



2023

MEDIA KIT



PUBLISHERS STATEMENT

Punjabi Post is one of the leading Independent newspaper that caters to the Asian Punjabi community. We provide our readers with the latest breaking news, topical features, and insightful commentary in a clear, concise, and accessible format that can be used daily.

Our weekly newspaper reaches over 35,000 readers in the Greater Toronto Area in print format, and all news articles are researched, written, and produced by professional journalists.

Our daily online E-paper, can be accessed at www.punjabipost.ca.

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GENERAL INFORMATION

ONE OF THE OLDEST PUNJABI NEWSPAPERS IN CANADA, ESTABLISHED 2002

HISTORY

Canadian Punjabi Post revolutionized ethnic journalism in Greater Toronto Area 21 years ago in 2002. It became the first daily newspaper to be published amongst the Asian communities in Peel Region and the first daily Punjabi newspaper outside of India.

Despite being regarded as a risky venture, the newspaper, under the leadership of Chief Editor Jagdish Grewal, has established itself as one of the mainstream newspaper among ethnic media in Canada.

PRESENT DAY

The Canadian Punjabi Post is a well-respected publication with a readership of over 35,000 individuals, primarily of Punjabi origin in Canada. Its impartial reporting has earned recognition from both government and non-government organizations and is considered a reliable source of public opinion for immigrant communities in the Greater Toronto Area.

The paper promotes a sense of belonging for Punjabi immigrants in Canada and strengthens Indo-Canadian relations, serving as a link between Punjabi Canadians and their homeland in India.

RADIO KHABARSAR

Radio Khabarsar, a subsidiary of the Canadian Punjabi Post, is a one-of-a-kind community radio program dedicated to serving the South Asian community, particularly the vibrant Punjabi community in Canada. Broadcasting across North America on 1350 AM, the program airs daily during prime time from 9:00 AM to 10:00 AM from Monday to Friday.

It distinguishes itself from other radio programs with its exceptional quality, informative content, insightful commentary, and a strong commitment to its listeners.

ONLINE PRESENCE

With the advancement of E-Media, Punjabi post has also embarked on this rail. Along its journey, punjabipost.ca has seen about 20 Million Clicks from different corners of the world.



CHIEF EDITOR

Jagdish Grewal, a renowned media personality with over 30+ years of experience in the field. His views and opinions have garnered widespread recognition, both positive and negative, reflecting his diverse interests in journalism, social development, and philanthropic efforts. Grewal is known for his down-to-earth personality and strong community ties, including a successful fundraising campaign for Sick Children Hospital which raised a record-breaking \$500,000 in 1999. He is actively involved in charitable endeavours such as food bank drives and the Guru Nanak Car Rally, as well as the Guru Gobind Singh Children's Foundation. Mr. Grewal was also a key player in a successful \$50 million campaign in support of Credit Valley Hospital.

DISTRIBUTION

The Canadian Punjabi Post is distributed throughout GTA particularly at points of interface where South Asian community frequents. The cities of Brampton, Mississauga, Rexdale and parts of Greater Toronto city are directly served by the Canadian Punjabi Post. Approx. 5,000-15,000 copies are published every Friday.

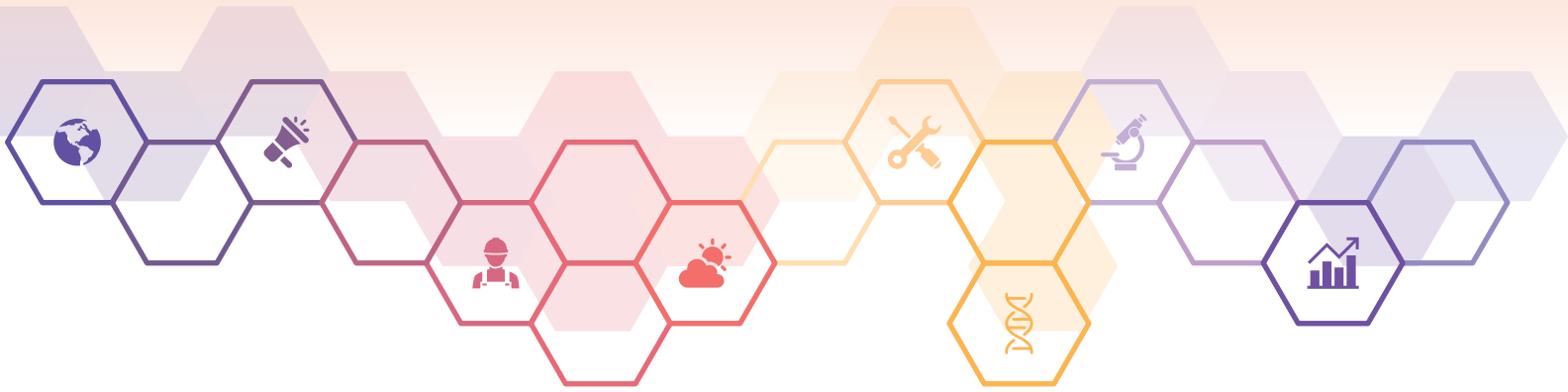
READERS

The readers' profile of the Canadian Punjabi Post is as varied, colorful and spirited as Canadian Punjabis themselves are. It includes highly successful business persons, lawyers, doctors, professionals, jobbers, and homemakers, social and political leaders We cater to their needs and interests through its headquarters in Brampton & one fully functional office in India.

Undoubtedly, it has emerged as info bank for Canadian Punjabis. It not only informs its readers but also helps them in making informed decisions about their consumer needs and business requirements.

