



# PHILIPPINE CANADIAN INQUIRER



# PCI MEDIA KIT

[www.canadianinquirer.net](http://www.canadianinquirer.net)

Bringing you the latest news from Canada, the Philippines, your local community, and around the world any time, on any device.

# 2024



Since our founding in 2012, we've achieved many industry firsts.

# ALWAYS FIRST

## **THE FIRST WEEKLY**

Filipino Canadian newspaper.


## **THE FIRST DAILY**

Filipino Canadian news portal.

## **THE FIRST DAILY**

Filipino Canadian Live News.

10 years in the industry



We provide up-to-date news from the Philippines, Canada, your local community and around the world, accessible in print or any device anytime, anywhere.

Our readership has grown both online and in print, giving us the largest Filipino Canadian readership in Canada.

# ADVERTISE WITH PCI

To Tap into Canada's Growing Filipino Market

**851,410**

Living in Canada

**\$8 Billion**

Income Earned\*

**34,911**

Permanent Resident  
Visas Issued

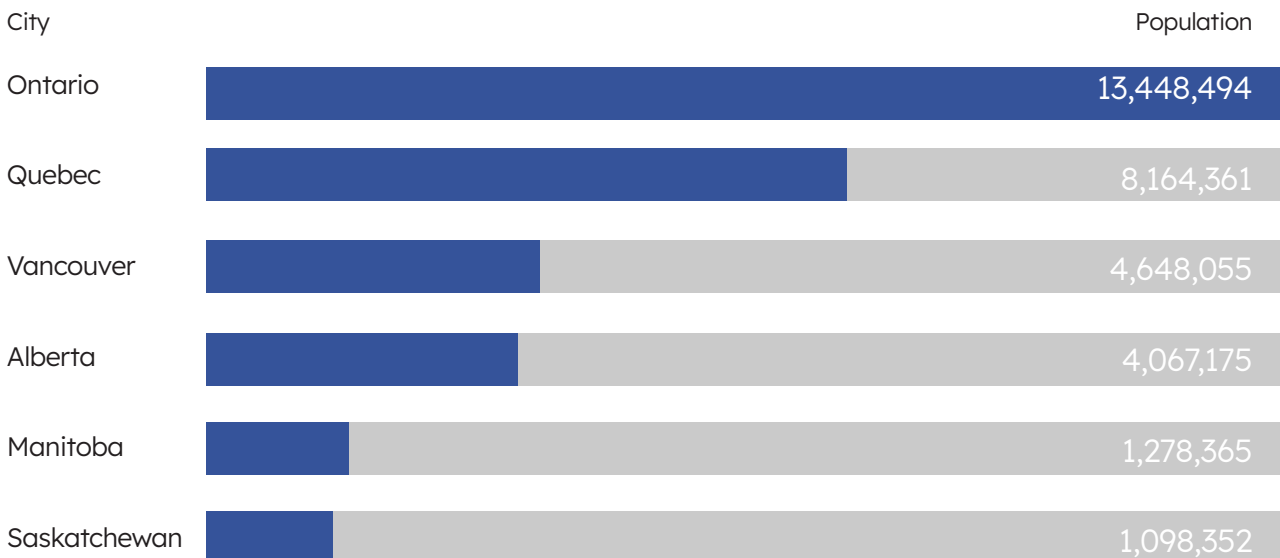
**150,000+**

Temporary Foreign  
Workers

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## Population in Major Canadian Cities

2016 Census Statistics Canada



# OUR READERSHIP

The Philippine Canadian Inquirer is Canada's largest Filipino Canadian news media with the highest readership in print and online of over **244,000** monthly.

	No. of copies	Readership	Monthly
Print	6,000	19,000*	76,000

Daily Avg.

E-News	32,000
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\*Pass on readership

	Daily Avg.	Unique Visits	Monthly Avg.
Web	5,600	74,000	97,000

Live News	900+	6,300+	25,500+
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Daily reach

Weekly reach

Monthly reach

Facebook	29,000	102,100	408,800
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Per event reach

Highest reach

## Facebook Live Event

29,500+ likes and counting



# WE LEAD ONLINE

You're guaranteed some of the highest social media exposure in Filipino Canadian media when you advertise with Philippine Canadian Inquirer.

