

# AHORA

## CANADA

2020 **MEDIA KIT**





# MEDIA HIGHLIGHTS

## **PUBLISHERS:**

- 81% of Canadian adults read/access magazine or news brands weekly via print or digital platforms.
- 71% read newspaper/magazine brand content weekly, with 65% accessing content via a mobile device (smartphone or tablet).
- 79 % read a magazine brand in the past month, with food, travel, and health magazines as the most popular among Canadians.

## **VIDEO STREAMING:**

- Canadian adults spend an average of 6 hours of streaming video each week.

## **OUT OF HOME:**

- 3 out 4 Canadian adults have noticed any out-of-home advertising in the past week. 58% have noticed digital out-of-home ads specifically





# CONTENT TAILORED TO YOUR MARKET



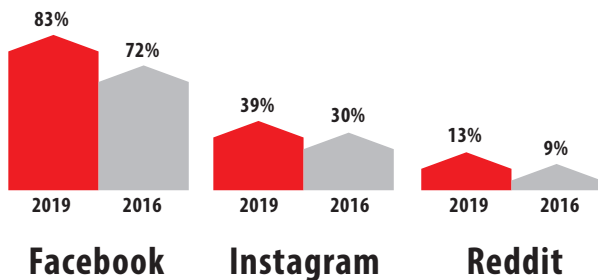


# A TRULY MULTIPLATFORM BRAND

Although our main audience is Generation X, we always include content for Baby Boomers, and tailor content for Millennials, to include consumer interactions with brands/companies for all age groups.

## Weekly Usage

Three brands show big moves this year; two growth brands last wave have stalled.



## Brands/Companies

Minority of social media time (avg. 24%) spent with brands/companies, but more users have at least some interactions.

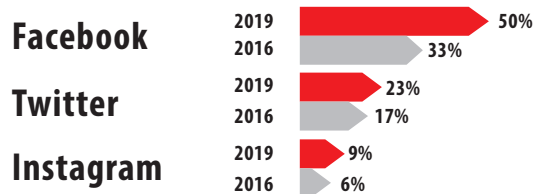


**70%** Follow brand/company on any social media

## Complaints

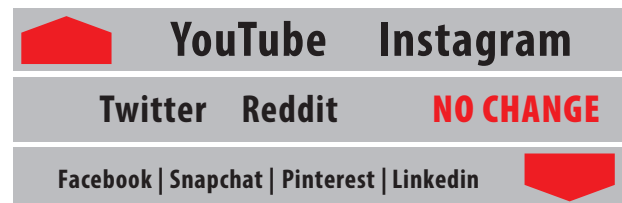
Growth in complaints on social media outpace growth of social media use.

*Complained on...*



## Momentum

Results point to slowing growth in time spent with all social media brands among all age groups; net change among two remaining gainers YouTube and Instagram is small.



## Monthly Interactions with Brands/Companies (2019)

			Millennials	Generation X	Baby Boomers
Visit company websites		71%	82% ↑	71%	65%
Read e-newsletters from companies that you subscribe to		46%	48%	45%	49%
Interact with companies on your mobile device		37%	51% ↑	40%	25% ↓
Like companies on Facebook		34%	43% ↑	37%	26%
Comment, post or talk about companies on Facebook		21%	26% ↑BB	22%	18%
Comment, post or talk about companies on Instagram		10%	20% ↑	9%	3% ↓
Comment, post or talk about companies on Twitter		9%	14% ↑BB	9%	5%
Comment, post or talk about companies on LinkedIn		6%	10%	7%	3% ↓

↑ ↓ Statistically significantly higher than comparison group(s)

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## ABOUT SILVIA MENDEZ

Silvia Méndez is a Mexican journalist, keynote speaker, radio and TV host, living in Canada.

Silvia creates valuable everyday connection with Spanish speaking audiences through her various broadcasting and publishing platforms, turning her into the most influential voice in the Hispanic/Latino community in Canada.

