51.ca

51.ca
MEDIA KIT

A key to unlock Chinese market.

About 51.ca

Number of registered users : 85W+

Daily unique IP visits : 15W+

APP installs : 10W+

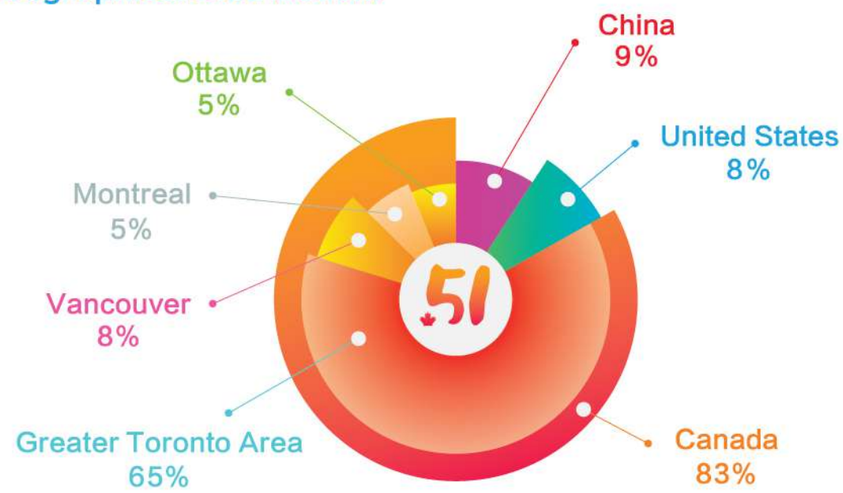
51.ca is the largest and the most influential platform in the Chinese community in Canada.

Founded in 2001, 51.CA is Canada's largest and most-visited Chinese website and leading media among Chinese immigrants.

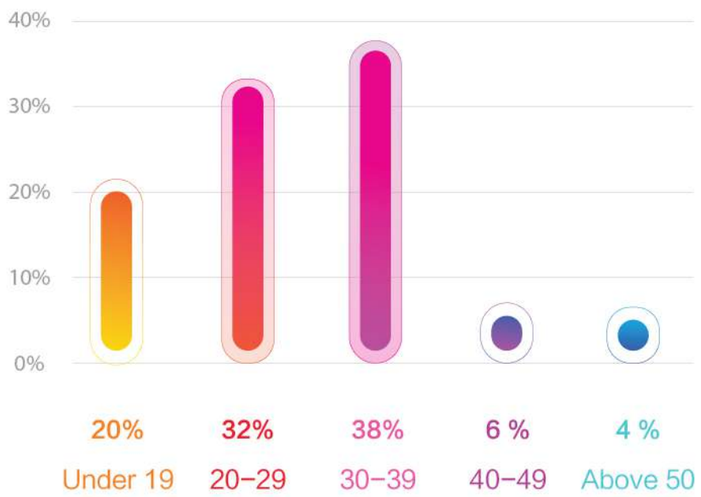
We start the conversation with consumers via 51.CA, where they can find daily News, House Market, Search For Jobs & Post Jobs , Yellow Page, Online Flea Market and other most up-to-date information in Canada, mainly in GTA.

Audiences

Geographical Distribution:



Users Age:



Sex Ratio:

Our Products

- Website (PC+Mobile)
- APP (Apple+Android)
- Wechat (Social Media)

51.ca Website

More than **850,000** registers

Daily unique IP **150,000**

Mobile Application

Installed: **100,000**

Four Wechat Public Accounts

51.ca followers **16w+**

Toronto Hotspot followers **6w+**

Wenba.ca (Chinese International Students) followers **6w+**

Chinese Canadians Seniors followers **3w+**

Over **300,000+ Followers**

News

24-Hour Updated News in Chinese

Hundreds news everyday include:

worldwide breaking news, sports event, entertaining, fashion, industry, service, etc.

Local Life

Recommend reviews & Coupons

We provide restaurants recommend reviews, pictures, news, and exclusive coupons.

Businesses partners: **3,000+**

Coupons delivered: **1,500+/ month**

Real Estate

Buy, Rental, Sold Data

All real estate listing information officially authorized by MLS® system.

We provide the most comprehensive real estate information for local Chinese community.

Platforms:

Website + APPs + WeChat Mini Porgrams

Monthly Active Users: **15w+**

Registered Verified Realtor®s: **3,000+**

Classified Ads

Local Service

House maintenance, education, financial and law consulting, medication, health care, transportation.

