

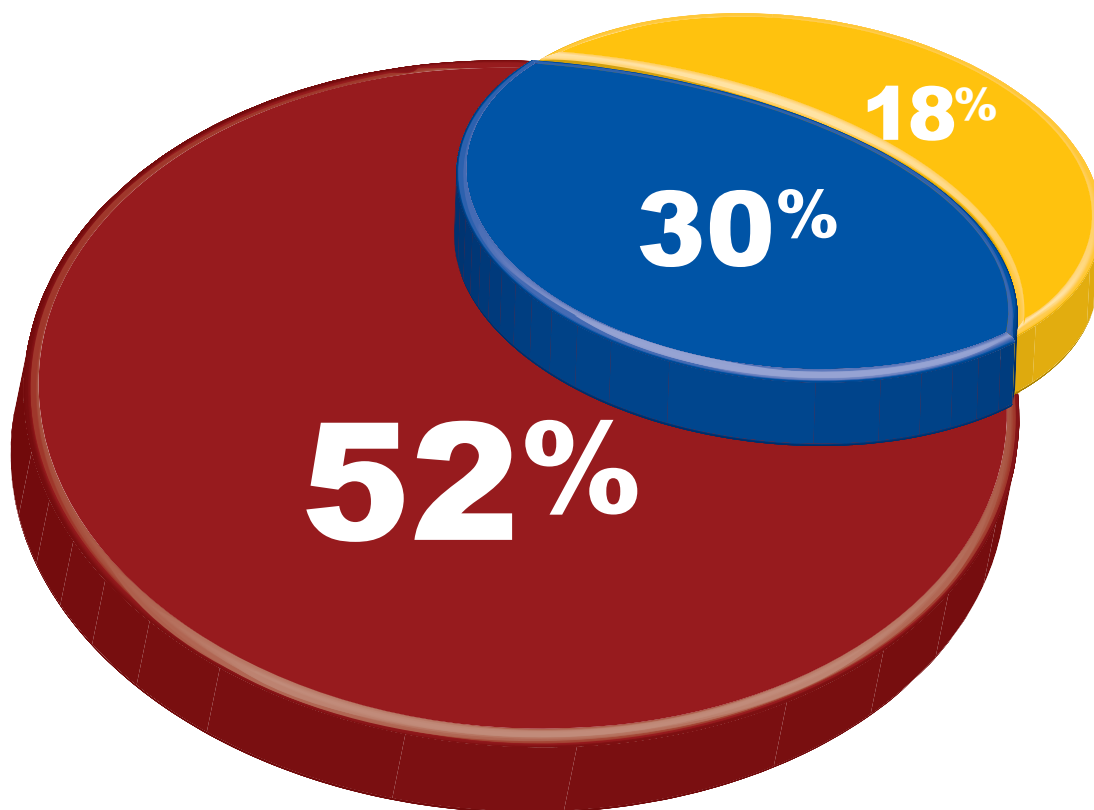


2007 Canadian Chinese Media Monitor

METHODOLOGY

- A total of 1,200 telephone interviews were conducted among Chinese Canadians who are 18 years of age or older.
- 600 interviews were completed in Vancouver between April 26 to May 9 and 600 interviews were completed in Toronto between May 31 to June 7
- With a sample of this size, overall results are considered accurate to within +/-2.8 percent points at a 95% confidence level
- The results were weighted, using projected 2007 census data based on 2001 Statistics Canada results, to reflect the actual demographic composition in terms of region, gender, age, source country and household income.

Over 50% of Chinese readers
read Chinese newspapers / magazines
exclusively



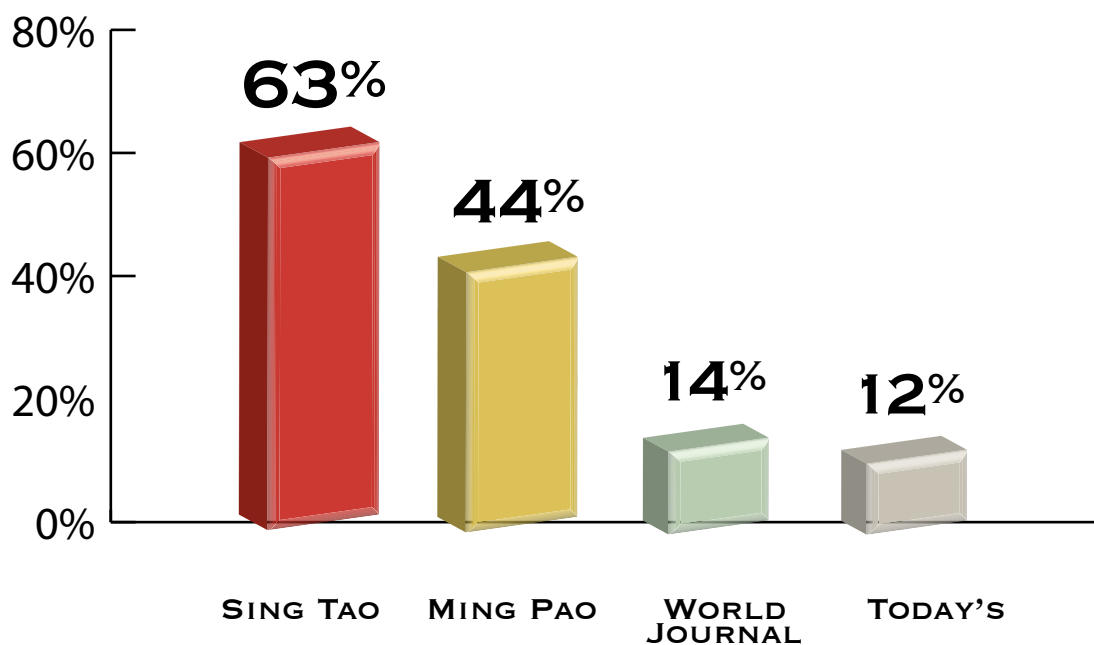
- 52% read Chinese newspapers / magazines exclusively
- 30% read both Chinese and English newspapers / magazines
- 18% read English newspapers / magazines exclusively