Facebook Likes

**Philippine Canadian Inquirer**

**29,500+**

Lead Competitor #1

600+

Lead Competitor #2

560+

Lead Competitor #3

550+

Lead Competitor #4

420+



[www.linkedin.com/  
company/philippine-  
canadian-inquirer](https://www.linkedin.com/company/philippine-canadian-inquirer)



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@pcinewsofficial



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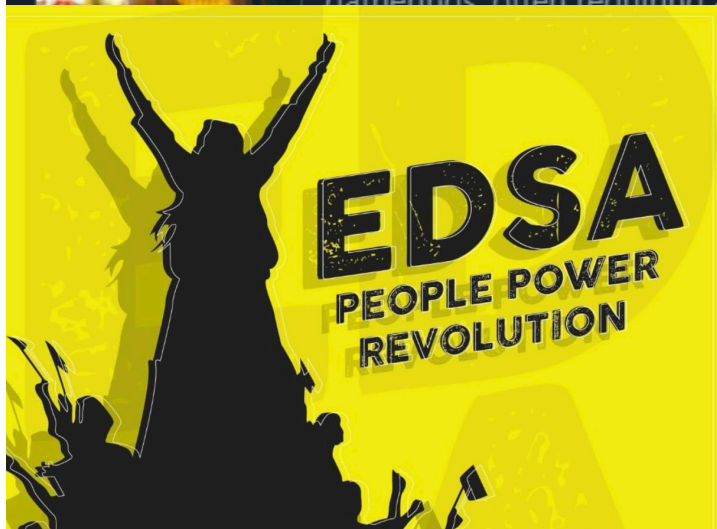
@pcinews

# SOCIAL MEDIA POSTS

**PCI News** Philippine Canadian Inquirer @PCInewsofficial

In a time when many people are feeling lonely and isolated, celebrations with family and friends can feel like a lifeline.

What a distanced holiday season means for people with disab...  
For many, the holiday season is synonymous with family gatherings, often requiring arduous and stressful travel. This i



pcinews\_ig · Follow

pcinews\_ig Today is the 36th anniversary of the bloodless revolution that took place in an era of suppression and unrest. #EDSA #EDSAPeoplePower #36thedsapeoplepowerrevolution #PeoplePowerRevolution

5d

PCI News QUIZ Time

PCI Exclusive

PCI Life

PCI Entertainment

Welcome to PCI Quiz Time!

Senator Man. This time.

PCI Philippine Canadian Inquirer

- Home
- News Feed (8 new)
- Inbox (7 new messages & 21 new comments)
- Business App Store
- Resources & Tools
- Manage Jobs
- Notifications (197 new)
- Insights
- Publishing Tools

PCI Philippine Canadian Inquirer  
Published by Hootsuite · December 19 at 2:02 AM

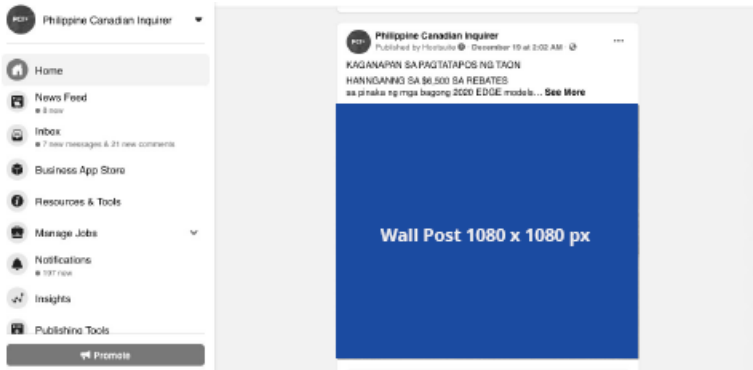
KAGANAPAN SA PAGTATAPOS NG TAON  
HANGGANG SA \$6,500 SA REBATES  
sa pinaka ng mga bagong 2020 EDGE models... See More

