



THE NEWCOMER

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Media Kit

educate . empower . elevate .



Who We Are

The Newcomer is an educational repository for newcomers providing how-to guides, informative articles, stories, resources, and services. Our mission is to educate, empower, and elevate new immigrants through information, advertising, and entertainment

The Newcomer seeks to convey reliable, relevant, and up to date information on various topics, including life in Canada, education, employment, and business, among others, to support new immigrants throughout their journey to Canada

We hope to provide newcomers with the information and recourses necessary to help them succeed anywhere in the country.

Demographics



Most active times
are around 9AM,
12PM, 3PM & 6PM



76.5% women and
23.5% men with
43.8% between ages
25-34



53.1% from
Canada, Toronto

Statistics

 Instagram

Month	Impressions	Reach
June	1,225	326
July (first 2 weeks)	657	440

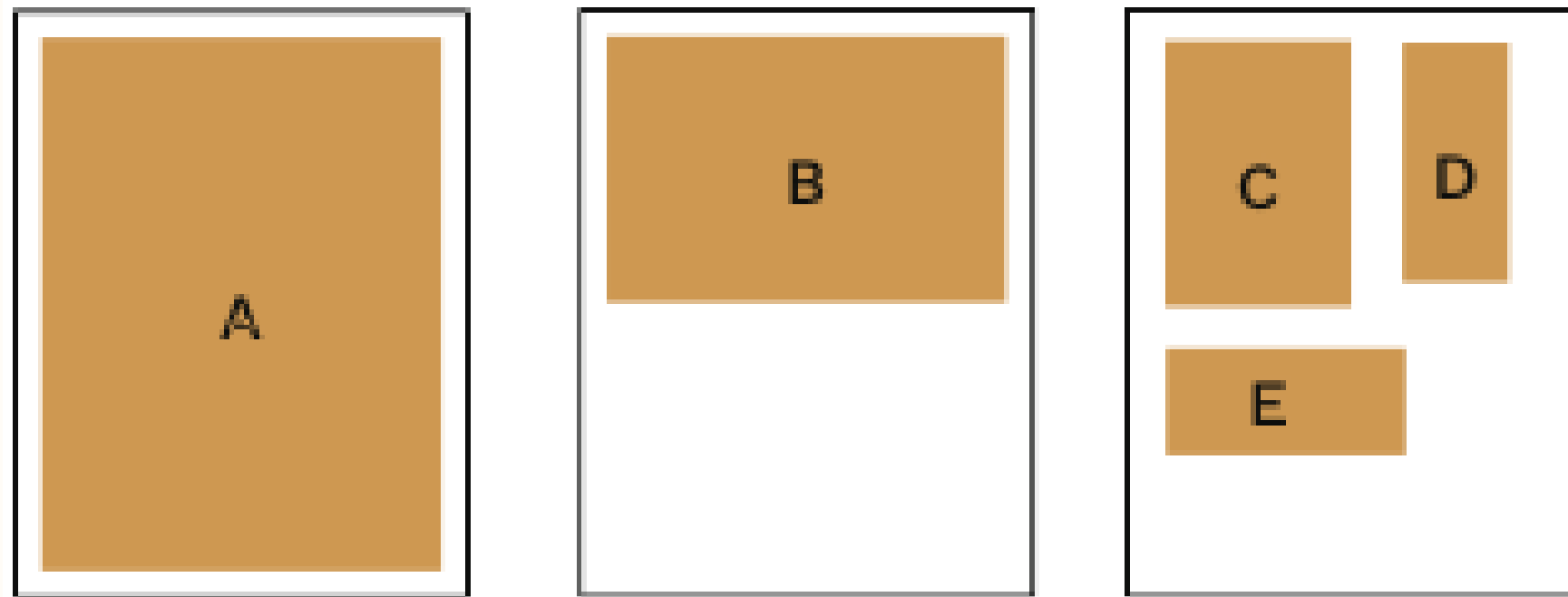
 Twitter

Month	Impressions	Total Engagement rate
June	791	3.20%
July (first 2 weeks)	471	1.20%

 Website (Google Analytics)

Month	New User	Page Views
May	163	168
June	217	228
July (first 2 weeks)	132	151

Advertise With Us



- A** Full Page (7.5"x10") - **\$200**
- B** Half Page (7.5"x5") - **\$125**
- C** Quarter Page (3.5"x5") - **\$50**
- D** 1/6 Vertical (2"x4.5") - **\$40**
- E** 1/6 Horizontal (4.5"x2") - **\$40**

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Connect With Us

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