

# New Workers, New Skills ★ Special Section



## New Workers, New Skills

Thurs, January 15<sup>th</sup>

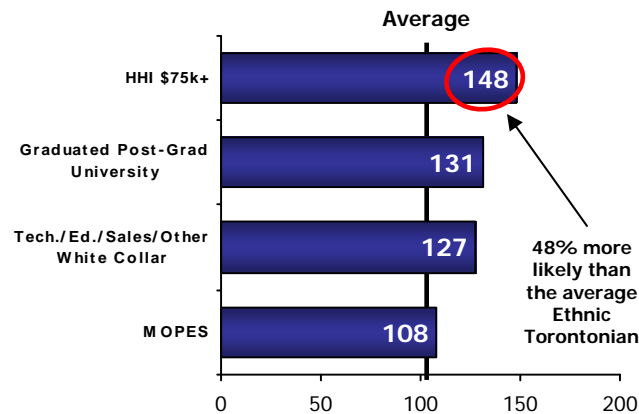
Booking: Jan. 6

Material: Jan. 8

VOICE of the GTA  
**TORONTO STAR**  
thestar.com

In anticipation of the Immigrant Success Awards of the Toronto Region Immigrant Employment Council (TRIEC), the Toronto Star will publish *New Workers, New Skills*, Jan. 15. The special section will examine the benefit to businesses of hiring qualified immigrants. The section will review best practices in human resource recruitment and strategy. The section will address how companies can benefit from the GTA's growing talent pool of new Canadians arriving with skills in high demand. Learn how your company can benefit and be seen in this important special section January 15.

### Demographics of Ethnic Torontonians that read Toronto Star:



Source: PMB 2008 Two-year database, read Star yesterday  
Base: Toronto ("Ethnic" excludes caucasian/white)

### The Toronto Star reaches...

- **952,800** readers daily in Toronto
- **551,800** adults with household incomes of \$75,000 or more
- **427,400** principal wage earners
- **444,000** university grads+
- **530,000** Ethnic readers\*
- **203,900** managers/professionals
- **303,000** readers that looked at recruitment ads within a newspaper in the past 7 days
- **58,100** readers that applied to a job seen within a newspaper in the past 7 days

Source: NADbank 2007, read Star yesterday; Base: Toronto CMA  
\*Source: PMB 2008 Two-year database, read Star yesterday; Base: Toronto ("Ethnic" excludes caucasian/white)



Bring a world of **experience**  
to your business.



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\*3-Day Package Buy : 1 ad in the Special Section - 2 ads in Careers or Buy 3 Recruitment Special Special Sections in 2009

<b>Full Page</b>	<b>2/3 Page</b>	<b>1/2 Page Impact</b>	<b>1/2 Page Verti.</b>	<b>1/4 Page Verti.</b>	<b>Banner Front of Section (1 ONLY)</b>
10 1/2" x 20 13/16"	10 1/2" x 13 9/16"	8 3/8" x 13 9/16"	5 3/16" x 20 13/16"	5 3/16" x 10 5/16"	10 1/2" x 2 13/16"
Colour:\$88,091 B+W: \$73,409	Colour:\$57,319 B+W: \$47,766	Colour:\$45,855 B+W: \$38,213	Colour:\$44,045 B+W: \$36,704	Colour:\$21,872 B+W: \$18,227	Colour: \$24,625 B+W: N/A

\*1-Day Package Buy: Special Section Only

<b>Full Page</b>	<b>2/3 Page</b>	<b>1/2 Page Impact</b>	<b>1/2 Page Verti.</b>	<b>1/4 Page Verti.</b>	<b>Banner Front of Section (1 ONLY)</b>
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Colour:\$32,044 B+W: \$26,703	Colour:\$21,404 B+W: \$17,837	Colour:\$17,327 B+W: \$14,439	Colour:\$16,783 B+W: \$13,986	Colour:\$8,467 B+W: \$7,056	Colour:\$14,568 B+W: N/A

To reserve space or for more information, please contact your

advertising agency or your Toronto Star Recruitment advertising specialist.

Phone: 416-869-0600 or 1-800-268-9304 Fax: 416-865-3978 Email: [recruit@thestar.ca](mailto:recruit@thestar.ca) - [www.thestarworks.ca](http://www.thestarworks.ca)

\*These are 6 of the 18 ad size options available in both colour and black and white. Rates are Gross



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to your business.