MASTHEAD

Jagdish Grewal.....	Chief Editor/Publisher
Jatinder Pannu.....	Contributing Editor
Jagdeep Kailey.....	Consulting Editor
Angrez Dhaliwal.....	Contributing Editor
Jupinder Kaur.....	Contributing Editor
Parminder Kaur Grewal.....	Director
Komal Matharu.....	Graphic Designer

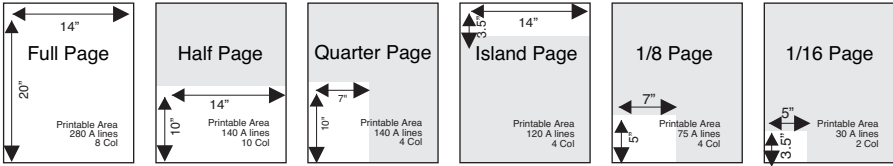


Punjabi Post is a widely read web portal for the South Asian community, providing the latest news on both international and domestic topics. It used to be a daily newspaper published Monday to Friday, but due to COVID-19, it now publishes a weekly newspaper every Friday, with around 5,000 to 15,000 copies per edition. The newspaper has a loyal readership of an estimated 10,000 to 35,000 people throughout the Greater Toronto Area.

The website, punjabipost.ca, has seen over 20 million clicks from people all over the world.



"Canada's First Daily Punjabi Newspaper Since 2002"



Mechanical Data (Inches)

Canadian Punjabi Post has established itself as a well-known name among its readers, a majority of whom are Punjabi immigrants from India. The newspaper is respected for its impartial reporting, providing fair and balanced coverage. Canadian institutions, both governmental and non-governmental, rely on Punjabi Post to understand the public opinion among immigrant communities in the Greater Toronto Area on a wide range of topics. The newspaper plays a crucial role in fostering stronger connections between immigrants and their new home, Canada, while also strengthening the 'Indo-Canadian Ties'. Additionally, it serves as a communication bridge for Canadian-Punjabis to connect with their motherland, India.



Radio Khabarsar is a popular South Asian news radio channel that airs during the early morning hours from 9 am to 10 am, Monday to Friday. The radio channel attracts listeners from the Greater Toronto Area and neighboring regions, particularly the vibrant Punjabi community settled

in Canada. It is a premier community radio program that aims to serve the diverse needs of South Asians, including live news from India, the latest Canadian news, current affairs, international news, and interviews with special and local personalities. As a trusted source of news and information for the South Asian community, Radio Khabarsar plays a pivotal role in promoting stronger connections between immigrants and their new home, Canada.

