

2023

**MEDIA KIT**



*The Leader In South Asian News In Canada*



# THE WEEKLY VOICE

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**The only South Asian newspaper with an audited circulation of 30,000 Copies of Friday Issue.**



Canadian  
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## THE WEEKLY VOICE

Canada's Leading South Asian Newspaper - Tel: 905-795-0639

Friday, January 29, 2021 www.WeeklyVoice.com Vol 27, No. 05 PM: 40025701

**Ford Calls For Action To Protect Border**

Thousands Still Entering Through Pearson Airport Despite Ontario's Free Testing Program

TORONTO: Since March, the thousands of people who have entered the province through Pearson International Airport have been a source of concern for the Ontario government's voluntary and free border testing program at Toronto's Pearson International Airport.

The program was implemented in a bid to help control the spread of COVID-19 in the province. Despite this, the number of people entering the province has not decreased, and the government is now considering other measures to protect the border, including mandatory testing of all incoming international passengers and a temporary ban on other flights from countries where new variants are detected.

Details were provided by Premier Doug Ford and Minister of Health, Christine Elliott, during a press conference on Friday. "While we've made great progress through the program, we're not seeing the results we need to see," said Ford. "We're not seeing the results we need to see."

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**Modi Leads India In Paying Tributes To Martyrs**

A BJP's view of Rajgopal, at the 73rd Republic Day Ceremony

NEW DELHI: Indian Prime Minister Narendra Modi led the nation in paying tribute to the fallen soldiers by offering a garland to the National War Memorial at the India Gate on the occasion of 73rd Republic Day in New Delhi.

The Chief Minister of Uttar Pradesh, Yogi Aditya Mishra, also paid tribute to the fallen soldiers by offering a garland to the National War Memorial at the India Gate on the occasion of 73rd Republic Day in New Delhi.

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**Vaccine Supply: Province Adjusts Its Dosing Plan**

LTC Homes Will Remain Priority; Other Groups To Be Rescheduled

TORONTO: The Ontario government is accelerating the vaccination of long-term care (LTC) homes, but people may have to wait longer to receive their second dose.

The province has announced that it will prioritize the vaccination of LTC residents and staff, and that it will adjust its dosing plan to ensure that everyone receives their second dose as soon as possible.

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**MP Ramesh Sangha Ousted From Liberal Caucus**

OTTAWA: The Liberal Party has ousted MP Ramesh Sangha from its caucus. Sangha, who represented Brampton, was removed from the caucus for failing to support the government's COVID-19 response.

The Liberal Party has announced that it will no longer support Sangha in his role as an MP. Sangha has since announced that he will be leaving the Liberal Party and running as an independent candidate in the next election.

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WeeklyVoice.com

The first issue of The Weekly Voice newspaper, the flagship edition of the Voice Media Group, rolled off the press on the first Saturday of May 1997, beginning a proud new era for the South Asian community in the GTA.

Stated to become the largest ethnic group in Canada in the near future, the South Asian community is estimated to be over 1 million strong in the GTA, comprising immigrants from India, Pakistan, Bangladesh, Sri Lanka, Nepal and people of Indian origin who migrated to Canada from Africa, Europe, Guyana, the Caribbean and the Persian Gulf, all sharing a common cultural bond and possessing massive purchasing power.

And it's them that the Voice - GTA's leading provider of information and entertainment news and views targets through a strategically planned multimedia presence featuring a weekly broadsheet English newspaper, a weekly Punjabi broadsheet newspaper, a state-of-the-art, top notch South Asian radio channel, an up-to-the-minute community web portal, a weekly newsletter and a high traffic Facebook page.

THE WEEKLY VOICE

VOICE ENTERTAINMENT

VOICE AUTOMOBILE

VOICE REAL ESTATE

### SOME OF THE BIG NAMES THAT ADVERTISE WITH THE VOICE

The Weekly Voice - published every Friday - is the largest circulated South Asian Community Newspaper in the GTA with an audited circulation of 30,300 copies done by Canadian Media Circulation Audit. The editorial focus is on Canadian news content that is of interest and relevance to the fast growing South Asian community.