She has interviewed personalities such as Juan Carlos, King of Spain, Stephen Harper, Justin Trudeau, Rigoberta Menchú, Bill Gates, Carlos Slim; Carlos Fuentes; Arturo Pérez-Reverte, Alan García, Shakira, Britney Spears, Ricky Martin, Nicolas Cage, Carlos Vives and Dalai Lama, among others.

As President and Founder of Tandem Media & Communications Ltd. - a Canadian multimedia company - she leads the impactful generation of editorial content for Spanish speaking peoples in Canada, as well as commercial branded storytelling strategies for advertising campaigns in both conventional and digital media outlets.

Tandem Media currently holds 3 brands: AhoraCanada, Let's be Japi, and Silvia Méndez, ¡Ahora! TV show.

On her TV show, Silvia engages and addresses every aspect of Hispanic/Latino life in Canada - from politics, entrepreneurship, culture and music, to beauty and lifestyle.

Let's be Japi is the first wellness festival. It combines health, business and a heap of fun and inspiration. Join the JAPIness on [www.letsbejapi.com](http://www.letsbejapi.com) and social media.

### SOCIAL AMBASSADOR

As the Tourism Toronto Social Ambassador, Silvia passionately shares Toronto with the world. She promotes the museums, hotels, parks, restaurants, and attractions, that make of Toronto the greatest city in the world.

As a personal brand, Silvia Mendez has worked with CIBC, Style by Me, Roy Foss Chevrolet, Casa Mezcal, and World Remit, among others. When you hire our services, Silvia becomes an influential Social Ambassador to your brand, boosting brand awareness and ultimately sales.





## ABOUT AHORA CANADA

### AHORA CANADA

AHORA CANADA is a Toronto based, bi-weekly digital magazine the destination for people who care about Canada, the most vibrant and diverse country in the world. Through fun, in-depth reporting, intelligent analysis and quality writing, we offer an exciting, essential and entertaining guide to life in Canada.

We provide insight into the personalities and events that shape the landscape, and help readers make smart choices about everything from restaurants and shopping to real estate and culture. We are #AHORACANADA

# AHORA CANADA





# CANADIAN HISPANIC MARKET

**Who are they?** They're 100 percent Latino, they're 100 percent Canadian, and they're 200 percent unapologetic... **they are proud of who they are.**

Ethnic consumers typically "**double shop**" both at mainstream grocery stores and at ethnic grocery stores, which is an opportunity for gaining even more business.

According to Statistics Canada, half a million Latin American people live in Canada. But the **Latin American community in Canada is growing** considerably faster than the overall population; the number of people reporting Latin American origins rises in average by 35%, while the overall population grew by only 4%.

Most can converse in an official language; there are slightly more women (51.4% than men (50.9%)), and 60% of Latinos are **making more than \$40K a year**, and the majority of that 60% make more than \$60K







# HOLISTIC CAMPAIGN



Based on the interactions,  
**AHORA CANADA** is everywhere!

*WEB* - 41,000 friends

*NEWSLETTER* - 25,200 receivers

## SOCIAL MEDIA

**FACEBOOK:** 120,000 fans

**INSTAGRAM:** 15,000 followers

**TWITTER:** 8,500 followers

## DEVICES

**COMPUTER** 17%

**LAPTOP, IPAD** 31%

**PHONE** 52%

## GEOGRAPHICAL SEGMENTATION

Ontario 39%

Quebec 13%

BC 11%

Prairies 5 %

Out of Canada 32%





## REGULAR RATES

FREQUENCY	1-4X	5-8X	9-12X
1 PAGE	\$280	\$240	\$200
½ PAGE	\$240	\$200	\$170
DOUBLE ½ PAGE	\$420	\$380	\$280
¼ PAGE	\$180	\$140	\$120

Note: Prices do not include taxes

TAILORED CONTENT	
1PAGE INFOMERCIAL:	\$380
1VIDEO INTERVIEW W/ SILVIA MENDEZ (5MIN):	\$250
1 PAGE AD DESIGN:	\$250

Note: Prices do not include taxes

WEB	
On a monthly basis:	
MAIN BANNER (HOME PAGE)	\$300
BIG BOX	\$200
INTERSTITIAL AD	\$200
PRE-ROLL (30 SECONDS) \$40 CPM E-BLAST	