radio talk
SHOW
MON - FRI / 9AM - 10AM

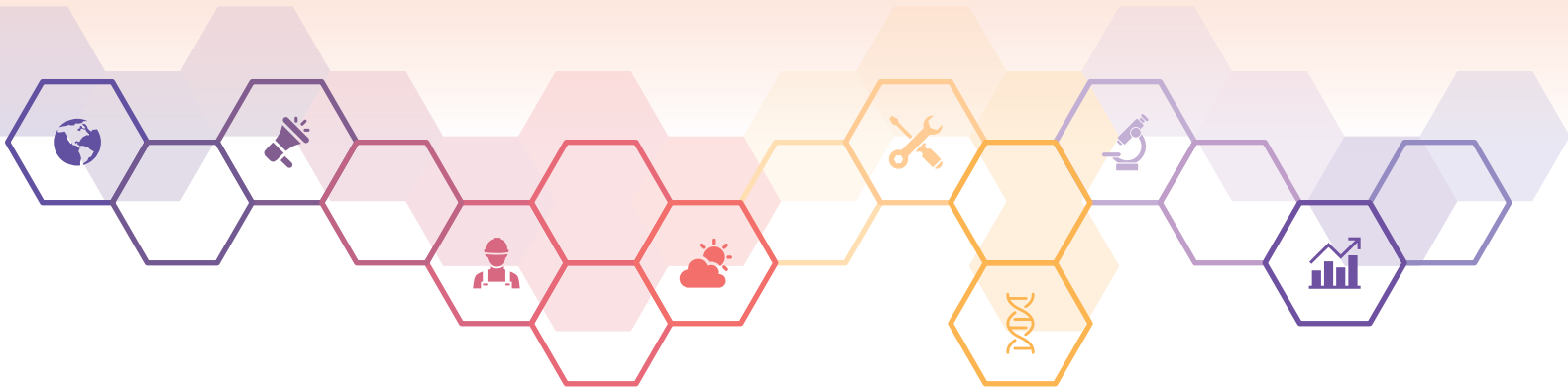


JAGDISH GREWAL
MAIN HOST

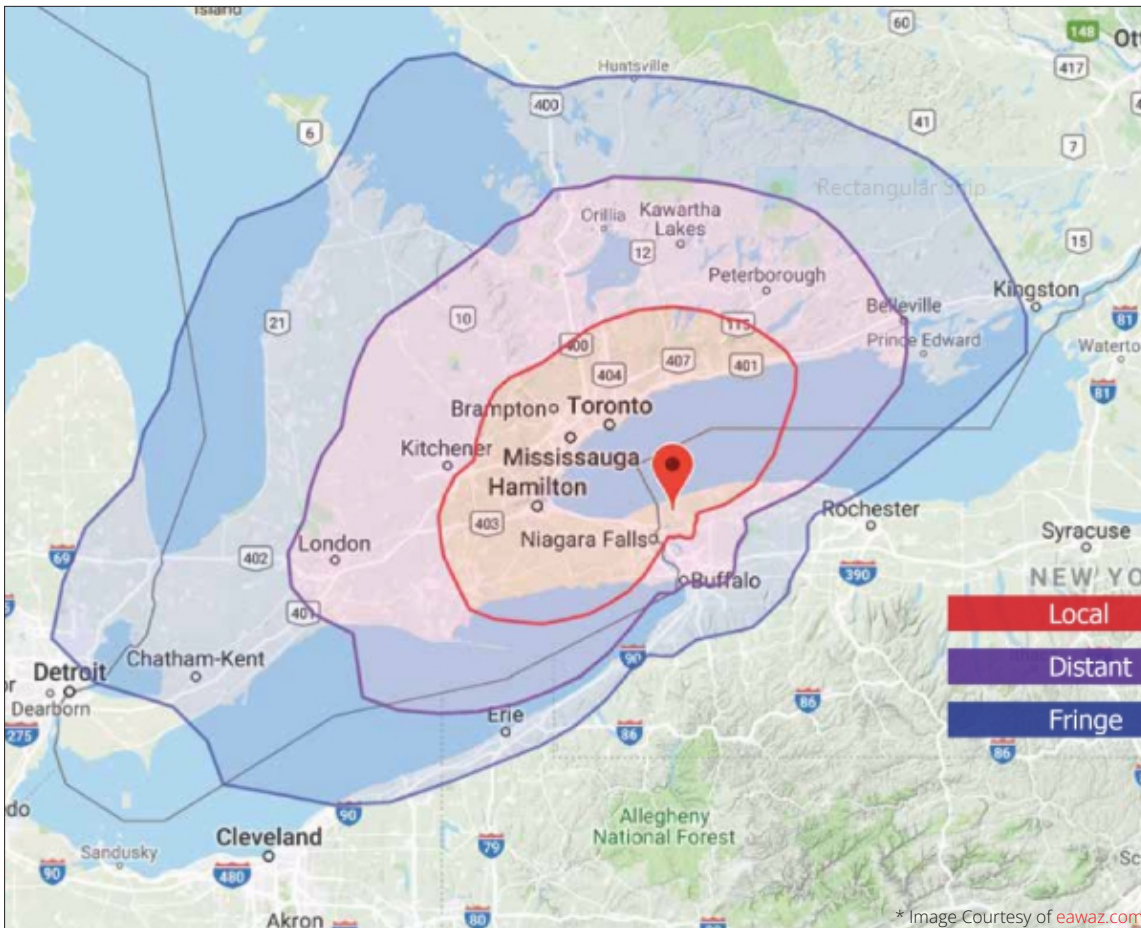


North America's
First Daily Punjabi
Newspaper

- ✓ RELIGIOUS SEGMENT
- ✓ LIVE NEWS FROM INDIA
- ✓ LATEST CANADIAN NEWS
- ✓ CURRENT AFFAIRS
- ✓ INTERNATIONAL NEWS
- ✓ CURRENT CANADIAN & LOCAL ISSUES
- ✓ HEALTH ISSUES
- ✓ FINANCE
- ✓ LIVE CALLS
- ✓ INTERVIEWS OF SPECIAL PERSONALITIES



Radio Khabarsar - Coverage Pattern Data 2022



Overview

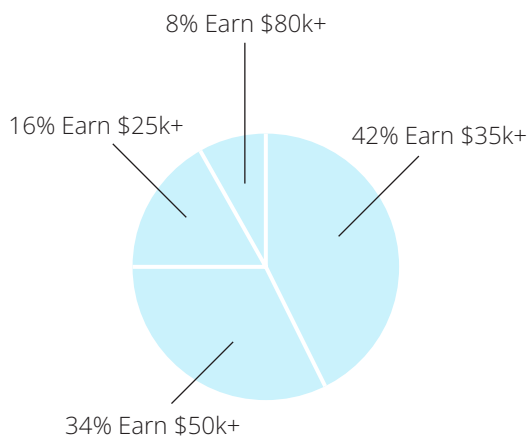
Radio Khabarsar is pleased to share our latest infographics, which provide valuable insights into our listenership and how far our radio channel reaches. Based on recent research, we have found that our listenership extends far beyond the Greater Toronto Area, with hot areas of listenership in neighboring regions as well. In fact, we are proud to announce that we also reach parts of New York & Michigan in the USA! Our mature listenership has a unique taste for facts and truth regarding news,

which is why we are committed to providing fair and balanced coverage of both local & international news. We hope that our latest infographics will help advertisers better understand the extent of our reach and the value we bring to the South Asian community.





Our Readers Profile

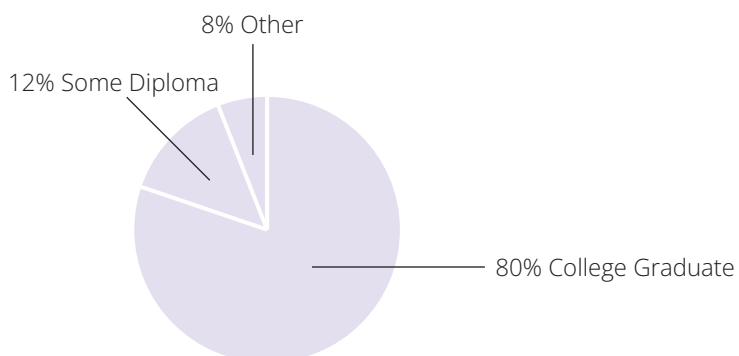
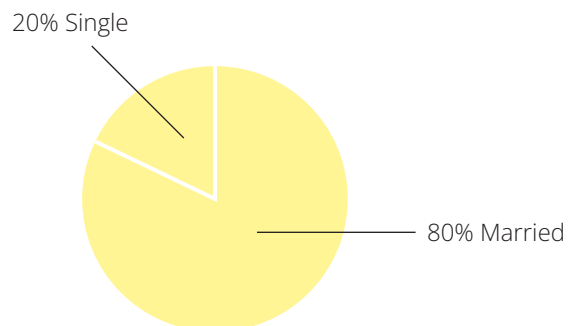


