



IL MARCO POLO



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THE ONLY ITALIAN NEWSPAPER IN BRITISH
COLUMBIA SINCE 1974

WWW.ILMARCOPOLO.COM



PROFILE

Based in Vancouver, British Columbia, IL MARCO POLO has been serving B.C.'s Italian Canadian community since 1974. IL MARCO POLO has been a winner of the National Ethnic Press and Media Council of Canada for best editorial and design for 2003 and 2008. In the past years the paper has expanded to include an English section. Currently the paper is 70% Italian and 30% English. Articles include coverage of local social cultural events as well as Canadian politics, Italian culture, politics, history, world news, sports and many specials such as weddings, Christmas, Easter and other monthly specials.

CIRCULATION

Every week (Tuesdays) 5,000 copies of our newspaper will be sent to Italian - Canadian households and businesses, such coffee shops, barbers, delicatessen, churches, banks, grocery stores, super-markets, institutions, Italian Cultural Centre, Italian Consulate, Italian Cultural Institutes, Chamber of Commerce, lawyers, doctors and professionals at large not only in British Columbia but throughout Canada. Distribution of our paper is 3000 in Western Canada and 2000 between the rest of Canada, United States and Italy.

MEDIA REACH



10,348
followers



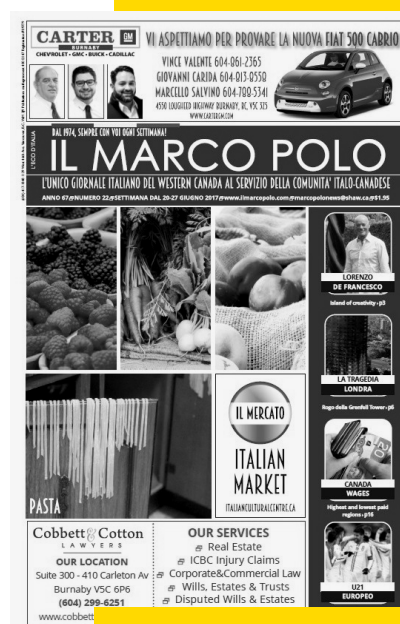
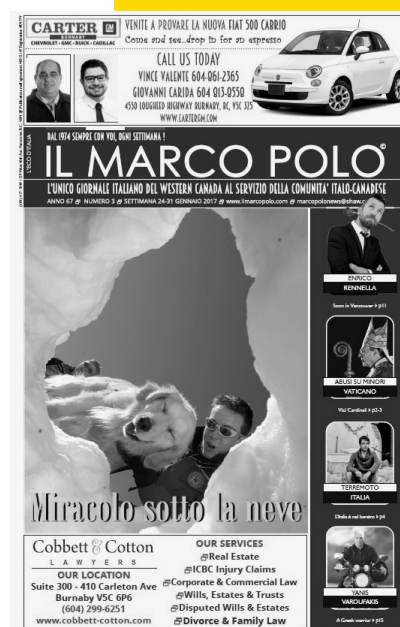
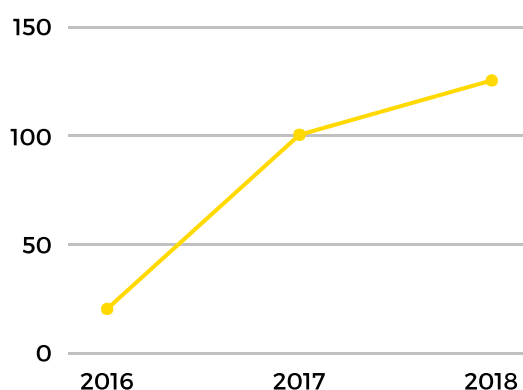
8,750
followers



15,376
followers

WEBSITE STATISTICS

This chart is the total of annual visitors for years 2016-2018. The visitors are mainly from Canada, United States or Europe.





The largest percentage of readership is found in the lower mainland. The paper has a large subscription base which includes Alberta and Washington State and is also sold in various merchant locations across British Columbia. There are approximately 100,000 Italians living in B.C. 400,000 which are second generation Italian, 60,000 in the Lower Mainland alone. There is also a population base of 15,000 Italian language speakers outside of the Italian community. The paper is not free and therefore has a dedicated readership of 2000 subscribers. According to our surveys, our readership age is from 20 to 80 years of age. In most Italian families there are approximately four members per household. IL MARCO POLO assumes readership to be 60,000 plus web readers not less than 10,000 people daily. The paper has a wonderful relationship with both advertisers and readers in a close-knit community. Many years in business between IL MARCO POLO and L'ECO D'ITALIA speaks for itself. At a political level IL MARCO POLO has a great reputation. Our goal is to launch IL MARCO POLO and make it the best Italian newspaper outside of Italy.

full page color 11"x 17" \$750	1/2 page color 11"x 8.5" \$450	1/4 page color 6.5"x 8.5" \$350	1/8 page color 4.5"x 6.5" \$250	business card color \$150
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L'UNICO GIORNALE ITALIANO DEL WESTERN CANADA AL SERVIZIO DELLA COMUNITÀ ITALO-CANADENSE

ANNO 44/NUMERO 1/SETTIMANA DAL 9-15 GENNAIO 2014 www.ilmarcopolo.com www.ilmarcopolo.com **11.95 \$**

La prima volta

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ANNO DI FONDAZIONE SEPTEMBRE 1984 DEL 26-27 SETTEMBRE 2007 www.italiancanadian.com info@italiancanadian.com [604-299-6251](tel:604-299-6251)

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