



First published in 2001 by *Corriere Canadese* Founder Dan Iannuzzi, *Correo Canadiense* is produced each Wednesday with editorial content that attracts and keeps its readers engrossed with every issue from cover to cover. Relative to other local media, *CORREO* ensures strong message awareness with high editorial-to-ad ratio. *Correo's* web site complements the print edition with daily updates and expanded coverage. Canadians with Spanish as their mother-tongue represent over 200,000 residents in the Greater GTA alone – and this is increasing by 20% every year. Over 60,000 read *CORREO* each week. Our main market area is Greater Toronto, Vaughan, Richmond Hill, Mississauga, Hamilton and the Niagara Peninsula. As well, the paper is carried in over 1,200 outlets including Spanish variety stores, subway kiosks and home delivery in the Greater Toronto Area (GTA). It is the largest circulation Spanish language newspaper in Canada.

Promotions & Sponsorships Circulation & Distribution

- Travel Promotions
- Hispanic and local community special sports coverage
- Real Estate Features
- Seasonial Specials
- ...and more

Correo Canadiense is circulated through newstand distribution and subscriptions. With more than 1,200 dealer locations and growing, the newspaper can be found in all of Toronto's Spanish speaking neighborhoods.

Additionally, *Correo* readers are kept up to date between print editions with a comprehensive online edition that is updated daily.

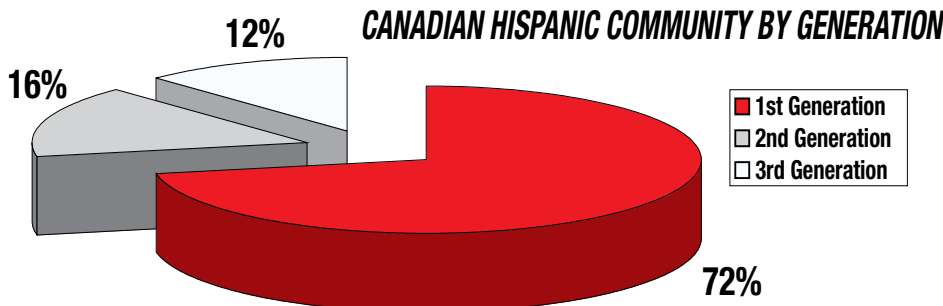
Circulation: 20,000

READERSHIP

Weekly (Wednesday)

60,000+ readers

SELECTED DEMOGRAPHICS



- Total Spanish speaking population of Toronto: 112,875*
- Latins spend in excess of \$1.5 Billion in Toronto each year
- 60% of *Correo* readers are aged 18-44; 33% aged 45-69
- 45% of readers are college graduates, a further 26% have some college
- 60% of Hispanic families vacation at least once a year
- 2/3 of Hispanic households own at least one car

- Latin American and Spanish speakers tend to spend more money on their children than any other nationality
- Latin American and Spanish speakers tend to spend a higher percentage of their income on entertainment
- By 2012, Spanish will be the second-most spoken language in Toronto

Source: MapInfo

* Source: Statistics Canada, Census 2006

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Noticias de Primera Mano

ELCORREO.CA

71% of Canadians of Hispanic descent are most likely to report visiting a web site that targets their own culture/language at least once in the past six months.*



*SOURCE: Diversity in Canada, Solutions Research Group & Dept. of Canadian Heritage Report, March 2006