Annual household income of readers of Punjabi Post

This data shows that the majority of Punjabi Post/Radio Khabarsar readers/listeners fall into the middle-income bracket, with a significant portion earning a median income of \$50k or more annually. Punjabi Post/Radio Khabarsar has a diverse readership/listenership in terms of income levels, making it a valuable platform for businesses looking to reach a wide range of consumers.

Marital Status of readers of Punjabi Post

This indicates that our readership primarily consists of individuals who are in committed relationships or married. Our content is highly relevant to family-oriented individuals seeking news and information that is important to their daily lives.



Educational Status of readers of Punjabi Post

According to recent research, a majority of the readers are highly educated, with 80% being college graduates. This indicates that our readership values higher education and is likely to have a strong interest in current events and intellectual pursuits. Additionally, 12% of our readers have some diploma, which further emphasizes their dedication to continuous learning and personal growth. Only 8% of our readers have other educational backgrounds.

Some of the Big Names Associated with



HSBC



BRAMPTON
Flower City

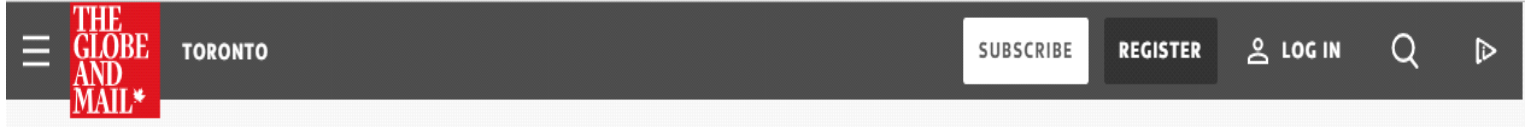


William Osler
Health System

See what *others* have to *say* about *Canadian Punjabi Post*

Throughout the years, many articles have been published on punjabi post, here are some handpicked articles that reveal shocking and really interesting facts about the print media [& how Punjabi Post stands out](#); which you might be interested in;

1. THE GLOBE AND MAIL



How the **Punjabi Post** is joining the GTA's mainstream media

On the verdant, manicured grounds of 24 Sussex Drive, Jagdish Grewal was something of an outsider. Last month, he was at the journalists' garden party the prime minister hosts annually at his residence. In the sea of mainstream reporters, he was the only member of the Punjabi press at the event.

Mr. Grewal is the editor of the **Canadian Punjabi Post**, Canada's first Punjabi - language daily, with a distribution of 25,000, and he sees himself on the same level as mainstream reporters. And increasingly, the people he writes about agree.

Brampton's South Asian media, long dismissed as merely outlets that brought news from "back home" to immigrants, has evolved dramatically in the past decade. Now, these papers and broadcasters cover many local issues, have become major community influences and even score better access to politicians than their mainstream counterparts on occasion.

"Before, it was just like the news from Punjab. Now if you pick up my paper, you will hardly see any headlines from Punjab. They're all from the federal government, federal politics, federal policy changes," Mr. Grewal says.

The operations of the **Punjabi Post** and many of its competitors have become sophisticated enough that last month, the City of Brampton hired a "specialty media monitor" whose duties involve clipping stories of interest from the city's ethnic newspapers (most of which are South Asian) and responding to requests from ethnic media. One qualification for the job is fluency in Punjabi.

2. LOCAL NEWS RESEARCH PROJECT



New study examines how ethnic newspapers portray diversity of Greater Toronto Area

Racial stereotyping was not evident in either the *Canadian Punjabi Post* or *Russian Express*, Lindgren found, but she suggested this might have to do with the nature of the news mix published in those newspapers. In both cases, she wrote, the papers “contained relatively little crime coverage and it is in crime coverage where problems associated with negative stereotyping are most pronounced.”

Phase one of the study, to be published in an upcoming issue of the journal *Canadian Ethnic Studies*, examined 2008 local news coverage of racial and ethnic groups in the Chinese-language newspaper *Ming Pao*. The second phase of research, conducted in 2011, extended the investigation to include the *Korea Times Daily*, *Russian Express* and *Canadian Punjabi Post*. Representations of racial and ethnic groups other than the publications’ target audiences were examined according to three criteria: the amount of coverage of other groups; the subject matter of stories referencing other groups; and whether references to other groups were consistent with Canadian Press style standards. The standard says a subject’s race or ethnicity should only be mentioned in a story when it is relevant.

