

## 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 culture and heritage gap among South Asians.
- To recognize successful South Asians.
- To recognize South Asians' talent.
- To serve South Asians' perspective.
- To enhance South Asians' image.

Targeted readership: Canada is the home for 3 Million South Asians. Multilingual publication provides readership of South Asians from various regions of Asia thereby removing language barrier.

Circulation: Our hard copy is read by 100,000 South Asians who call Edmonton as their home.

E-paper on our site "asiantribune.ca" is available to South Asians settled from Coast to Coast and around the Globe.

Edmonton Economic Development Corporation has already published "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 have produced 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 Science Post Graduate having diploma in marketing management and equipped with 40 years of marketing and sales experience. Yash is Past President of Press Council of Edmonton and Producer of "Harmony" TV show on ATN Channel. Formerly, Sales Account Manager with GE Water & Process Technologies, Edmonton. He is also Ex-Treasurer, South East Rotary Club of Edmonton.



### **Raghbir Blaspuri [Bureau Chief Punjabi]**

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



### Tariff Card

		
<b>Phone: 780 200 0246 , Email: yash@asiantribune.ca</b>		
<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>		