Note: Prices do not include taxes

NEWSLETTER	
MENTION, BIG BOX IN NEWSLETTER MESSAGE	\$350

Note: Prices do not include taxes



## COVID PACKAGES

### MARKET DURING THE CRISIS

The instinct in a downturn – like the current coronavirus pandemic – is to reduce advertising in anticipation of lower sales. But just as in 'good times', reducing your Share of voice (SOV), the measure of the market your brand owns compared to your competitors will impact your share of market (SOM) and could have long lasting implications.

We have introduced a new COVID-19 recovery rate so you can reach more people effectively without spending a fortune.

FREQUENCY	1-4X	5-8X	9-12X
1 PAGE	\$100	\$90	\$75
½ PAGE	\$70	\$65	\$60
DOUBLE ½ PAGE	\$180	\$160	\$140
¼ PAGE	\$180	\$160	\$140

Note: Prices do not include taxes

TAILORED CONTENT	
1PAGE INFOMERCIAL (branded content- design & video included):	\$200
1VIDEO INTERVIEW W/ SILVIA MENDEZ (5MIN):	\$80
1 PAGE AD DESIGN:	\$80

Note: Prices do not include taxes

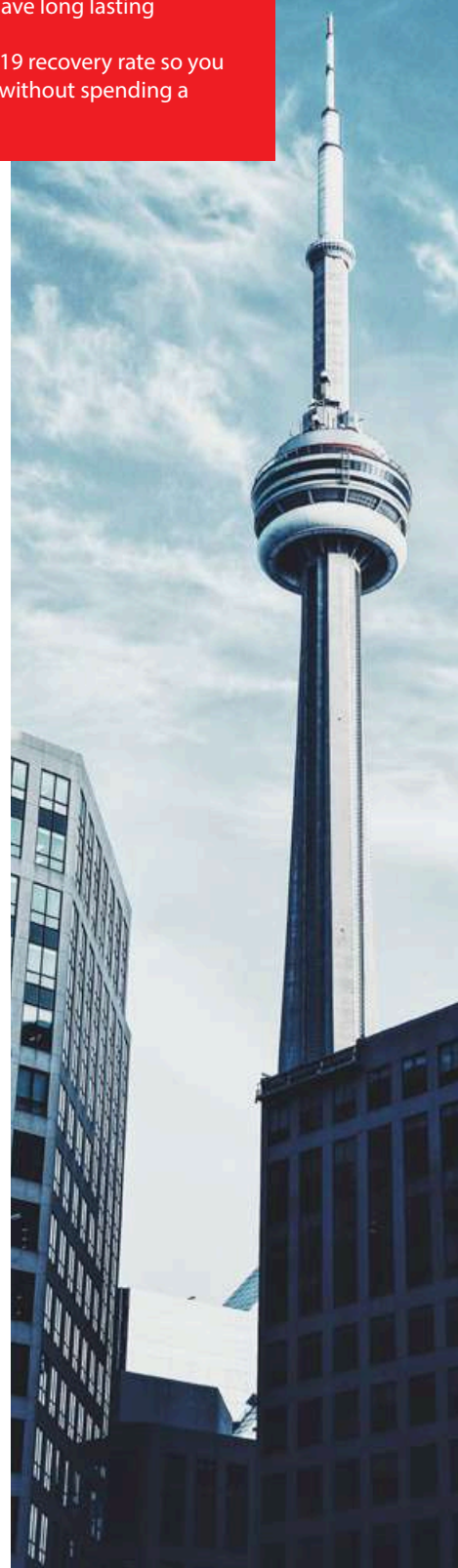
WEB	
On a monthly basis:	
MAIN BANNER (HOME PAGE)	\$130
BIG BOX	\$60
INTERSTITIAL AD	\$60
PRE-ROLL (30 SECONDS) \$40 CPM E-BLAST	

Note: Prices do not include taxes

NEWSLETTER	
MENTION, BIG BOX IN NEWSLETTER MESSAGE	\$200

Note: Prices do not include taxes

#weareinthistogether



\*To access the complete Media Kit with the regular rate, visit our web page: [www.silviamendez.com](http://www.silviamendez.com), or send us an email: [silvia@ahoracanada.com](mailto:silvia@ahoracanada.com) or call 416 949 9809.