Base: First generation Chinese Canadians 18+ living in GTA & GVA who read newspapers / magazines

Greater Toronto Area Newspaper Readership

Sing Tao is the **NO.1** newspaper among Chinese-speaking Canadians in Toronto

Average Weekly Reach

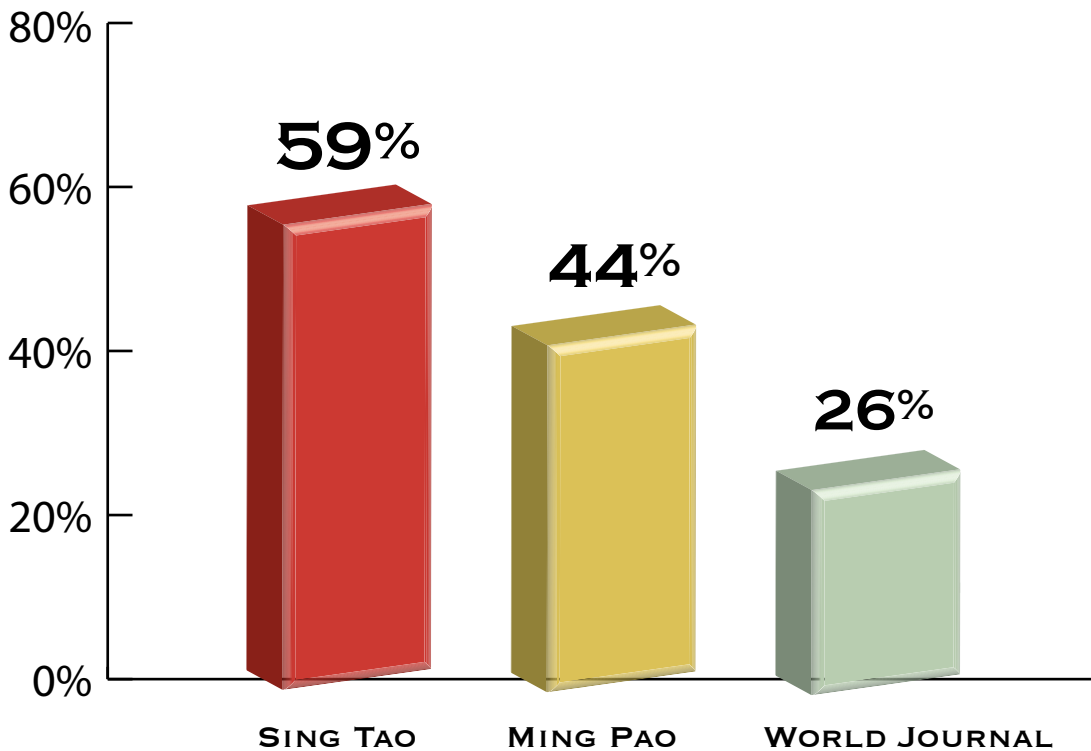


Base: First generation Chinese Canadian 18+ living in GTA who read Chinese newspapers

Greater Vancouver Area Newspaper Readership

Sing Tao is the **NO.1** newspaper among Chinese-speaking Canadians in Vancouver

Average Weekly Reach

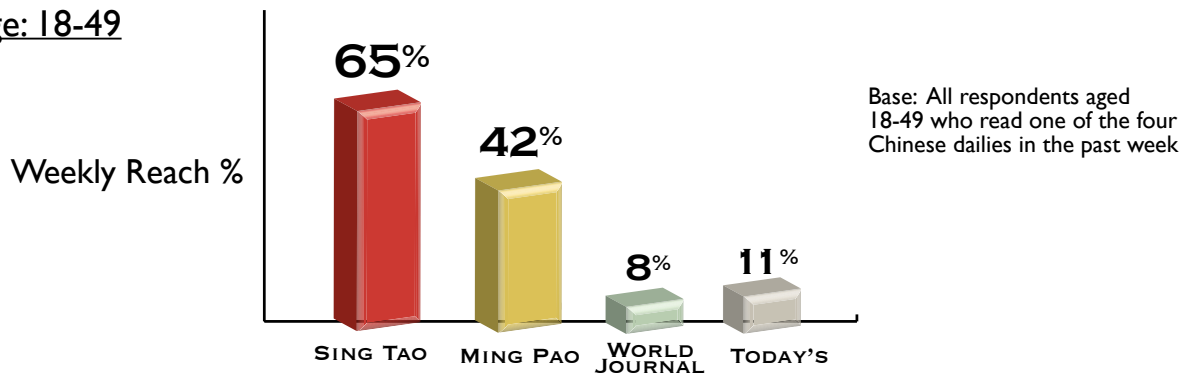


Base: First generation Chinese Canadian 18+ living in GVA who read Chinese newspapers