Presented in broadsheet format with dedicated and focussed sections comprising News, Automotive, Entertainment and Real Estate, The Weekly Voice is printed at The Metroland Press which is considered among the best printing presses in North America.

The Weekly Voice is a free newspaper distributed throughout the GTA through over 1000 high-traffic locations including major South Asian grocery stores, supermarkets, public libraries, hospitals, apartment buildings, places of worship and community centers.

From news, views, opinions, special features, Bollywood and Hollywood news, photographs and occasional articles on immigration, lifestyle, health, higher education and business, regular columns on realty, astrology, recipes and more, The Weekly Voice has something for everyone of all ages, gender, occupation and taste.





# VOICE AUTOMOBILE

## VOICE AUTOMOBILE



MUNICH. The MINI brand has used #NEXTGen to present, the MINI Vision Urbanaut – an all-new interpretation of a vision of space. This digital vision vehicle offers more interior space and versatility than ever before, but still on a minimal footprint.

"The MINI brand has always stood for 'Clever Use of Space'. In the MINI Vision Urbanaut, we extend private space far into the public realm, creating completely new and enriching experiences," explains Adrian van Hooydonk, Head of BMW Group Design.

"MINI sees its future self primarily as an enabler of and companion for unforgettable times – what we might call 'MINI moments'. The MINI Vision Urbanaut uses three curated MINI moments – 'Chill!', 'Wanderlust' and 'Vibe' – to present a wide range of possible usage scenarios.

The Chill moment invites you to catch a breath and pause in the here and now. The car becomes a kind of retreat, a haven where you can relax – or work with full concentration – during a journey. Wanderlust is the only MINI moment where the MINI Vision Urbanaut is being driven or driving with automated driving functions.

The moment Vibe puts time with other people at centre stage – in every way", adds Oliver Heilmann, Head of MINI Design. The exterior and interior change to reflect the MINI moment at hand and give the experience the best possible stage. An all-encompassing user experience design, sustainable materials and a purely electric drive system are additional ingredients of the overall concept.

### INTERIOR DESIGN

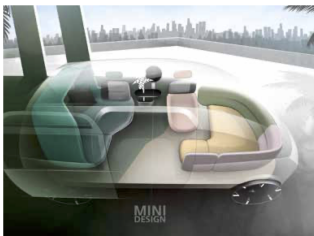
The MINI Vision Urbanaut has been designed from the inside out. The designers created the spacious interior experience before developing the exterior, using floor plans, pieces of furniture plus wooden scale models to provide an indication of size.

Over the course of the project, augmented reality was employed to create a digital model, which was then systematically optimised. Unusually tall for a MINI, but only 4.46 m in length, the MINI Vision Urbanaut provides an interior space that can be used in many different ways and offers a whole new ease of movement inside the car.

Electric drive system and automated driving functions also create new ways to use the interior.

"In 1959, the first Mini ushered in a revolution in vehicle construction with its transversely mounted engine," recalls Oliver Heilmann, Head of MINI Design. "With the MINI Vision Urbanaut, we have been able to rethink and increase the usable surface area inside the car even further in relation to its footprint."

The interior of the MINI Vision Urbanaut provides the ideal environment in which to go on



pants enter the innovative cabin through a large sliding door in the side of the car. The cutting-edge slide and swivel mechanism is the ideal design for urban driving conditions where space is at a premium. There are no other doors on the driver's side or front passenger side.

Driver's area with "Daybed" and "Street Balcony"; "Cosy Corner" in the rear.

An extremely flexible four-seat layout provides the basis for the bright interior. The two front seats are designed to rotate, while the backrests for the generously sized seat surface in the rear can be folded manually (left rear seat) and turned around (right rear seat). When the car is stationary, the dashboard lowers and the driver's area becomes a comfortable seating corner – the "daybed".

Added to which, the windscreen can be opened upwards when stationary to create a kind of Street Balcony. This enhances interaction with the car's surroundings and creates an even more generous spatial experience.

