

Chinese New Year

SPECIAL FEATURE

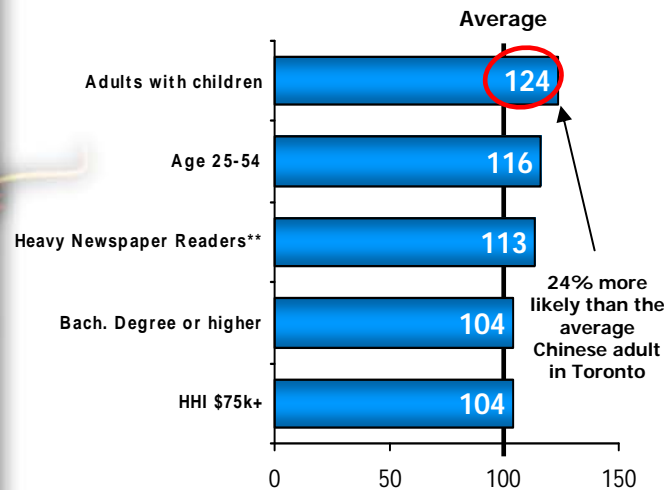
Saturday, January 24, 2009



Chinese Canadians in Canada number more than a million. Chinese New Year is the major celebration in their year. It's a time to give thanks, get together with family and friends and look forward to the year ahead, in the hope that it will bring good fortune. The Toronto Star's Chinese New Year Special Feature, on January 24th, will look at Chinese Canada - its New Year's celebrations and customs, its history and personalities.

BOOKING DEADLINE ★ Mon. Jan. 12 MATERIAL DEADLINE ★ Tues. Jan. 13

Demographics of Chinese Torontonians that read Toronto Star:



Source: PMB 2008 Two-year database, Star 7-day cume
Base: Toronto (** Based on PMB Newspaper Quintiles)

The Toronto Star reaches...

- **952,800** readers daily in Toronto
- **478,300** adults 25-54 years of age
- **551,800** adults with household incomes of \$75,000 or more
- **313,400** adults with children in the household
- **444,000** university grads+
- **203,900** managers/professionals
- **427,400** principal wage earners
- **125,000** Chinese readers*

Source: NADbank 2007, read Star yesterday; Base: Toronto CMA
*Source: PMB 2008 Two-year database, Star 7-day cume; Base: Toronto

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