HANGGANG SA \$6,500 SA REBATES SA PINAKA NG MGA BAGONG 2020 EDGE MODEL

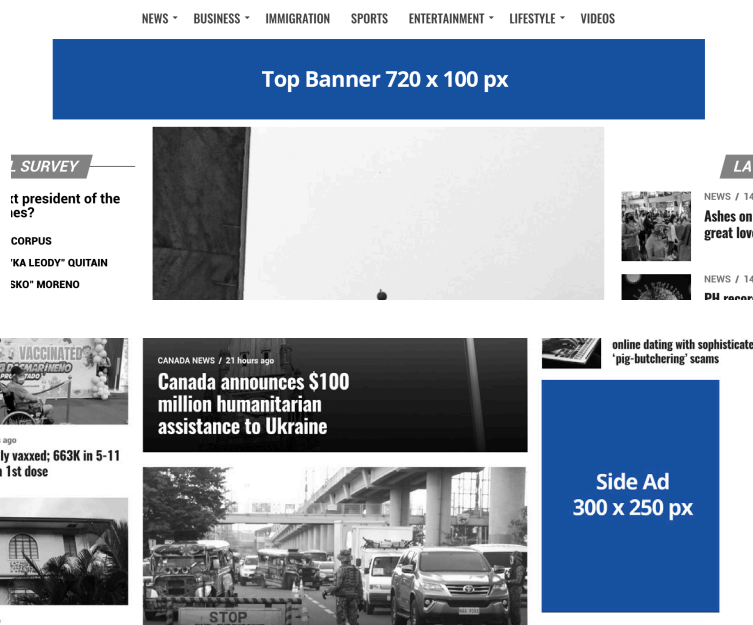
TITANIUM SEL

BUILT Ford PROUD

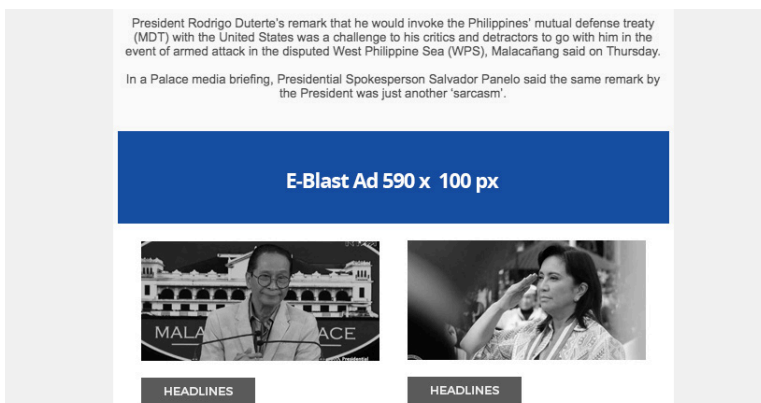
# ONLINE ADVERTISING



Social Media Advertising



Web Advertising



Email Advertising



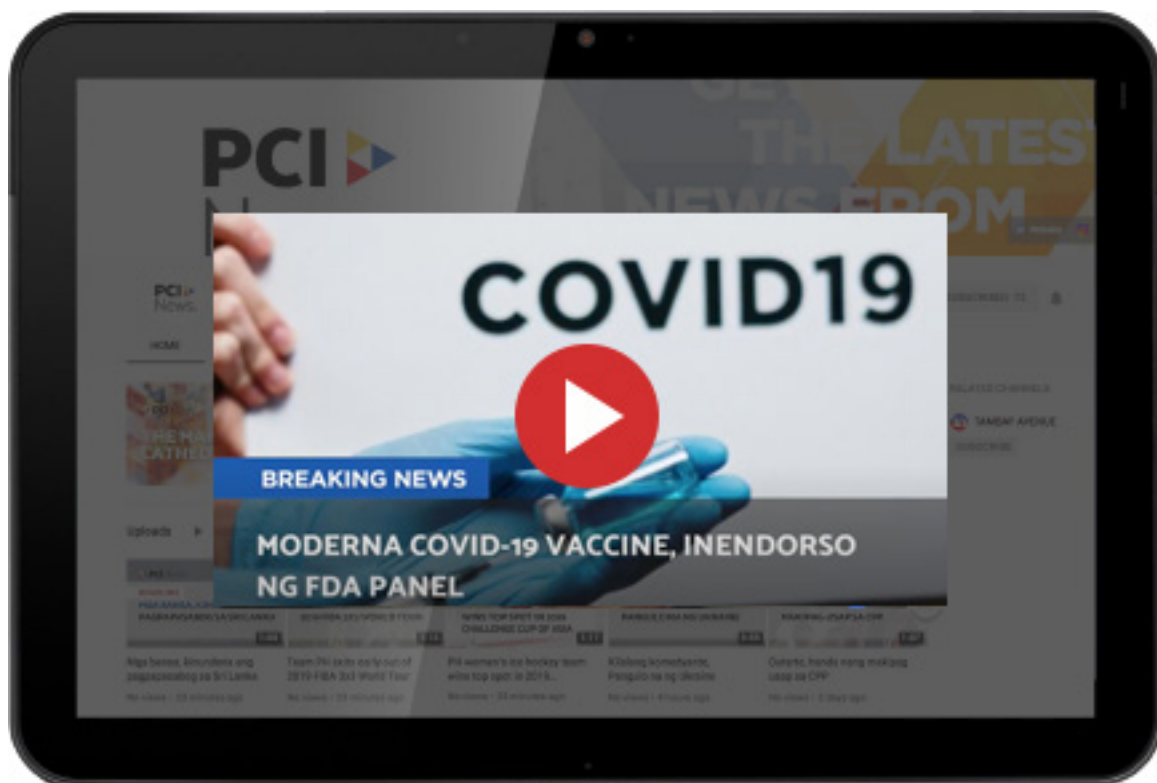


# SOME OF OUR ADVERTISERS



# PCI DAILY NEWS

**PCI Daily News** is the only daily Filipino-Canadian video news source, with videos uploaded daily on our website, Facebook, and Youtube channel