The darker environs of the cabin's rear section provide a quieter space – the Cosy Corner. This area invites passengers to enjoy some time to themselves. A textilecovered "Loop" extends over the seat bench and features the option of LED backlighting. Between Cosy Corner and the driver's area is the open and airy central section of the car, which offers quick access to all seating areas. With the door open, it is even possible to sit on the floor. On the side of the car opposite the entry door, a small integrated table with a plant adds a finishing

touch to the interior fittings. The table signifies the car's new centre point – the place where passengers meet, face and engage with one another.

### USER INTERFACE

Intuitive, discreet user interface solutions allow conventional controls such as switches or buttons to be omitted. This creates a minimalist, cosy spatial experience while maintaining full connectivity.

The MINI Token is the centrepiece of the MINI Vision Urbanaut's experience worlds. It is roughly the same size as a worry stone and activates the three preconfigured MINI moments – Chill, Wanderlust and Vibe – when placed in purpose-designed slots in the table at the centre of the car. Other MINI moments are conceivable, such as "My MINI moment".

### EXTERIOR DESIGN

The purist mono-volume design of the MINI Vision Urbanaut gives new meaning to the "Creative Use of Space" approach. The flush, virtually seamless surface creates a modern baseline mood, with high-quality details adding carefully judged stylistic flourishes. In signature MINI fashion, the wheels are positioned at the outer corners of the body, with short overhangs rounding off a compact and agile appearance.

The front end of the MINI Vision Urbanaut represents a clear evolution of two time honoured MINI design icons – the headlights and radiator grille.

The headlights are only visible when switched on. Thanks to their multicolour dynamic matrix design they can display different multi-coloured graphics, which creates a new form of communication between the car and the outside world to suit each moment.

The lights on the MINI Vision Urbanaut complement the front "grille" with the attractive look distinctive to every MINI. The enclosed grille itself is now octagonal in shape, representing an evolution of the traditional hexagonal form. Since the MINI Vision Urbanaut does not have a combustion engine requiring cooling air, the grille assumes a new function: it now serves as an intelligence panel for automated driving.

Illuminated skateboard wheels provide visual flourishes.

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# VOICE ENTERTAINMENT

www.WeeklyVoice.com

Friday, January 29, 2021 | B-9

## VOICE ENTERTAINMENT



**Ruhi Singh  
Happy With  
Role Of  
Action Cop**

Ruhi Singh, who will next be seen playing a police officer in the web series *Bang Bang: The Sound of Crimes*, says the role came as a refreshing change, considering she had a modelling background. "I always wanted to play the role of a serious cop," she says. "Being a woman, getting to do a lot of action in the show was interesting. We have often seen that actresses get less opportunities to do action scenes in a film or in a show. They are mostly there for the glamour quotient. Here I can show off my martial arts skills." Ruhi did a lot of action in the show *Bang Bang*. She is also a model and has been in several commercials. She is currently working on the web series *Bang Bang: The Sound of Crimes*, which is a police procedural. She is playing the role of a police officer. She is also a model and has been in several commercials. She is currently working on the web series *Bang Bang: The Sound of Crimes*, which is a police procedural. She is playing the role of a police officer.

**Danish Film 'Into The Darkness' Wins IFFI Golden Peacock Award**

PANAJI: Danish film "Into the Darkness" won the prestigious Golden Peacock award for the "Best Film" at the 51st International Film Festival of India (IFFI), which came to a glittering close on Sunday.

The "Best Director" award was presented to Chen-Nien Ke, who directed the Taiwanese film "Sunflower". The "Best Actor" award was won by Polish actor Zoltan Balazs for his performance in the Polish film "Never Cry".

The "Special Jury" award was presented to the film "Fotograf" by Bulgarian filmmaker Kamen Karlov. The "Best Debut Director" award and a cash prize of Rs 1 lakh was won by Brazilian director Cassio Pereira Dos Santos for his film "Valentim".

**S. S. Rajamouli's Multi-Starrer 'RRR' In Cinemas On October 13**



HYDRABAD: Filmmaker S.S. Rajamouli's much-hyped upcoming multi-starrer *RRR* is set for a theatrical release on October 13, the cast and crew announced on Monday.