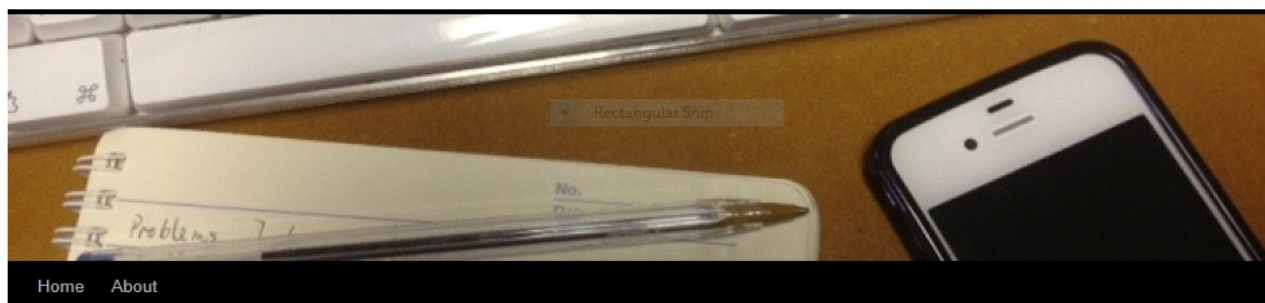
The study found that about 28 per cent of local news items in *Canadian Punjabi Post* and 25 per cent of stories and photographs in *Ming Pao* referenced other ethnic communities. This fell to 16 per cent in both *Korea Times Daily* and *Russian Express*.

Racial stereotyping was not evident in either the *Canadian Punjabi Post* or *Russian Express*, Lindgren found, but she suggested this might have to do with the nature of the news mix published in those newspapers. In both cases, she wrote, the papers “contained relatively little crime coverage and it is in crime coverage where problems associated with negative stereotyping are most pronounced.”

3. KINGS JOURNALISM

Journalism Interest Group, CCA/Groupe d'intérêt en journalisme, ACC

Conference Proceedings — Actes de colloque



← Is one source enough? Verification in Canadian Newspapers

Debate Cited: A First Exploration of a Web Application to Enhance the Production of Science Journalism Students →

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Want to understand local news? Make a map

Posted on November 25, 2012 by Fred Vallance-Jones

By April Lindgren and Christina Wong

Figure 5, which shows the **Canadian Punjabi Post's** news coverage combined with the proportion of the population of Indian ethnicity at the census tract level, further illustrates how data sets can be combined to generate research questions. Viewed through a cultural studies lens, a researcher might ask about the sense of place the paper conveys in its coverage of the Brampton area, which is home to many residents of Indian origin. This, in turn, complements sociological research that has established a link between the amount of local news available in ethnic media and the extent to which ethnic communities are integrated into broader society.