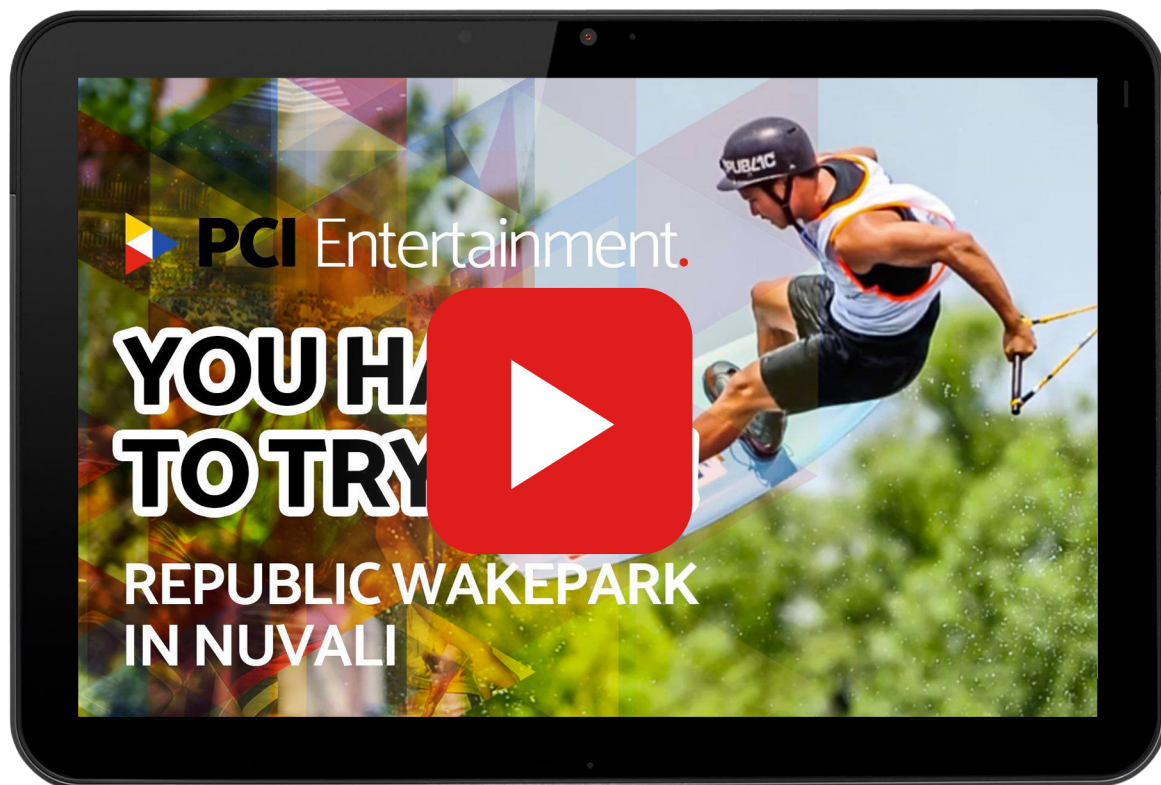


## SPONSOR OUR EPISODES

or advertise in 15 or 30 second spots and present yourself to a unique group of engaged viewers.

# NEW AND EXCITING SHOWS

You can sponsor one of our upcoming shows, or advertise in 15 or 30 second spots and present yourself to a unique group of engaged viewers.



**PCI** Entertainment.

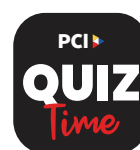
PHILIPPINES BEFORE MAGEL-

**PCI** Life.

**MOTHERHOOD  
FOR MONEY**

6 YEARS OF HELL

**Street  
Living**



*Out & Proud*  
Gender Revolution

We are also on YouTube  
<https://www.youtube.com/c/PCINEWS>

Issue 001

January 2024

# PHILIPPINE CANADIAN

Inquirer

Real People  
Real Stories  
Real Lives

## PCI MAGAZINE

Ask for details...

### MAIDEN ISSUE

Lorem ipsum dolor sit amet, consectetur  
adipiscing elit. Maecenas a lacus sit amet sem  
consectetur maximus. Morbi non ullamcorper  
purus, ut tincidunt dui.



# CONTACT US

## Email

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ADVERTISING : [sales@canadianinquirer.net](mailto:sales@canadianinquirer.net)

## Facebook

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## Twitter

[@pcinews\\_twt](#)