**Defence Minister Rajnath Singh Launches Trailer Of 'Fauji Calling'**



New Delhi: Defence Minister Rajnath Singh launched the trailer of the upcoming film *Fauji Calling* on Monday, as he resides in the Capital.

The event took place on Republic Day eve and was attended by the cast of the lead film, Sharmista Joshi and Indira Singh, and director Arjun Kumar.

"I would like to congratulate everyone who has been part of this film. I believe this film will be a source of inspiration for youngsters and invoke feelings of patriotism," Singh said, while addressing the press at the event.

"This film is the story of a soldier and his family. A soldier's family plays a big role in his life. A little girl tries to cope with the loss of her father, a soldier who is martyred on duty."

**'Ladies Sangeet' Examines Female Identity**



MUMBAI: Director-writer Purva Nair's new film, *Ladies Sangeet*, which has female identity as its theme, is set for a theatrical release on October 13, 2021.

The period drama, *Ladies Sangeet*, is set for a theatrical release on October 13, 2021. The film is a multi-starrer and features a large cast of actors. The film is a period drama and is set in the 19th century. The film is a multi-starrer and features a large cast of actors.

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Voice Entertainment presents the latest in entertainment news, occasional film reviews, interviews with film personalities and gossip from the Bollywood film industry - the second largest film industry in the world. One page is also devoted to news from Hollywood. In addition to entertainment news, Voice Entertainment also incorporates occasional pages on Health, Technology and Travel, a popular Numerology/Astrology page and a Matrimonials section.

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## VOICE REAL ESTATE

Friday, January 29, 2021

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Section B

### Canadian Housing Starts Trended Higher In December After Brief Dip

OTTAWA: The trend in housing starts was 259,052 units in December 2020, up from 245,344 units in November 2020. This trend measure is a six-month moving average of the monthly seasonally adjusted annual rate (SAAR) of housing starts.

The national trend in housing starts increased in December 2020, said Bob Dugan, CMHC's chief economist. "Following pandemic-induced declines in early-2020, the trend in total housing starts has registered steady gains since May 2020. Despite the ongoing pandemic, these gains have been consistent."

Due to COVID-19, CMHC's monthly Starts and Completions Survey (SCS) for December 2020 was not conducted in the Kelowna CMA. This did not impact the overall trend direction in December. The Canadian Mortgage and Housing Corporation will resume the SCS in Kelowna for January. We will continue to monitor the situation in each sector and adjust the SCS accordingly.

CMHC uses the trend measure as a complement to the monthly SAAR of housing starts to account for considerable variation in the market. It is more volatile than the SAAR, but it is also more accurate.

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# VOICE REAL ESTATE

The Weekly Voice has a realty section aimed at the fast growing and high net worth members of the South Asian community in the GTA. It is estimated that nearly 90% of the thousands of new South Asian immigrants start looking for their own homes within a period of two to three years. The Voice Realty section showcases several new housing projects by major builders and major house listings by some of the top South Asian realtors in the GTA.

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**The Voice Media Group - The South Asian News Leader In Canada**

THE WEEKLY VOICE

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WeeklyVoice.com is the fastest growing South Asian community web portal in the GTA. The dynamic, up-to-date content is designed to serve the needs of South Asians who reside in the Greater Toronto and the surrounding areas. With the latest community news and international news, WeeklyVoice.com attracts the highest number of page views with a huge volume of unique visitors than other South Asian portals. Breaking news, events, classified ads, videos, polls and contests provide a dynamic interactive experience to site visitors.



RadioVoice 101.3 FM is the most popular South Asian entertainment radio channel in GTA. Aired during the peak listening hours ( 2 pm to 5 pm on Weekdays), the program attracts listeners residing in the Greater Toronto Area. Ever evolving with popular Hindi and Punjabi music, current affairs, Bollywood news, weather, traffic, entertainment, health, astrology, jokes, gossip and interactive contests, RadioVoice is the only South Asian program to feature a much-awaited discussion time everyday. Our phone lines are thrown open to listeners to call in and air their views on the particular topic of discussion on that day. A vast variety of advertisers take advantage of the brand image of the Voice by having live shows from their premises.

