossy luxury lifestyle magazine published in Chinese and English. There are 2 print editions in Toronto and Vancouver respectively.

From beauty, fashion and design, each issue covers the latest from European designer runway collections to jewellery and watches, keeping the sophisticated elite generation of Chinese Canadians connected to the up-to-date trends in luxury brands and high style.

There are 6 issues per year, every issue also features:

- Prestigious supercars
- Interior design/architecture
- Trendy travel destinations
- Restaurants for real foodies
- Entertainment and events coverage



Target Audience

- Young, affluent trendsetters, executives, celebrities, entrepreneurs and influencers, with high-end purchasing power
- Ages 25-49
- Household income \$100,000+



Sing Tao A1 Chinese Radio (Toronto)

Established in 2008, Sing Tao A1 Chinese Radio broadcasts a total of over 70 hours of Chinese programming each week in Cantonese and Mandarin, including news, current affairs, talk show, music, lifestyle, entertainment and more. A star-studded roster featuring Toronto's favorite radio personalities attract a loyal following and broad audienceship.

Other than regular **radio programs**, we also produce numerous **remote broadcasts** and **live stage shows** that create excitement for audience and sponsorship opportunities for advertisers.

Broadcast Frequency

AM1540

Broadcast Hours

Mondays – Fridays: 0700-1900

Saturdays: 1200-1800

Sundays: 1200-1700



A1 效力

We Deliver

A1出品 信心保證

Excellent Promotional Power and Quality Programming





SINGTAO.CA



singtao.ca (Desktop & Mobile APP)

- Leading Chinese media website for Cantonese-speaking Canadians
- Launched in 2000
- Up-to-the minute News, finance, sports, lifestyle and entertainment news
- 3 local versions: Toronto, Vancouver & Calgary
- In Traditional Chinese characters



dushi.ca

- Launched in 2009
- Leading Informative website for Mainland Chinese immigrants
- Up-to-the minute News, health, lifestyle and entertainment news
- In Simplified Chinese characters

SING TAO CCUE.CA

ccue.ca

- Launched in 2007
- No.1 Leisure website for Hong Kong immigrants
- Focus on leisure topics: Travel, Wine & Dine, Beauty, Parenting, Shopping deals

A1 CHINESERADIO.CA

a1chineseradio.ca

- Platform with DJ profiles, live and archived radio programs, stage show videos
- Weekly remote broadcast info & regular program schedules

eliteGen.ca

elitegen.ca

- Digital version of our bilingual glossy luxury lifestyle national magazine eliteGen
- Daily updates to include trending happenings in Chinese and English



singclub.ca

- Launched in late 2019
- Online shopping platform for Chinese Canadians
- Chinese product information listing, smoother shopping experience in customers' first language
- Carries over 500 SKUs at a wide product selection
- Affiliate partnership with a variety of popular and well-known brands



Sing Tao A1 Chinese Radio APP

- Launched in 2018
- Live streaming of radio programs that breakthrough the traditional radio frequency.
- Archived radio programs for audience to playback according to their schedules.
- Remote broadcast details and radio program schedule available.
- Integrated with advertisers' websites and facebook pages to enhance smooth surfing experience for audience and increase digital traffic for clients.



WeChat

ID: dushi-ca

- Established in 2015
- Local news (Toronto & national), shopping deals and leisure news are pushed everyday
- Number of subscribers: 69K+ (as of October 2022)



Facebook

@SingTaoCanada
 @a1chineseradio.ca
 @ccue.ca
 @elitegenmag

- Follow our facebook pages to get the latest updates available in full spectrum.
- Total number of followers: 61K+ (Source: Facebook as of October 2022)



Instagram

@elitegenmag
 @a1chineseradio
 @ccue.ca

OLG – Online Horse Racing Live-stream



Sporting Life Online Shopping Party



CAUDALIE Beauty Webinar



NEOSTRATA Online Beauty Class



Shiseido Cle De Peau BEAUTE Webinar



Kerastase Online Beauty Class



The Princess Margaret Cancer Foundation Online Radiothon



BMO Newcomer Webinar Series





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