Indian Population by Census Tract and Punjabi Post Geographic References

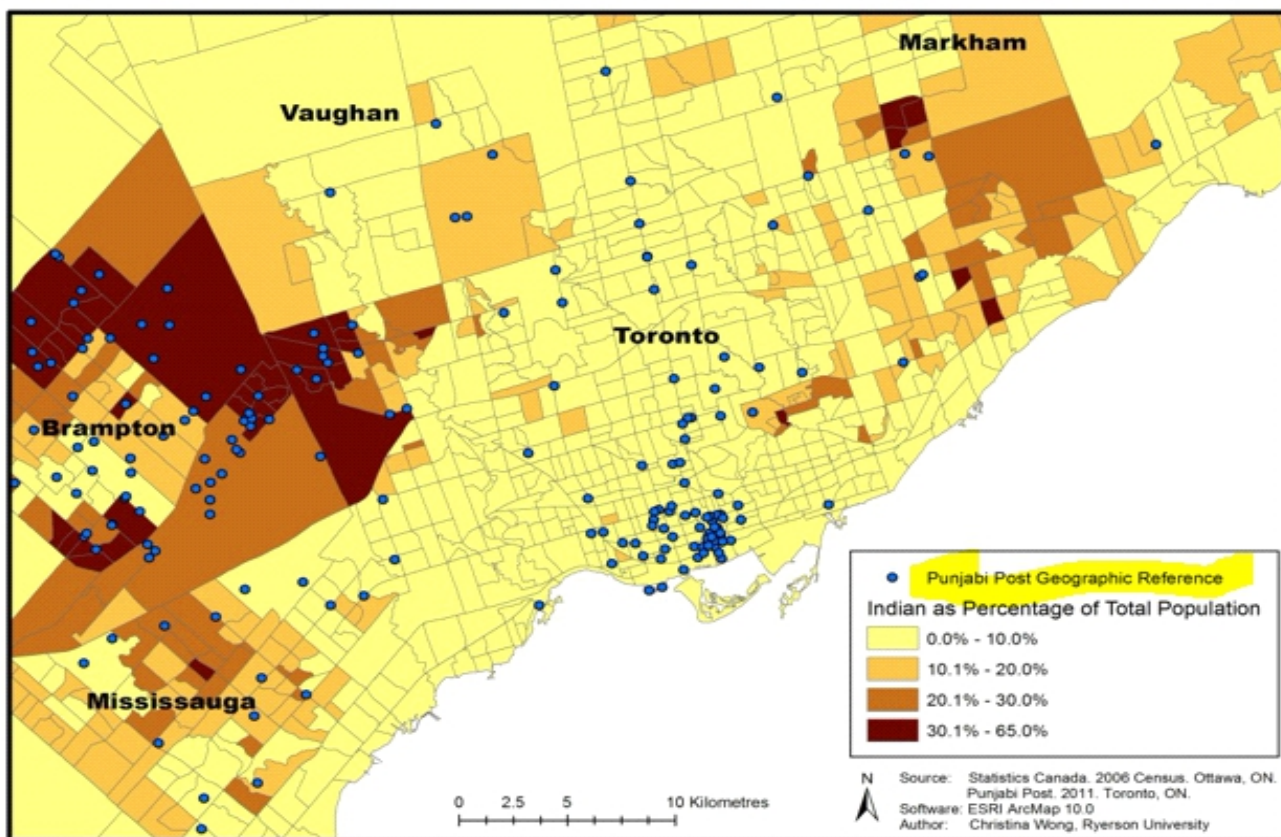


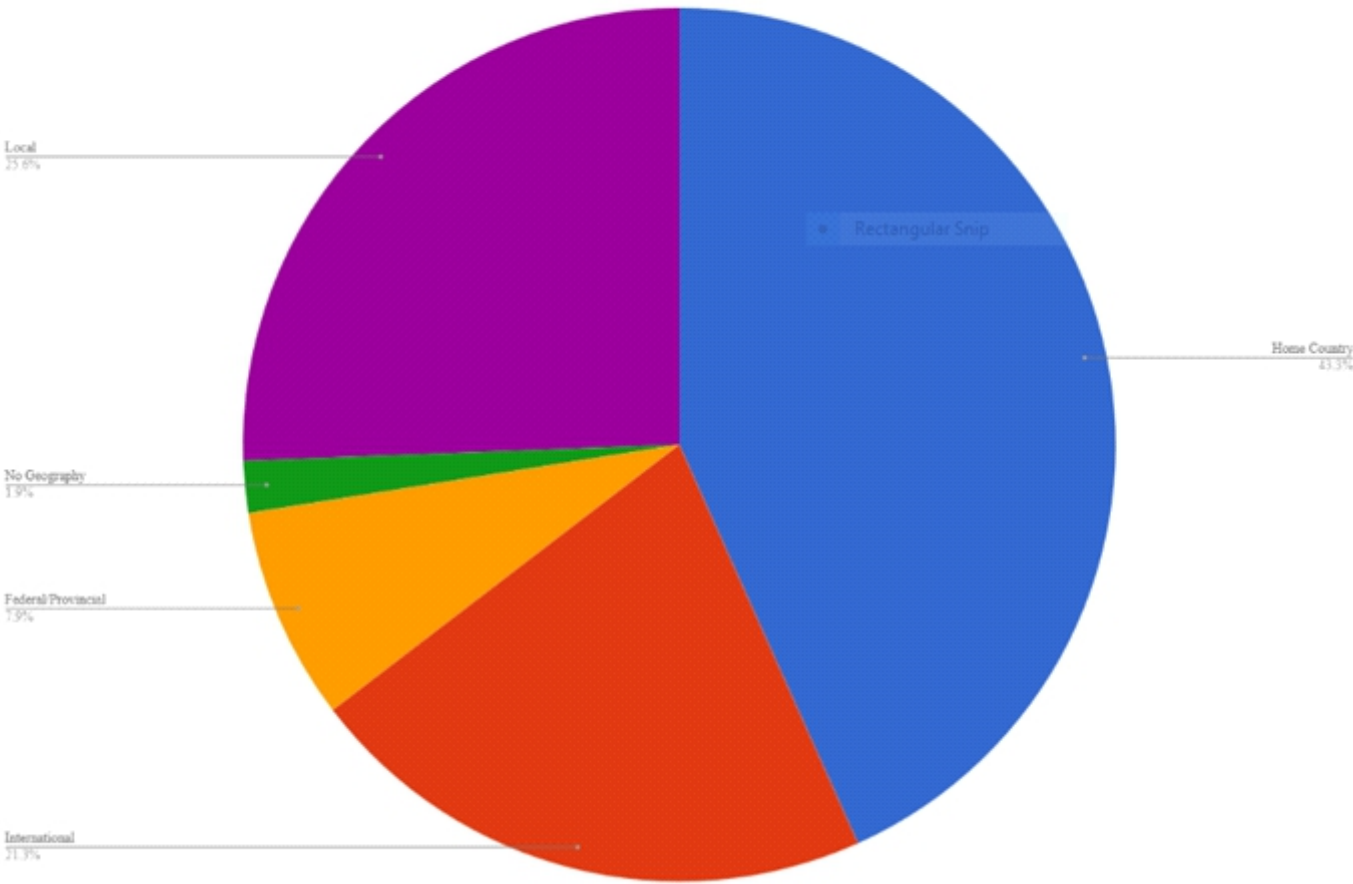
Figure 5. Punjabi Post coverage & census population data

4. J-SOURCE

DO ETHNOCULTURAL NEWSPAPERS HAVE A FUTURE IN CANADA?

Canadian Punjabi Post

Breakdown of News Coverage in Canadian Punjabi Post - 1876 news items



*This pie chart is a courtesy of J-source

DO ETHNOCULTURAL NEWSPAPERS HAVE A FUTURE IN CANADA?

By April Lindgren:

If you walk for three short blocks along Bloor Street in my neighbourhood, just west of downtown Toronto, you can stop in shops and restaurants and collect more than 10 different newspapers in three or four different languages. They are among the dozens upon dozens of ethnocultural publications serving 200 immigrant and cultural communities in the Greater Toronto Area – a tangible expression of the region’s hyper diversity. The sheer number of publications, however, belies what is in many cases, a precarious existence. A 2012 [survey](#) of key personnel working for 223 ethnocultural news outlets in Canada (71 per cent of them newspapers) offers a glimpse of just how precarious.

The federally funded survey, conducted by Seneca College and the National Ethnic Press and Media Council of Canada, found that 25 per cent of respondent work from home. Forty-three per cent said they “do not earn money from their work in ethnic media.”