## ਪੰਜਾਬੀ ਆਵਾਜ਼ Punjabi Awaaz

Awaaz is the most-read Punjabi language newspaper in the GTA, printed in narrow broadsheet format with a print run of 10,000 copies every Friday. The word "Awaaz " stands for 'Voice' in Punjabi. Punjab, a province in India, is the largest and richest source of immigrants to Canada and Awaaz newspaper is the medium of their choice. The paper is popular with the community who wish to keep abreast of developments in all sectors - from real estate to industries and analysis of the political landscape. Awaaz also informs the Punjabi community in the GTA of what's happening within the community in Canada and enjoys a special pole position within this specific media segment.

## VoiceEvents

The Voice Media Group hosts and organizes several popular events like the "South Asian Golf Tournament", the largest South Asian Food festival "Zaika" and the prestigious "Awaaz Punjabi Achiever's Award", besides being a sought-after media sponsor/partner for prestigious social and cultural events in the GTA throughout the year.





<b>Full Page</b> W9.80" x H20.30" 5 Col 292 Lines	<b>2/3 Page</b> W9.80" x H14" 5 Col 190 Lines	<b>Junior Page</b> W7.75" x H14" 4 Col 190 Lines
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All spot colours will be converted to CMYK

Do not use type smaller than 12pt in all ad sizes

Please provide all colour art as CMYK, and all black & white art as Grayscale

**PLEASE DO NOT INCLUDE RGB ELEMENTS**

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Placement	Ad Unit	Spec	Net CPM
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	Half page	300x600	\$130
	Imu	300x250	\$110
	Billboard	970x250	\$130
	Video	Pre-roll	\$225
Homepage	Leaderboard	728x90, 320x50 (mobile)	\$147
	IMU	300x250	\$157
	Half Page	300x600	\$183
	Billboard	970x250	\$183
Welcome Ad	Welcome Mat	100% Width Responsive	\$1250
Targeted Channel	Leaderboard	728x90, 320x50 (mobile)	\$120
	Half page	300x600	\$145
	Imu	300x250	\$125
	Video	Pre-roll	\$240
	Billboard	970x250	\$145
Geo Targeted (ROS)	Leaderboard	728x90, 320x50 (mobile)	\$110
	IMU	300x250	\$115
	Half Page	300x600	\$135
	Billboard	970x250	\$135
Parallax	Custom	Call for specs	\$250
Newsletter	Editorial targeted stand alone	728x90 or 300x250	\$80
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Microsites	Custom	-	Call for pricing
Webinars	Custom	-	Call for pricing
Channel Takeover	Custom	-	Call for pricing



# Digital Advertising Specifications

Banner Units					
Creative Unit Name	Initial Dimensions (W x H in px)	Max Initial File Load Size	Max Animation Length	File Type	Submission Lead Time
Medium Rectangle (Imu)	300x250	200 KB	2 loops / 30s max	JPG, GIF, PNG, and	Min. 5 business days before campaign start (6 days for expandable)
Leaderboard	728x90	200 KB	3 loops / 30s max	JPG, GIF, PNG, and	Min. 5 business days before campaign start
Half page	300x600	200 KB	3 loops / 30s max	JPG, GIF, PNG, and	Min. 5 business days before campaign start
Billboard	970x250	200 KB	3 loops / 30s max	JPG, GIF, PNG, and HTML5	Min. 5 business days before campaign start
Mobile	300x50 320x250	200 KB	3 loops / 30s max	JPG, GIF, PNG, and HTML5	Min. 5 business days before campaign start
Welcome ads	100% Width Responsive	250 KB	3 loops / 30s max	Custom asset package: font files, layered PSD of brand creative, high-res imagery, video as MP4	Min 6 weeks before campaign start
Parallax	1800x900 cross device responsive	200KB	N/A	JPG, PNG, GIF (static) AND MP4 and WEB (video)	Min. 12 business days before campaign start



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