

30 Years in Canada

Sing Tao Daily has been the way of life for Chinese Canadians since its launch in Toronto in 1978. Five years later, Sing Tao expanded to Vancouver. In the past 30 years, Sing Tao Canada has been striving to improve its editorial content. The layout design has also been revamped many times. The ever improving quality of Sing Tao keeps exceeding our readers' expectation. Sing Tao has now developed into one of the most influential media for Chinese Canadians.

Since becoming a proud member of Toronto Star group in 1998, we have been further strengthened through resource-sharing with the Toronto Star, while continuing to benefit from extensive pan-Asian coverage through Sing Tao News corp. in Hong Kong. These powerful synergies enable us to provide first class journalism for discerning readers. That is why it comes as no surprise when the latest independent, professional syndicated market research once again confirmed that Sing Tao is the most read newspaper for Chinese Canadians.

True leadership is also about innovation and acuity. Throughout the years, Sing Tao Canada leads the market by the timely introduction of new products. We offer a wide array of popular magazine supplements: Sing Tao Weekly, Star Magazine, Gourmet Guide, Real Estate Guide and many more. Sing Tao Canada is also a pioneer in the internet front. Singtao.ca is the most popular Chinese newspaper website in Canada. To further strengthen its technical ability, Sing Tao Canada acquired Ccue Chinese Media Inc. in 2007 to develop a hyper local website, ccue.ca with cutting edge functionalities.

In 2007, Sing Tao Canada launched Canadian City Post, a free weekly in simplified Chinese catering to Mandarin-speaking immigrants. This year, we ventured beyond print and online by launching A1 Chinese Radio. Sing Tao Canada has become a truly unique multi-media platform.

While Sing Tao Canada is proud of each and every one of our milestones of success, we strive to grow with the Chinese community, especially the youth in Canada. Sing Tao Foundation joined hands with CICS to bring you the Immigration Resource Centre with the Youth Development Hub as its centerpiece. Sing Tao foundation also launched a scholarship in social study with University of Toronto. Since 2006, Sing Tao Canada has also organized co-branded programs with the school of continuing studies at University of British Columbia and University of Toronto to offer certificate programs in Business Management to develop business talents and professionals in Canada.

As we celebrate our thirtieth year of success and service, we wish to thank your support and we look forward to continuing to grow and prosper with the Chinese communities in Canada.