

- Winner of the Best Editorial and Visual Presentation 2009
- Winner of the 2010 Media Advocate of the Year, Canadian Hispanic Business Awards

8 Reasons to advertise in



As requested by Advertising Agencies, Local/International companies and service providers here are some of the reasons why your client or business should advertise with EL CENTROAMERICANO NEWSPAPER:

► **Effective Penetration: We are the only ethnic newspaper with distribution in all the TTC Subway stations and the GO Train**

We distribute our newspaper in attractive, professional newspaper racks located in predominantly Hispanic/Ethnic neighbourhoods, and in Hispanic businesses, restaurants, shopping malls, professional offices, etc. Being bilingual, a great portion of our publication is also distributed in non-hispanic locations such as Shopping malls, Plazas, Supermarkets (No Frills, selected Walmarts, Fortinos, Longos, Metro, Etc.), Laundry facilities, Community/Rec centres, Convenience stores Toronto Public Libraries, etc. Thus, making our newspaper easily accessible to both Hispanic and non-Hispanic readers. Since January 2011, you can find our newspaper every week in all the Gateway stores in the TTC subway stations and GO Train..

► **Strong Online Presentation**

With the increasing popularity of the internet, El Centroamericano Newspaper offers readers the entire publication online via our modern website. Readers can browse through the newspaper just like they would by holding it in their hands. Attracting thousands of visitors, our website offers our advertisers with an online presence as an added bonus to the strong print circulation.

► **Free Circulation in the TTC subway stations and GO Train**

Our high quality publication is available to readers at NO COST to them in all the TTC Subway stations and GO train

► **Reach More Readers:**

El Centroamericano Newspaper reaches the ENTIRE greater Toronto area. We distribute in: Oshawa, Whitby, Ajax, Pickering, *Scarborough, North York, Toronto, Etobicoke, Mississauga, Brampton*, Milton, Burlington, Hamilton, Kitchener, York Region (Richmond Hill, Thornhill, Aurora, Newmarket), Maple, Vaughan, and Woodbridge.

► **More Editorial**

More than 60% of our newspaper is editorial, which means LESS ADVERTISERS will compete with your ad.

► **Bilingual Editorial**

Being the ONLY fully Bilingual (Spanish/English) Newspaper in Ontario we reach 1st & 2nd generation Hispanics, along with non-hispanic readers.

► **Features:**

Local, Regional, National and International news, Entertainment, Sports, Arts & Culture, Health, Community Event Calendar, Tourism, and FREE Classifieds. With El Centroamericano, readers of diverse age groups and interests can find exactly the right content to keep informed and entertained.

► **Credibility**

Our newspaper counts with a loyal reader base who week by week rely and trust the information presented in our publication. El Centroamericano has been trusted by several prestigious organizations (Government parties, Not-for-profit community aid, Consumer protection, etc.) to carry their message out to the community. With vast experience and satisfied customers, we can proudly say we are doing something right.



**Bilingual
Newspaper**

www.elcentroamericano.net

**Tel: 416-619-4578
Fax: 416-619-0865**

**1057 Steeles Ave. West
P.O. Box 81626
North York, On.
M2R 2S0**