\*\* Payments must be made upfront.

\*\*\*Contract must be signed from May 15-Aug 31, 2020



# EDITORIAL PLANNING



## MAY

A. Closing Date: 4.26.20  
**Material: 4.28.20**  
 On Digital Newsstand: 5.01.20  
 Social Media launch: 5.02.20

B. Closing Date: 5.11.20  
**Material: 5.13.20**  
 On Digital Newsstand: 5.15.20  
 Social Media launch: 5.16.20

## JUNE

A. Closing Date: 5.26.20  
**Material: 5.28.20**  
 On Digital Newsstand: 6.01.20  
 Social Media launch: 6.02.20

B. Closing Date: 6.12.20  
**Material: 6.14.20**  
 On Digital Newsstand: 6.15.20  
 Social Media launch: 6.16.20

## JULY

A. Closing Date: 6.26.20  
**Material: 6.28.20**  
 On Digital Newsstand: 7.01.20  
 Social Media launch: 7.02.20

B. Closing Date: 7.12.20  
**Material: 7.14.20**  
 On Digital Newsstand: 7.15.20  
 Social Media launch: 7.16.20

## AUGUST

A. Closing Date: 7.26.20  
**Material: 7.28.20**  
 On Digital Newsstand: 8.01.20  
 Social Media launch: 8.02.20

B. Closing Date: 8.12.20  
**Material: 8.14.20**  
 On Digital Newsstand: 8.15.20  
 Social Media launch: 8.16.20

## SEPTEMBER

A. Closing Date: 8.26.20  
**Material: 8.28.20**  
 On Digital Newsstand: 9.01.20  
 Social Media launch: 9.02.20

B. Closing Date: 9.12.20  
**Material: 9.14.20**  
 On Digital Newsstand: 9.15.20  
 Social Media launch: 9.16.20

## OCTOBER

A. Closing Date: 9.26.20  
**Material: 9.28.20**  
 On Digital Newsstand: 10.01.20  
 Social Media launch: 10.02.20

B. Closing Date: 10.12.20  