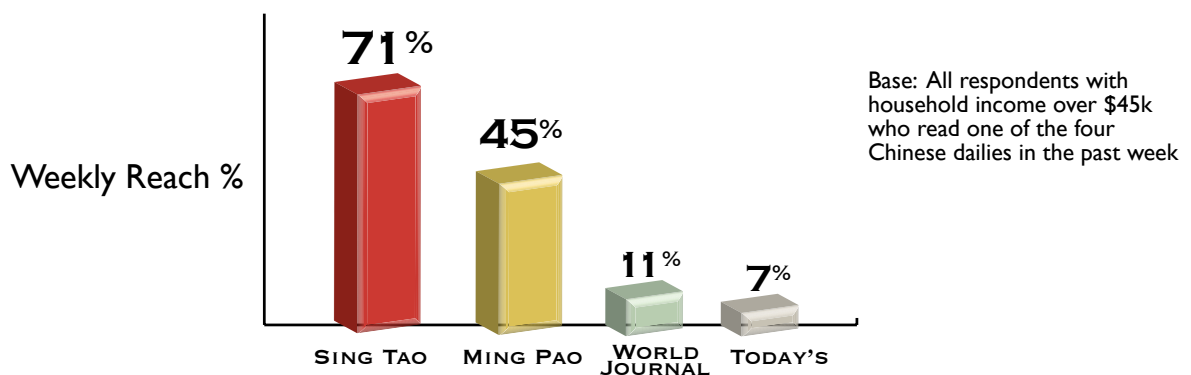
Sing Tao Daily

Not only reaches the most
But also reaches the best

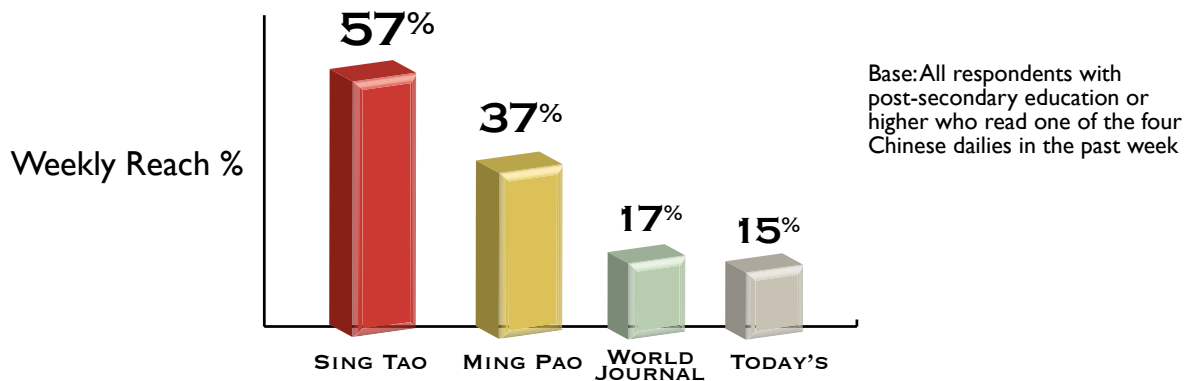
Age: 18-49



Household Income >\$45,000

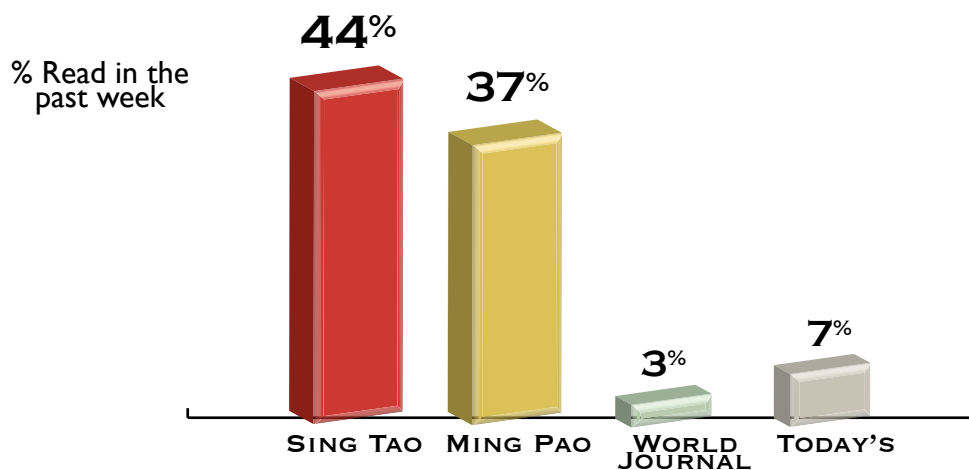


Post-secondary Education



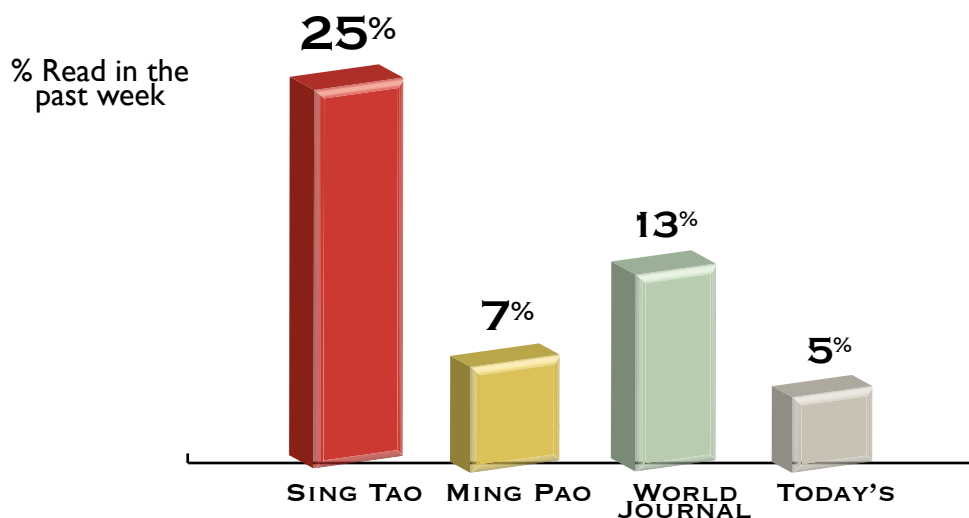
Sing Tao Daily No.1 in Both Cantonese & Mandarin Markets

