

# Asian Tribune

## Your Multilingual Newspaper covering world and local news Media Kit

**Asian Tribune**, a multilingual 28" Broad Sheet biweekly newspaper is published in English {60%}, Hindi {10%} and Punjabi {30%}.

**Objectives:** The paper was launched in August, 2010 with the following specific objectives:

- To minimize the gap in culture and heritage among South Asians.
- To recognize successful South Asians.
- To recognize South Asian talent
- To serve as a platform for the South Asian perspective.
- To enhance the overall image of South Asian community.

**Targeted readership:** Canada is home to more than 3 Million South Asians. A Multilingual newspaper will provide opportunity of readership to South Asians from various regions of Asia removing language barriers.

**Circulation:** Our hard copy is read by 100,000 South Asians who call Edmonton home. The e-paper, "www.asiantribune.ca" is available to South Asians settled from Coast to Coast and across the Globe. *Edmonton Economic Development Corporation has already recognised "Asian Tribune" as an Innovator of Edmonton in their Story Room Project.*

**Distribution points:** Sikh Temples, Hindu Temples, Fijian Temples, Grocery Stores, Meat Shops, Restaurants, Car Mechanics, Car Dealerships, Doctor's Offices, Bell Stores, Pharmacists, Travel Agencies, Lawyer's Offices, Real Estate Brokerages, Insurance Brokers & Libraries.

### Editorial Board:

#### Prof. Harjinder Walia, PhD (Journalism) [Patron]

Walia has taught Journalism at an Indian University for more than three decades as Professor & Head and has mentored well acclaimed Editors. He is President of Global Punjab Foundation, India and All India Journalists Association.

#### Yash Sharma [Publisher/Editor in Chief]

Yash is a Post Graduate in Science with an additional diploma in marketing management and 33 years marketing and sales experience. **Yash is President of Indo-Canadian Media Club of Alberta and Co-producer of “Harmony” TV show on ATN Channel.** Formerly, Sales Account Manager with GE Water & Process Technologies, Edmonton. He is also President, Multivision Association of Alberta & Ex-Treasurer, South East Rotary Club of Edmonton.

**Raghibir Blaspuri [Bureau Chief Punjabi]**

Raghibir is a journalist par excellence. Before taking over this assignment, he has successfully published “Dastak”, monthly Punjabi magazine for two years. Raghibir is thickly associated with Punjabi communities and ensure that all the community events are adequately covered and every age segment is duly represented in the Punjabi section.

**Sat Paul Kaushal [Associate Editor]**

Kaushal is a retired Principal of Government Senior School of India. He is Vice President {Senior} of Hindu Society of Alberta, Director, Indo-Canadian Association of Immigrants seniors and Director of North McKnight Resource Center. Kaushal is actively volunteering for South Asians and to address their various concerns.

**Mary Thomas [Associate Editor]**

Mary Thomas holds an MSc in Nutrition and Dietetics. She has lived in many countries around the globe, speaks six languages and is passionate about community development. She has developed and hosted Making Fort McMurray our Home show on KAOS radio, Meet the World in Wood Buffalo and Melange TV Shows on Shaw. She has been journalist for Business Standard and Bombay Times, Fort McMurray Today, snapd Wood Buffalo and Diversity Magazine. Mary is Chair for the Inter Racial Alliance, and Communications Coordinator for the Rotary Club NE Edmonton, the first female Secretary at her church and runs SpiceRoute cookery shows in her spare time.

## TARIF CARD

<b>Asian Tribune</b>		
Phone: 780 200 0246 , Email: yash@asiantribune.ca		
<b>RATE CARD</b>		
Page	Approx Dimensions (Inches)	Cost (\$)/ Insertion
<b>Full page Front Cover (Wrap around)</b>	<b>11.5X21.35</b>	<b>1500</b>
<b>Full page</b>	<b>11.5X21.35</b>	<b>1200</b>
<b>Half Page</b>	<b>11.5X10.59</b>	<b>700</b>
<b>Quarter Page</b>	<b>5.7X10.6</b>	<b>400</b>
<b>1/8 Page</b>	<b>5.7X5.3</b>	<b>250</b>
<b>Strip</b>	<b>11.4X2.5</b>	<b>200</b>
<b>Ear Panel</b>	<b>2X3</b>	<b>200</b>
<b>GST extra</b>		