

Tandem

Corriere Canadese Weekend

The New Mainstream™ Lifestyle Weekend Paper

Since 1995, *Tandem* has been Canada's cosmopolitan weekend news, arts and sports newspaper for 2nd and 3rd generation Italians and people who like all things Italian. Published in English, it accompanies the Saturday edition of *Corriere Canadese* with a unique weekend perspective that celebrates the visual ads, movies, fashion, music, books, design, theatre, computers, food and sports that help to make Bloor-Bay one of Toronto's most vibrant neighbourhoods. *Tandem* appeals to the city's residents through its local municipal coverage and other business and development issues and the universal appeal of its ads coverage that's both local and cosmopolitan. Highly regarded and sought after, *Tandem* always casts a unique view of its readers' world.



Promotions & Sponsorships

- Trend Promotions
- Wine & Grape Harvest
- Italian and local community special sports coverage
- Holiday Gift Guide
- Bridal
- Home & Garden
- Education

Circulation & Distribution

Tandem Weekly is delivered to over 300 drop off points throughout the area and to home subscribers of *Corriere Canadese*.

Circulation: 40,000



READERSHIP

Weekends

200,000+ readers

SELECTED DEMOGRAPHICS

Demographics in Tandem Circulation area



The "New Mainstream"
Lifestyle Weekend Paper

CORRIERETANDEM.COM

Tandem's weekly web site is published in English, offering its visitors weekly diverse content and special editorial features as well as opt-in features including email newsletters.



- Estimated population of distribution area: 155,000*
- Median Family Income \$64,622
- 75% of readers are younger than 50
- Major spending categories are Auto (17%), Clothing (21%) and Restaurants (15%)**

* Source: StatCan, Census 2006
** Source: Market Watch 2004

CONTACT US

MulticomMedia

101 Wingold Avenue / Toronto, ON CANADA / M6B 1P8
Tel: 416-785-4300 / Toll Free: 1-877-503-5077 / Fax: 416-488-3671
Email: info@multicommedia.ca / www.MulticomMedia.ca

Display/Print - Danyele Capizzo ext. 238 **Printing/Production** - Tony Baron ext. 614
Agency/National - Regina Hudson ext. 249 **Online** - Doreen Iannuzzi ext. 324
Sales & Promotions - Traffic - Kathy Kerluke ext. 327

Multicom Media Services is a subsidiary of Multimedia Nova Corporation

www.MultimediaNova.com