Cantonese Speaking Market



Base: All respondents who speak Cantonese at home

Mandarin Speaking Market

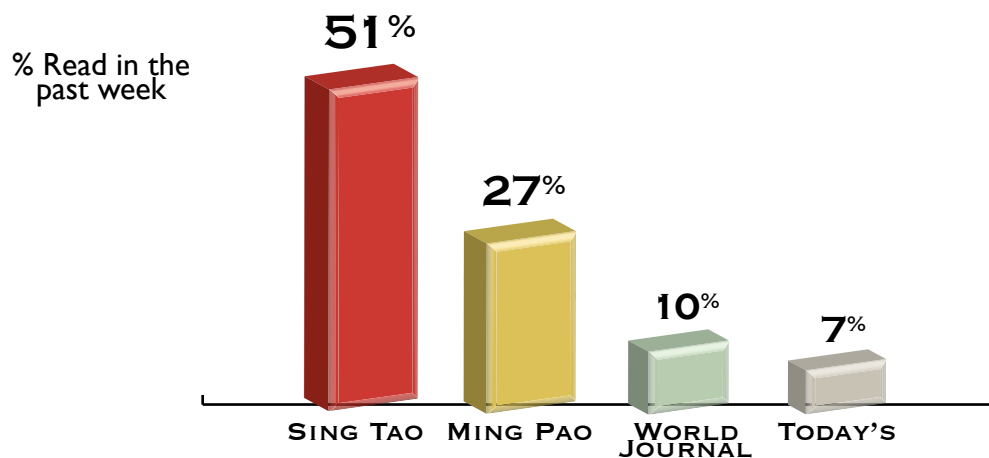


Base: All respondents who speak Mandarin at home

Sing Tao Daily

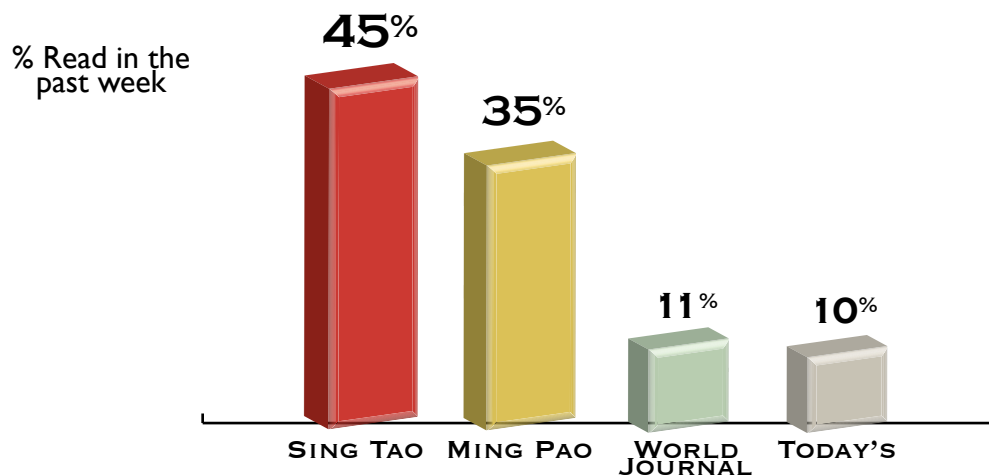
Highest Reach among both Recent Immigrants and those who settled

Living in Canada < 10 years



Base: First generation Chinese Canadian 18+ living in GTA who lived in Canada for less than 10 years

Living in Canada > 10 years



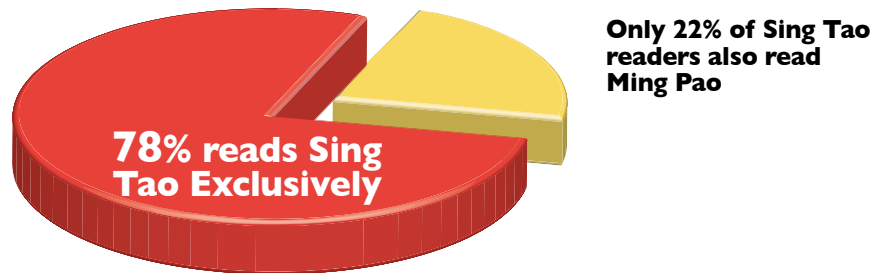
Base: First generation Chinese Canadian 18+ living in GTA who lived in Canada for more than 10 years

Source: Ipsos Reid 2007 Canadian Chinese Media Monitor

A syndicated study jointly developed by Ipsos Reid and Era Integrated Marketing Communications

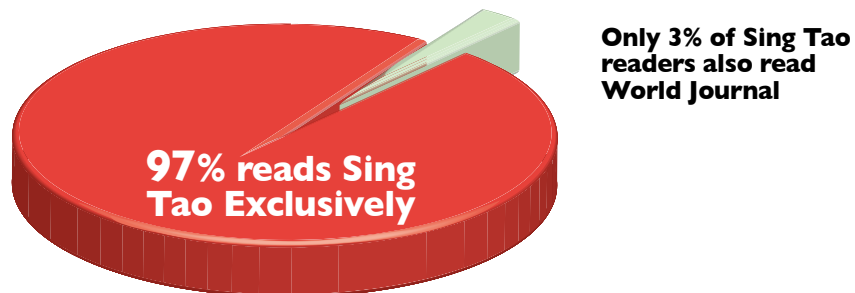
Sing Tao Daily Highest Exclusive Reach

Duplication of Sing Tao and Ming Pao



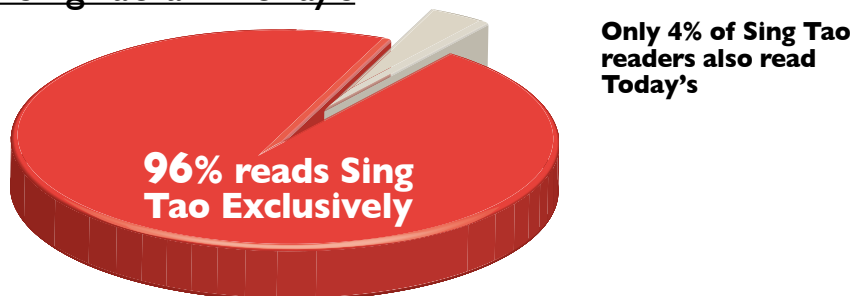
Base: First generation Chinese Canadian 18+ living in GTA who read Sing Tao yesterday