We eventually looked in detail at the content of [four local newspapers](#), and found a wide variation in commitment to local news. While the weekly [Russian Express](#) devoted 39 per cent of its news items to local coverage compared to just five per cent to news from Russia, the three other newspapers paid much more attention to homeland news relative to local events. Twenty-six per cent of the stories and photos in [Canadian Punjabi Post](#) *focused on local news versus 43 per cent that relayed news from home*; 16 per cent of the news in the [Korea Times Daily](#) was local compared to 48 per cent from Korea; and eight per cent of news items in the Chinese-language publication [Ming Pao](#) dealt with Toronto-area matters compared to 52 per cent that reported on China.

Readers do want news from their countries of origin and that should include in local ethnocultural publications, but increasingly they will turn to the Internet for up-to-date information of that sort. What won't be so readily available is news in Punjabi, Korean, Russian or written Chinese about the latest crisis involving Mayor Rob Ford, a proposed property tax increase, crime rates or the bike lane debate. Providing this sort of information gives ethnocultural media a competitive edge *and* paints a portrait of the GTA for readers that helps them understand how safe the city is, the cost of home

ownership, and what their work colleagues mean when they go on about the “war on cars” or the need for everyone to share the road.

Boosting the profile of local news can be done at relatively low cost in some cases. A newspaper, for instance, could just put more of its existing local news content on the front page. The editor could invite an accountant from the community to write a piece on filing income tax returns in the run up to the April 30 deadline, a move that would provide essential information and encourage audience engagement.

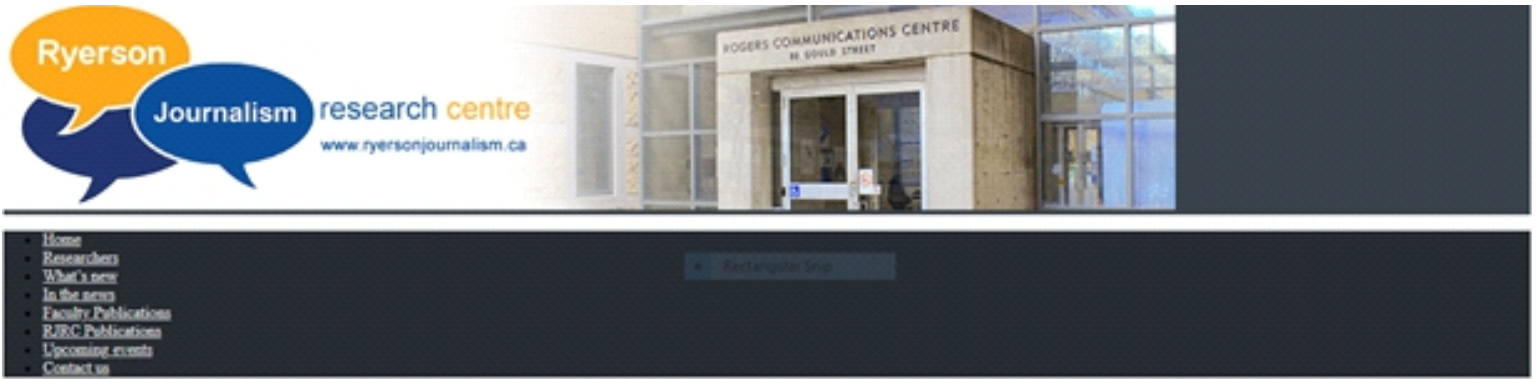
Reporters could also rethink their approach to stories by “localizing” the news to reflect their publication’s audience. Is city council proposing a property tax hike? Ask readers from the paper’s target audience what they think, talk to senior citizens from the community who own homes about how this might affect them, or provide examples of how much the tax increase amounts to for houses in the newspaper’s circulation area.

Cities represent the first level of engagement for newcomers – they are where people look for their first jobs, find their first apartments, send their kids to school. Over time, they buy houses, start businesses and eventually vote. Ethnocultural newspapers that make a point of telling readers the stories they need to know about local life serve their communities, remain relevant and improve their odds of survival.



April Lindgren is an associate professor at the Ryerson University School of Journalism and leads the Local News Research Project. For more information on her research, go to www.localnewsresearchproject.ca.

5. RYERSON JOURNALISM RESEARCH CENTRE



[Brampton's ethnic media strategy an experiment in reaching out to newcomers](#)

By ISABELLE DOCTO
Special to the RJRC

Efforts by the City of Brampton to reach newcomers through ethnic media will be an important test of how municipalities can better communicate with newcomers, particularly those who struggle with English, [new research](#) suggests.

The study, by Ryerson University journalism professor April Lindgren, examines the evolution of Brampton's ethnic media strategy over the past decade.

"I knew that [Brampton] had a large number of media that served the Punjabi - speaking community," Lindgren said. "A decade or so ago, a research study showed that the city's policies in general weren't all that welcoming to newcomers. But then in 2015 Brampton introduced a new ethnic media policy that is probably the most pro-active in the country. I wanted to investigate the reasons for this dramatic shift in attitude."

Lindgren said local ethnic newspapers, websites and television programs play a key role in making local news and information accessible to immigrants, particularly those who are not fluent in English or French.

"Telling local stories is a really important role for ethnic media," she said. "It helps newcomers to understand everything from the practical things, like what are the rules for clearing snow off the sidewalk, to intangible things such as what does this society value."

