

# ਪੰਜਾਬੀ ਆਵਾਜ਼

- On the first Saturday of May 1997, the flagship edition of the Voice Communication Group rolled off the press. This began a proud new era of the South Asian community of the GTA.
- Stated to be the largest ethnic community in Canada in the near future, the South Asian community, estimated to be over one million in the GTA, comprises of immigrants from India, Pakistan, Bangladesh, Sri Lanka, Nepal and people of Indian origin who migrated to Canada from Africa, Europe, Guyana, Caribbean's and the Gulf, all sharing a common cultural thread.
- It's important to note that Canada receives its immigrant population from over 200 countries of origin and according to 2010 census, 30, 252 individuals\ immigrated to Canada from India which amounts to 10.8% of the total immigrants out of which people from Punjabi community contributed a lot in the city of Brampton, Mississauga and Toronto.
- Data released by Statistics Canada from the 2011 census revealed that over 200 languages make up the linguistic portrait of the country. The census shows that the most common immigrant language in Canada is Punjabi spoken by 460,000 people. When Punjabi speakers are grouped together with others who speak a closely related language such as Urdu, their numbers total 1,180,000.
- Awaaz Newspaper is the most trusted Punjabi language newspaper in GTA, printed in broad sheet size with over 10000 copies every Wednesday. The word "Awaaz" stand for "Voice" in Punjabi. Punjab province is the largest and richest source of immigrants to Canada. Punjabi Awaaz newspaper is popular among the community in GTA. Awaaz enjoys a special position among the Punjabi speaking population.

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- Total Prints 10,300 copies every Wednesday
- The only Punjabi newspaper in GTA with an audited weekly circulation of 10,273 copies (March 2012 to Aug 2012 period) certified by Canadian Media Circulation Audit.
- Free Newspaper, distributed in Brampton, Mississauga, Toronto, Oakville, Kitchener and Hamilton through major Grocery Stores, Super markets, Offices, Gurudwaras and temples.
- Over 300 copies are mailed every week to various Governments office, Libraries and corporate companies.
- There are over 100 distributions centers/points where Punjabi Awaaz is available free of cost.
- Major advertisers include Banks, Super Stores, Phone and cable companies, City of Brampton, City of Mississauga, MiWay, Brampton Transit and Colleges and Universities besides local business owners, professional and self employed.

**ਪੰਜਾਬੀ ਆਵਾਜ਼**  
 Wednesday, November 28, 2012  
 www.weeklyvoice.com  
 Tel: 905-795-3282

**ਹਰਿੰਦਰ ਤੱਖੜ ਉੱਟੇਰੀਓਂ ਲੀਡਰਸ਼ਿਪ ਦੌੜ ਵਿੱਚ**

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**ਅਦਾਲਤ ਦੇ ਫੈਸਲੇ ਖਿਲਾਫ ਅਪੀਲ ਕਰਨਗੇ**

**ਐਰਗੇਜ਼ ਨੇ 100ਵਾਂ ਗ੍ਰੇਮ ਕੈਂਪ ਜਿੱਤਿਆ**

**18,388** **18,388**

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905-794-9010

# ਪੰਜਾਬੀ ਆਵਾਜ਼

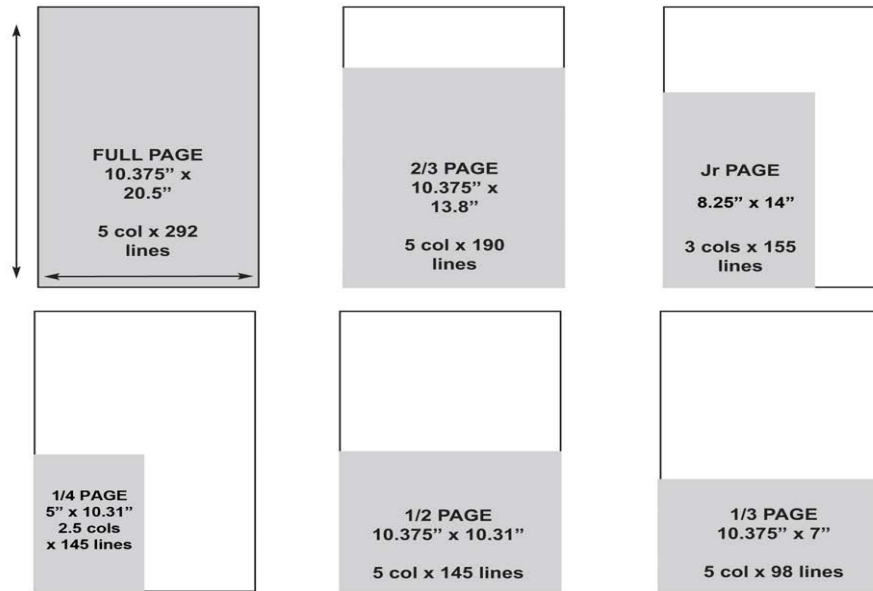
## Major Advertisers



# ਪੰਜਾਬੀ ਆਵਾਜ਼

## Insertions Rates

### ADVERTISEMENT SIZES



### OPEN RATE

ਪੰਜਾਬੀ ਆਵਾਜ਼

Punjabi Awaaz

**\$1.90**

PER AGATE LINE

Frequency Discounts Available Upon Request

#### Delivery Methods

- By Mail Punjabi Awaaz, 2985 Drew Road, Unit # 206, Mississauga, ON L4T 0A4
- CD and DVD formats accepted. . By Email Send to ads@weeklyvoice.com File size must not exceed 5MB. Artwork/Proofs should reach Punjabi Awaaz by Tuesday 12.00 PM)
- By FTP Host: 173.201.239.128 User ID: ftpweeklyvoice Password: Voice20!0.