Duplication of Sing Tao and World Journal



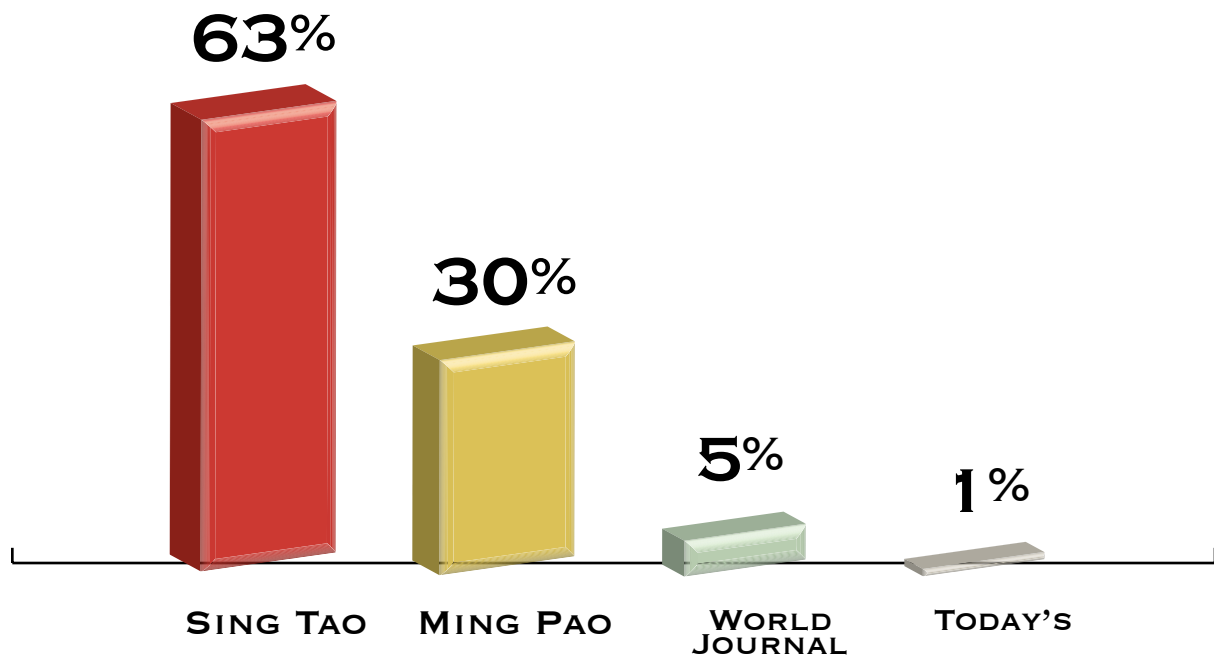
Base: First generation Chinese Canadian 18+ living in GTA who read Sing Tao yesterday

Duplication of Sing Tao and Today's



Base: First generation Chinese Canadian 18+ living in GTA who read Sing Tao yesterday

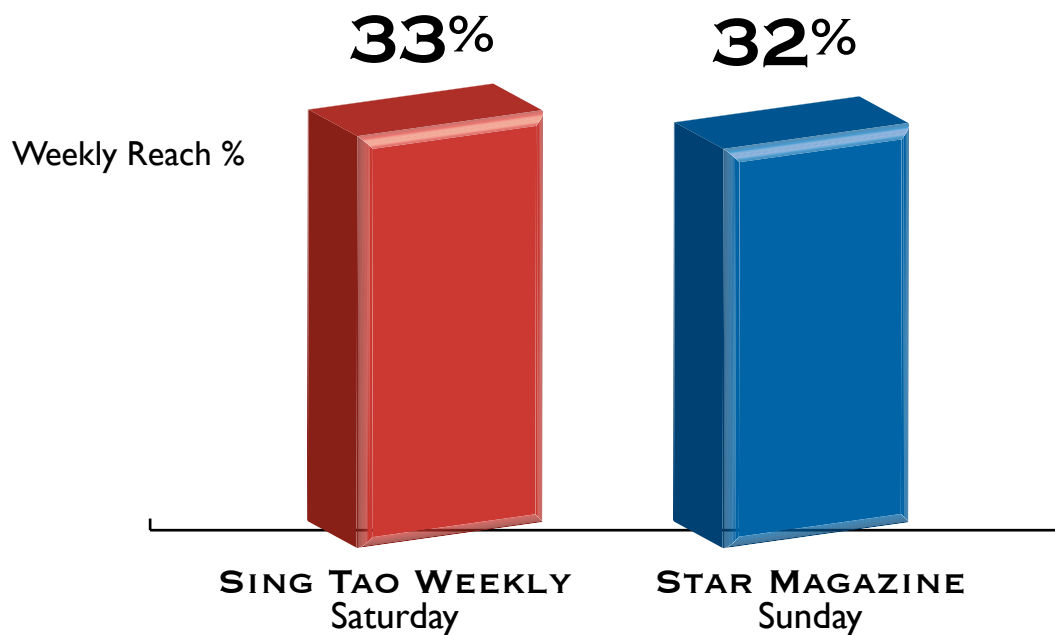
Sing Tao Daily The Best Source of Advertising Information



Note: All respondents who have selected one of the four dailies as their best source of advertising information

Magazine Readership in GTA

Sing Tao Weekly and Star Magazine are the **No.1** Weekly Magazines



Base: First generation Chinese Canadian 18+ living in GTA who read Chinese magazines