We have

10 Classifications

100+Items

3000 Business partners

provide local service

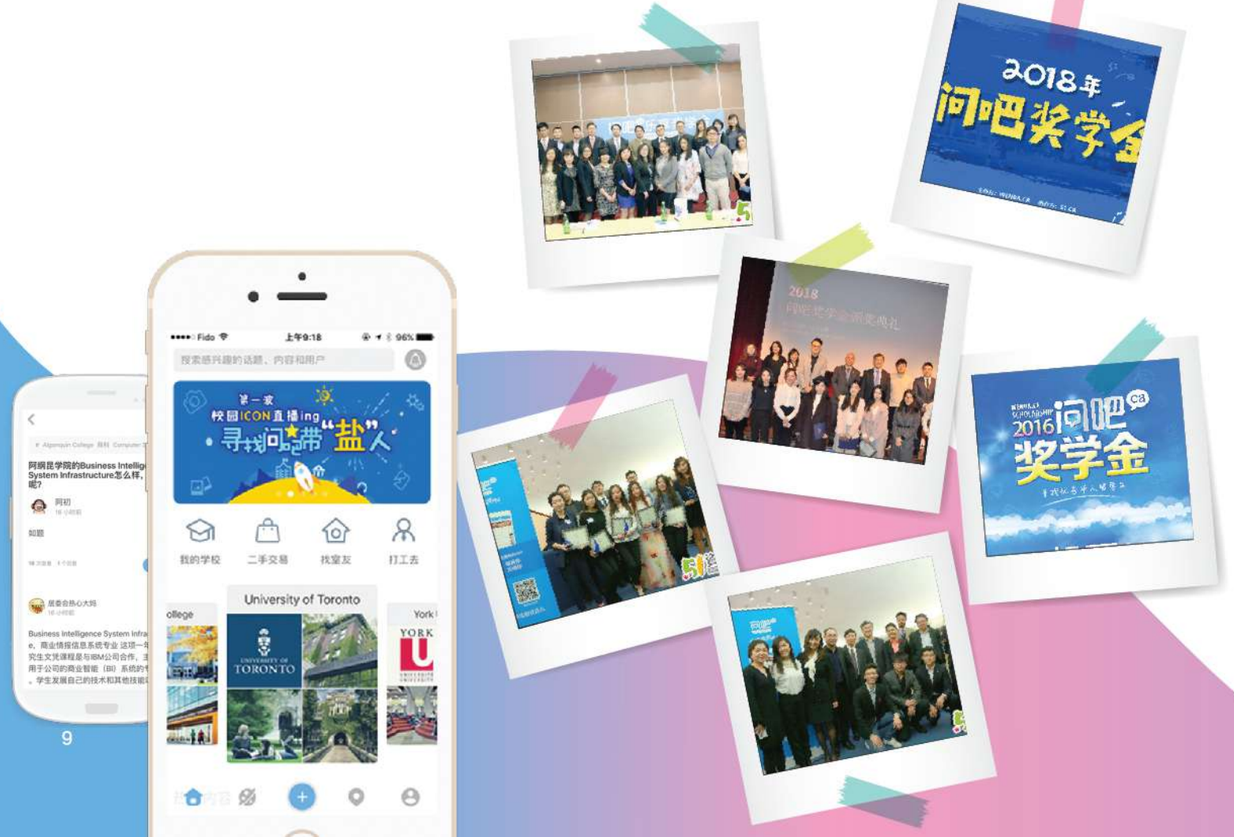
Chinese International Student Service

Jobs

Chinese International Student Service Platform

wenba.ca

Provide a variety of activities to enrich
the daily after-school life for international students.



Helping you find a job!

Accountant, sales, administrative assistant,
maintenance worker, driver, etc.

Advertisement Form

WeChat advertising

- WeChat article
- Banner inside the article

App advertising

- APP start splash banner
- Banner ad

Website advertising

- Text ad
- Banner ad

Customized Plan

Topical Subject

These subjects contain pratical topics and useful skills for daily life.

H5/Wechat.Applet

Customized games for clients

Offline activity

Food Festival

Business Partners

中国南方航空 CHINA SOUTHERN
Koodo mobile
Canada
中國東方航空 CHINA EASTERN
Ford
TD
Bell
Knorr
Loblaws
CIBC
H&M
支付宝 ALIPAY
李錦記 LEE KUM KEE
SQUAREONE
CANADA DRY
RBC Royal Bank
中国移动 China Mobile
nofrills
Seneca
Four Seasons
Aoyuan building a healthy lifestyle
MUJI 無印良品
Ocean's
OLG
StateFarm
Coca-Cola
TRIDEL
BMW
China Lion
Heart&Stroke
dyson
UnionPay 银联
大統華 T&T
pepsi
fido
chatr MOBILE
CLARINS PARIS
Holt Renfrew
BUICK
Cashmere
Scotiabank
Western Union moving money for better
WIND
Allstate You're in good hands.
BMO
Zwilling J.A. Henckels
Hudson's Bay
豐泰 FOODY MART
xoom A PayPal Service
ROGERS
Nestlé
Clover Leaf Love the taste every time
The Princess Margaret Cancer Foundation UHN 玛嘉烈公主癌症基金会
SickKids THE HOSPITAL FOR SICK CHILDREN
Lexus
Toys"R"Us
Guerlain Paris
OCAD University
Breast Cancer
Walmart
中国电信 China Telecom
iTalkBB
McCormick

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