



SPECIAL SECTION

Best Employers for New Canadians

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DEADLINES

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Print Reach 952, 800 readers**

As Canada's labour and population growth become increasingly dependent on immigration, Canadian companies are learning the importance of hiring and promoting skilled professionals.

Professionals with global experience are an asset and offer Canadian companies a competitive edge. A recent comprehensive survey* reveals that, "Best Employers for New Canadians" reports on the best practices of those companies leading the way for New Canadian professionals.

In this increasingly diverse marketplace, companies are looking for strategic information that offers them the unique edge to succeed. Skilled professionals are searching for employers with a forward-thinking vision, skills and resources to enrich their craft. This section is a must-read for anyone interested in the changing career marketplace.

Online Reach 5.3 million unique visitors***

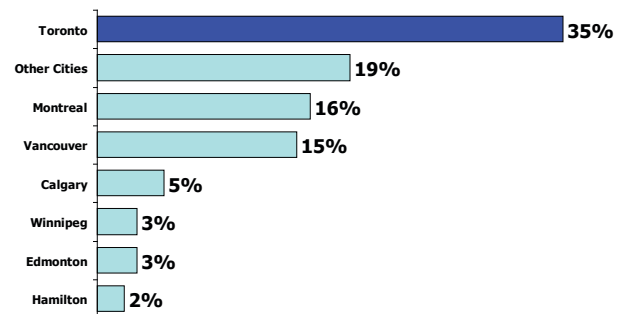
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*Source: 2008 Mediacorp survey Maclean's ,Canada's Top 100 employers

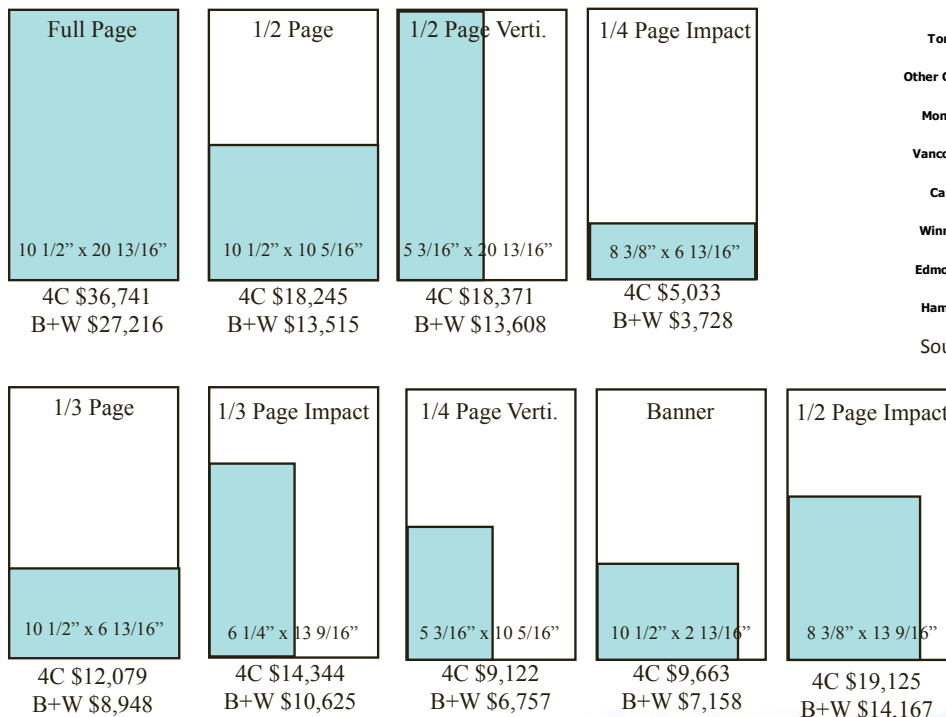
** NADbank 2007, Toronto CMA Adults 18+: Star weekday reach

*** Source: Omniture – January 2009

Over a 1/3 of new Canadians reside in Toronto



Source: 2006 Citizenship and Immigration Canada Statistics



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