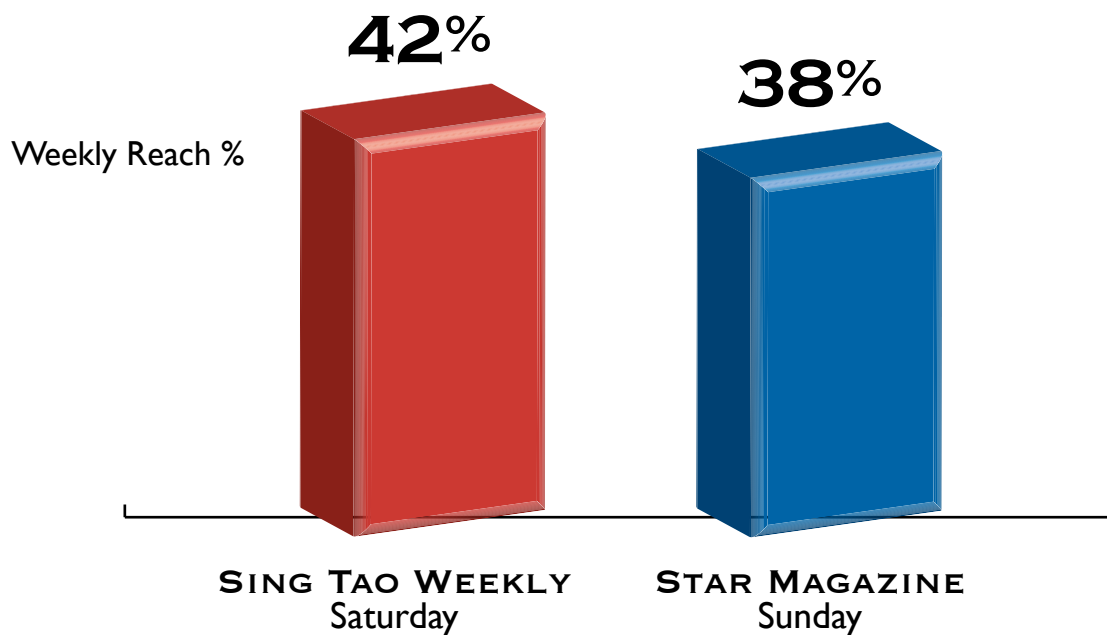
- A tabloid-size magazine distributed with Sing Tao Daily every Saturday.
- The most popular entertainment magazine, featuring hot gossips, lifestyle, travel, health care and entertainment news from Toronto & Asia.



- A glossy paper printed magazine, distributed with Sing Tao Daily every Sunday.
- The most popular magazine with the latest current issues on Asia.

Magazine Readership in GVA

Sing Tao Weekly and Star Magazine are the **No.1** Weekly Magazines



Base: First generation Chinese Canadian 18+ living in GVA who read Chinese magazines

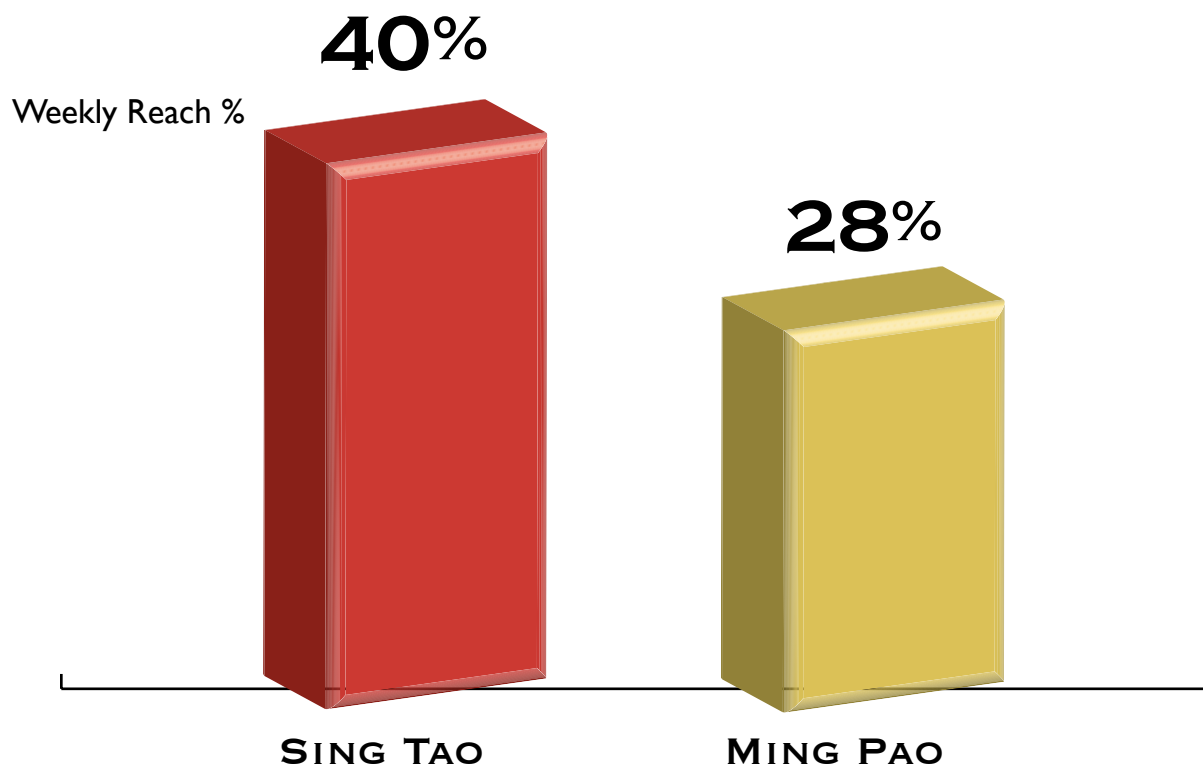


- A tabloid-size magazine circulated with Sing Tao Daily every Saturday.
- The most popular entertainment magazine, featuring hot gossips, lifestyle, travel, health care and entertainment news from Toronto & Asia.



