

1 con La Repubblica

www.corriere.com

CORRIERE CANADESE

The Canadian Italian News



Le quotidien canadien italien



Corriere Canadese has been an established part of Toronto life for more than 50 years and is the city's 3rd oldest daily newspaper. Founded by Dan Iannuzzi as a weekly in 1954, Corriere is now published six days per week — Monday through Saturday. Its daily circulation of 30,000 serves close to 100,000 Italo-Canadians each day. Corriere sets a high editorial standard with strong message awareness, ensured by higher editorial-to-ad ratios than any newspaper in any other language. Such standards enable Corriere to be the newspaper of record of the Italian-Canadian community.

Promotions & Sponsorships Circulation & Distribution

- Wine & Grape Harvest
- Travel promotions
- Italian & local community special sports coverage
- Italian Independence Day
- Bridal

Corriere Canadese is a paid publication, and is home delivered to more than half its readers. Also published each day in Corriere is Rome's *La Repubblica*, the largest Italian newspaper in the world.

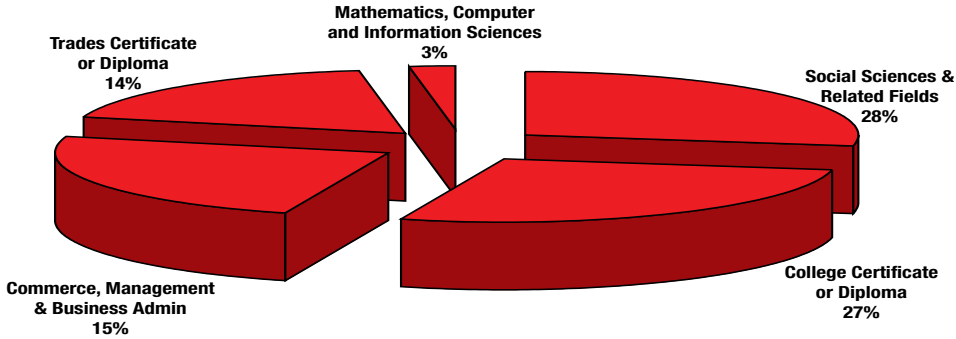
On Saturdays, Corriere home subscribers also receive *Tandem* — Corriere's weekend edition — Canada's cosmopolitan weekend news, arts and sports newspaper targeting 2nd and 3rd generation Italians and others who have an affinity for things Italian.

Circulation: 30,000

READERSHIP
Monday through Saturday
100,000 readers/day

SELECTED DEMOGRAPHICS

58% or 809,840 of Italo-Canadians have a certificate, diploma or degree



- The Italian consumer market in Canada is worth more than \$3 Billion!*
- Median Household Income is 25% higher than Toronto's average**
- Italy is 5th most often cited country of origin in Toronto*
- 92% of Italo-Canadians own their own home**
- 2/3 of Italo-Canadians vacation at least once a year**
- 86% dine out regularly or purchase take out regularly**
- 60% of Italians in Toronto were born in Canada*
- 70% have a high school diploma or more*
- 68% are married with children**
- Total Italian Population in Canada: 1.4 Million*

* Source: Statistics Canada, Census 2006
** Source: Readership Survey

CONTACT US

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Proudly Italian*

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