Methodology

Lindgren used Kristin R. Good's book ["Municipalities and Multiculturalism: The Politics of Immigration in Toronto and Vancouver"](#) as the starting point for examining Brampton's evolving communication policy. Good's 2004 fieldwork showed that Brampton officials were generally unresponsive to the dramatic demographic changes happening in the city. The city's population surged by more than 60 per cent between 2001 and 2011, mostly the result of immigration. More than 17 per cent (91,345 people) of city residents now identify Punjabi as their mother tongue, which Statistics Canada says makes it the second most frequently spoken language after English.

The number of ethnic media outlets also expanded rapidly so that today about 50 ethnic news organizations — including 40 that target South Asian groups — receive press releases from the city.

Brampton's communications department tried to reach out to its newest residents in 2007 by expanding the distribution of English-language news releases to include ethnic media. But Lindgren's research showed this didn't have much effect.

Her content analysis of the [Canadian Punjabi Post](#), one of the higher profile Punjabi-language publications in Brampton, identified 480 news items about the Greater Toronto Area published over a three-week period in 2011. While 157 of the news items were about Brampton, only three pertained to city hall matters.

"When we looked at the [Canadian Punjabi Post](#) we found that there was actually very little Brampton city news in the paper. So clearly the city's message wasn't getting through — it wasn't enough to just send out those English-language press releases to ethnic media," Lindgren said

Significant changes

In 2013 the city hired a specialty media coordinator who speaks and reads Punjabi. And then, in 2015, Brampton councillors embraced an expanded ethnic media

strategy, approving an additional \$408,937 to hire a second specialty media coordinator and engage an ethnic media monitoring service. The money was also allocated to translate some key corporate communications materials and all press releases into French and the 10 most commonly spoken languages other than English.

Although the original plan was scaled back, the city council did commit to funding the translation of media releases into French, Punjabi, Urdu and Portuguese for a trial period until the end of 2015.

In the paper, Lindgren attributes Brampton's attempts to reach out to residents via ethnic media to rapid demographic shifts that caused "friction between newcomers and other residents." The tensions, she said, pointed to the need for a more proactive policies to foster better intercultural understanding.

Major changes to the local council as a result of the 2014 municipal also helps explains the shift in direction, Lindgren wrote, noting that Brampton's new mayor, Linda Jeffrey, "championed the expansion of ethnic media services."

Lindgren suggested the new policy is symbolically important for Brampton's multicultural communities: "I don't think you can underestimate the symbolic importance of what the city's done in terms of saying 'we recognize these media outlets as being part of the established media' in a sense and as being legitimate and valuable way to get their message out," she said in an interview.

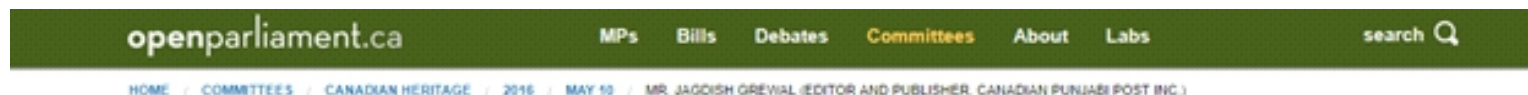
She speculated that the changes may lead to more city hall coverage in the ethnic media because the "staffing and financial constraints that plague many small news organizations suggest that a ready supply of translated local news may be to some degree irresistible."

In a [recent news report](#), however, the publisher of the *Canadian Punjabi Post* argues that better access to city politicians would be more helpful than translated press releases.

"The city is spending a lot of money on translation, which is not worth it as I have to rewrite the releases. This does not make sense to me," Jagdish Grewal told *New Canadian Media*.

"My reporters are capable of writing news in English and Punjabi."

6. OPEN PARLIAMENT



Jagdish Grewal, Editor and Publisher, **Canadian Punjabi Post Inc.**

Thank you so much, Chair, vice -chairs, and members of the standing committee. It's a great opportunity for me and my colleague, Jagdeep Kailey, to make the presentation today.

I would like to start with an introduction about my media house. **The Canadian Punjabi Post** was started in 2002. It became Canada's first daily newspaper in the Punjabi language. It also became the first daily newspaper in any language published from the Peel Region. It was also the first daily newspaper in the Punjabi language to be published from anywhere in the world outside of India.

Back in those days, it was seen as a daredevil's gamble by many. Through our hard work and persistence, we have turned it into a mainstream newspaper among ethnic newspapers in Canada.

With a daily readership of more than 35,000, it stands tall in terms of its reach and credibility. It is respected for its fair and balanced reporting. Canadian institutions, both government and non -governmental, look to the **Canadian Punjabi Post** to gauge public opinion among immigrant communities living in the greater Toronto area on matters of their interest.

It plays a pivotal role in creating stronger ties of immigrants with their new country, Canada, and also towards strengthening Indo -Canadian ties. We are the only newspaper in the Punjabi language in Canada whose editorial content is 100% Canadian. Also, it is the only newspaper to write an editorial every single day.

More than 25,000 copies are published five days a week. Its website is read all over Canada. We are followed by over 25,000 people and businesses on social media, including Facebook pages.

I also host a radio program that is beamed across North America on 770 AM. It is aired on prime time from 8 a.m. to 10 a.m. on all weekdays from Monday to Friday. Radio Khabarsar, which means “news talk radio”, stands out from other ethnic radio programs due to its matchless quality and rich content. It aims to serve the varied needs of the South Asians, particularly its vibrant Punjabi community settled in Canada. Like the **Canadian Punjabi Post**, the content of our radio program is over 70% Canadian.