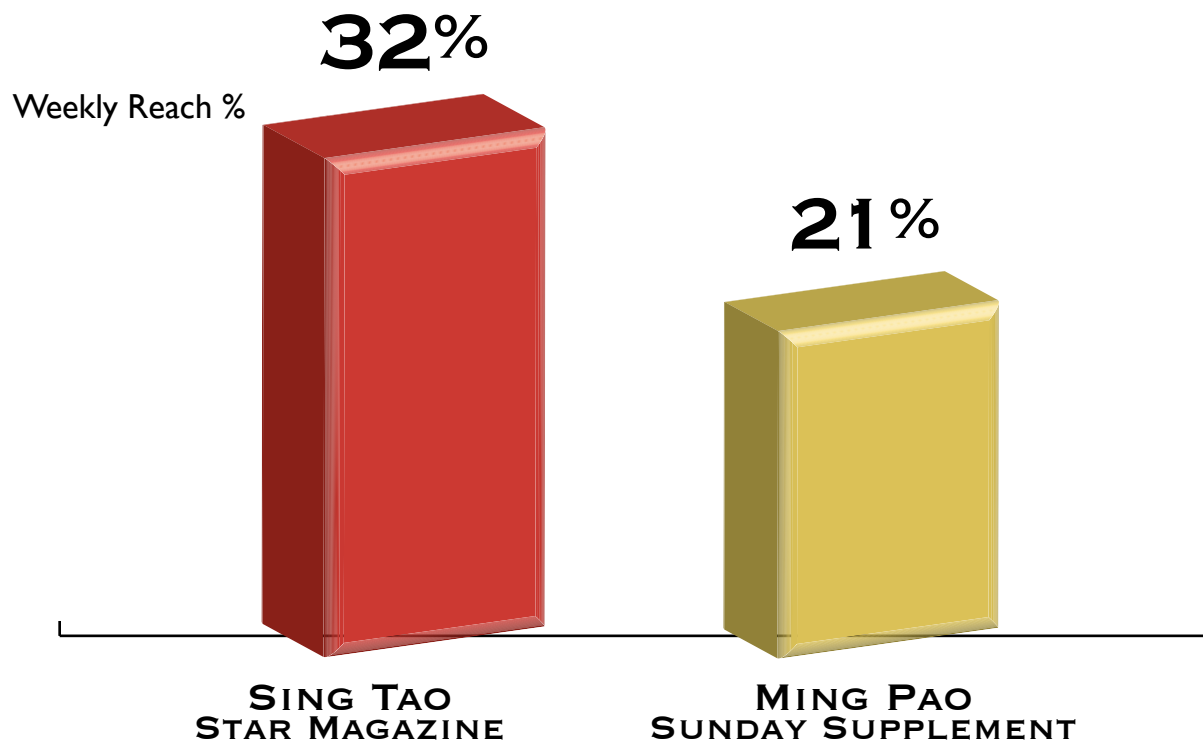
- A glossy paper printed magazine, circulated with Sing Tao Daily every Sunday.
- The most popular magazine with the latest current issues on Asia.

Saturday Reach



Base: First generation Chinese Canadian 18+ living in GTA who read Chinese newspapers

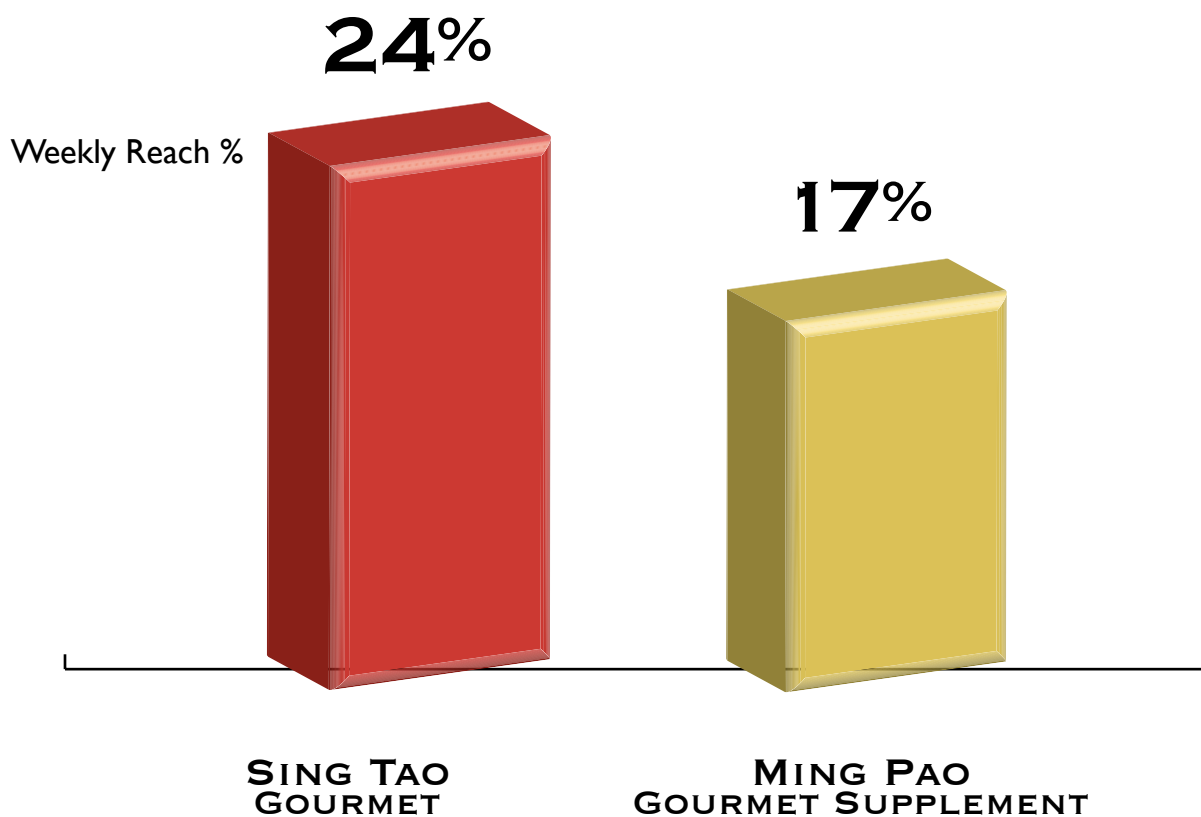
Sunday Reach



Base: First generation Chinese Canadian 18+ living in GTA who read Chinese magazines

Gourmet Guide

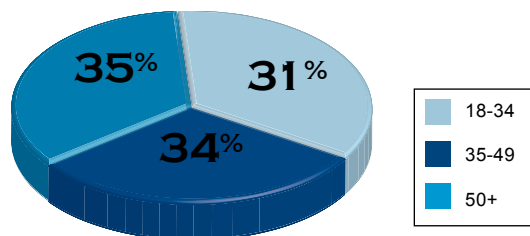
- The most read gourmet magazine with recipes, food & cooking tips
- Distributed with Sing Tao Daily every Wednesday