**Material: 10.14.20**  
 On Digital Newsstand: 10.15.20  
 Social Media launch: 10.16.20

## NOVEMBER

A. Closing Date: 10.26.20  
**Material: 10.28.20**  
 On Digital Newsstand: 11.01.20  
 Social Media launch: 11.02.20

B. Closing Date: 11.12.20  
**Material: 11.14.20**  
 On Digital Newsstand: 11.15.20  
 Social Media launch: 11.16.20

## HOLIDAYS

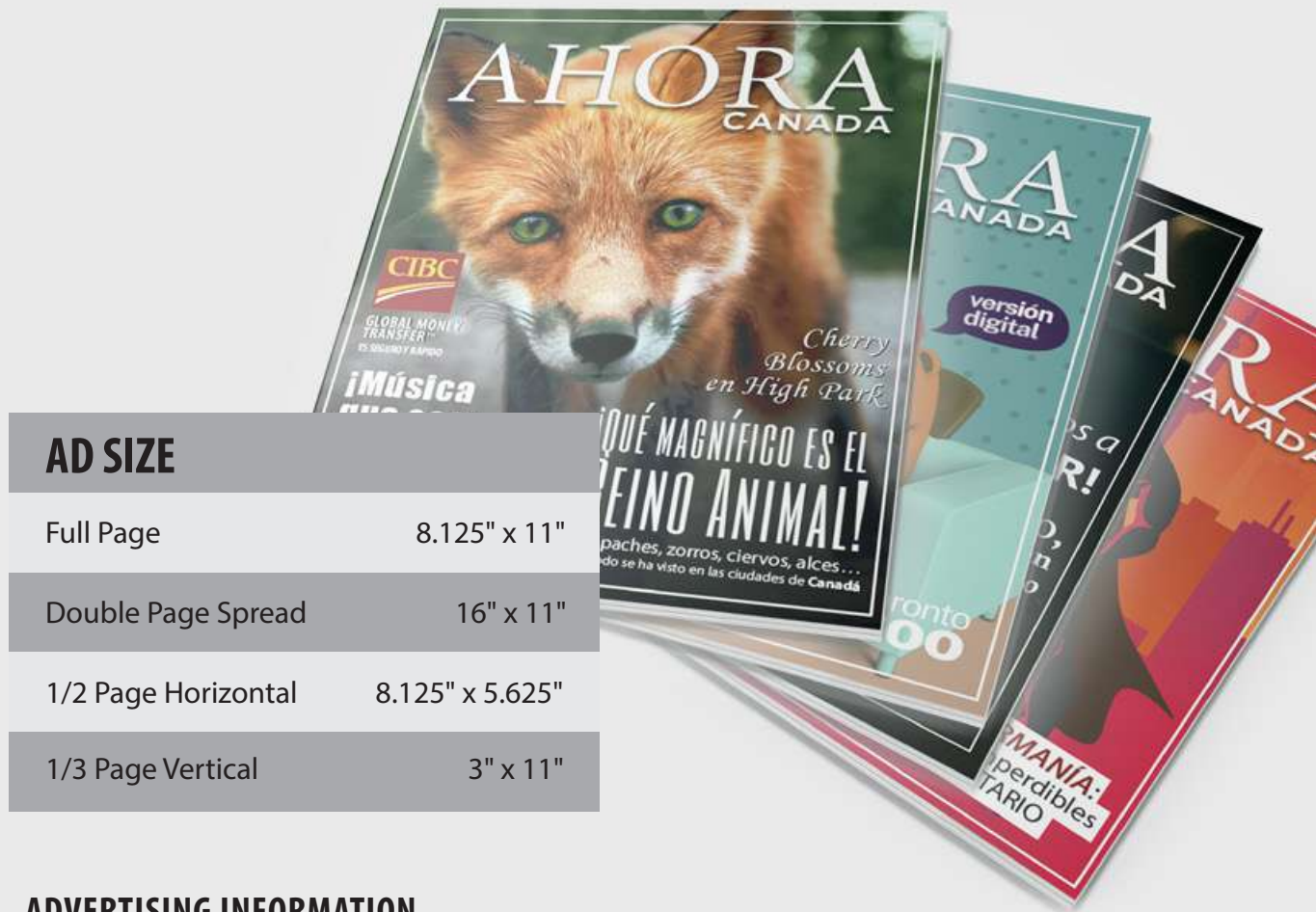
A. Closing Date: 11.26.20  
**Material: 11.28.20**  
 On Digital Newsstand: 12.01.20  
 Social Media launch: 12.02.20

C. Closing Date: 12.12.20  
**Material: 12.14.20**  
 On Digital Newsstand: 12.15.20  
 Social Media launch: 12.16.20





# TECHNICAL SPECIFICATIONS



## AD SIZE

Full Page	8.125" x 11"
Double Page Spread	16" x 11"
1/2 Page Horizontal	8.125" x 5.625"
1/3 Page Vertical	3" x 11"

## ADVERTISING INFORMATION

For information regarding AHORA CANADA ads specifications, contact the Designing director Felipe Janires: [felipe.janires@gmail.com](mailto:felipe.janires@gmail.com)

**TANDEM MEDIA & COMMUNICATIONS** does not accept responsibility for material content.

Text type should be a minimum of 9 point.

The ad must be sent as a press-ready PDF file.

Client must provide links and info to link his ad (webpage, our website, social media, etc)

## SALES

CONTACT US FOR MORE INFORMATION: 416 949 9809

Silvia Méndez: [silvia@ahoracanada.com](mailto:silvia@ahoracanada.com)

Alicia Moncada: [infoahoracanada@gmail.com](mailto:infoahoracanada@gmail.com)