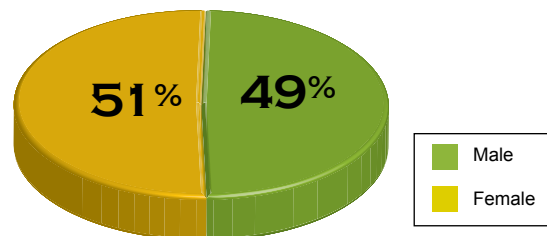
Base: First generation Chinese Canadian 18+ living in GTA who read Chinese magazines

Greater Toronto Area Latest Chinese Market Demographics

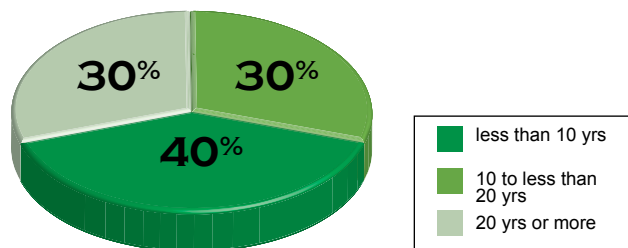
Age



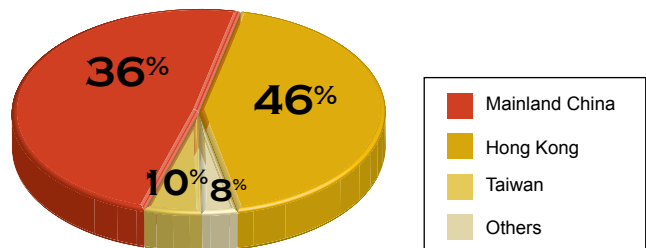
Gender



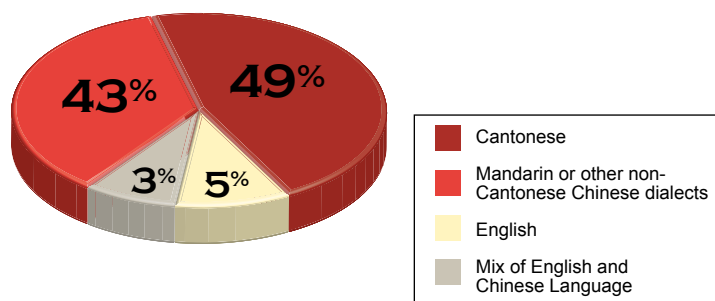
Years in Canada



Country of Birth



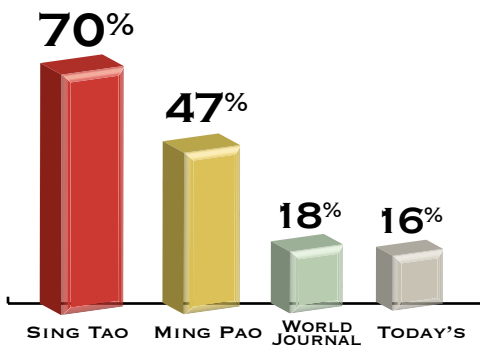
Home Language



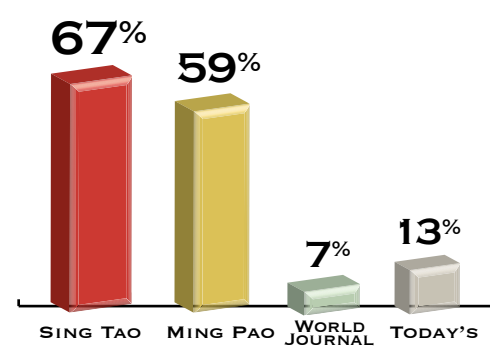
Sing Tao Daily Readership by area in the GTA

Average Week Reach

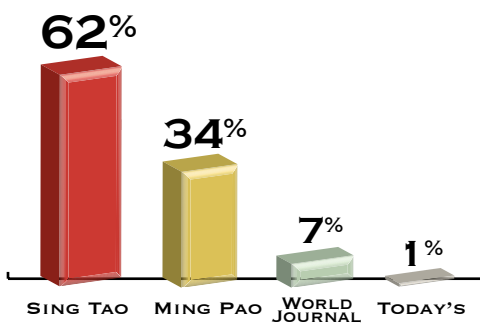
Scarborough



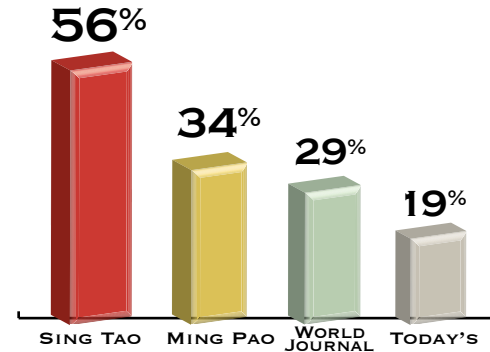
Markham/Richmond



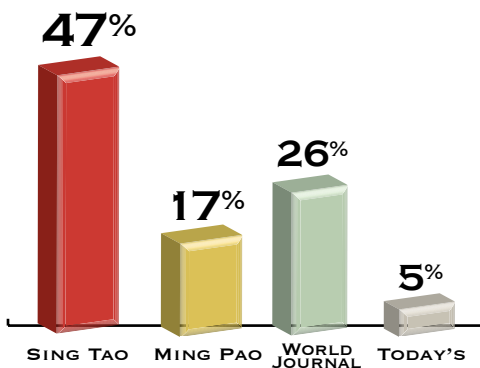
Downtown



North York



Mississauga



Source: Ipsos Reid 2007 Canadian Chinese Media Monitor
A syndicated study jointly developed by Ipsos Reid and Era Integrated Marketing Communications