

51.ca

# MEDIA KIT

A key to unlock Chinese market.



**01**

About  
51.ca

**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.

Number of registered users : **850,000**

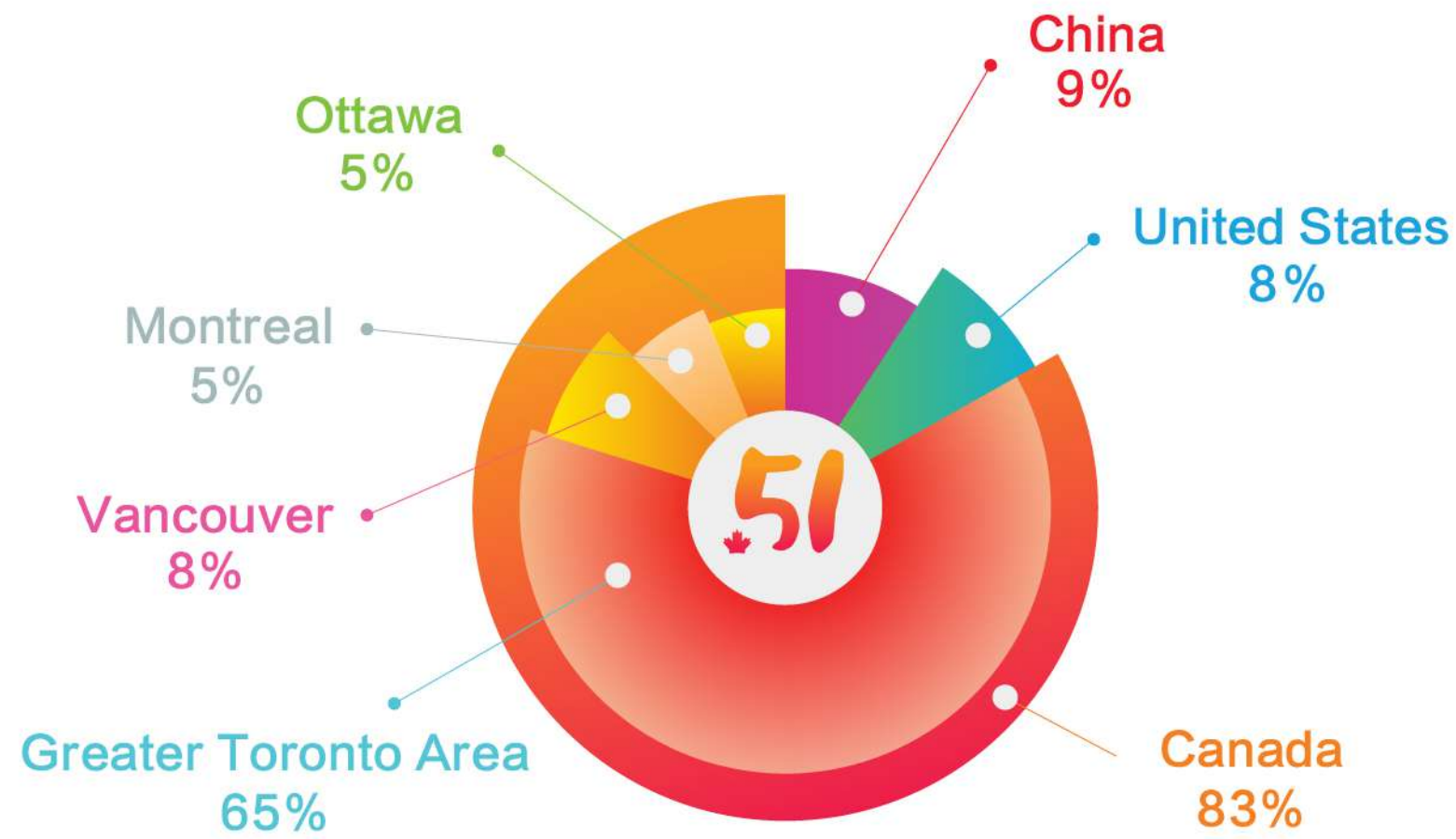
Daily unique IP visits : **150,000**

APP installs : **250,000**

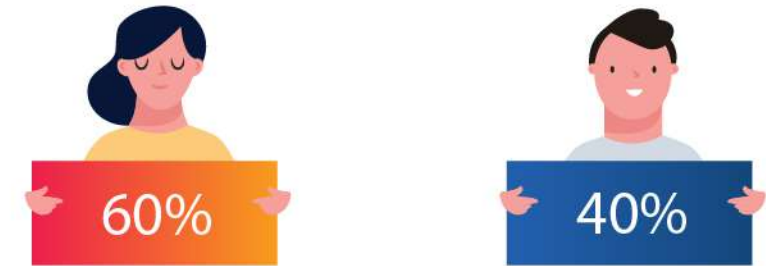


Audiences

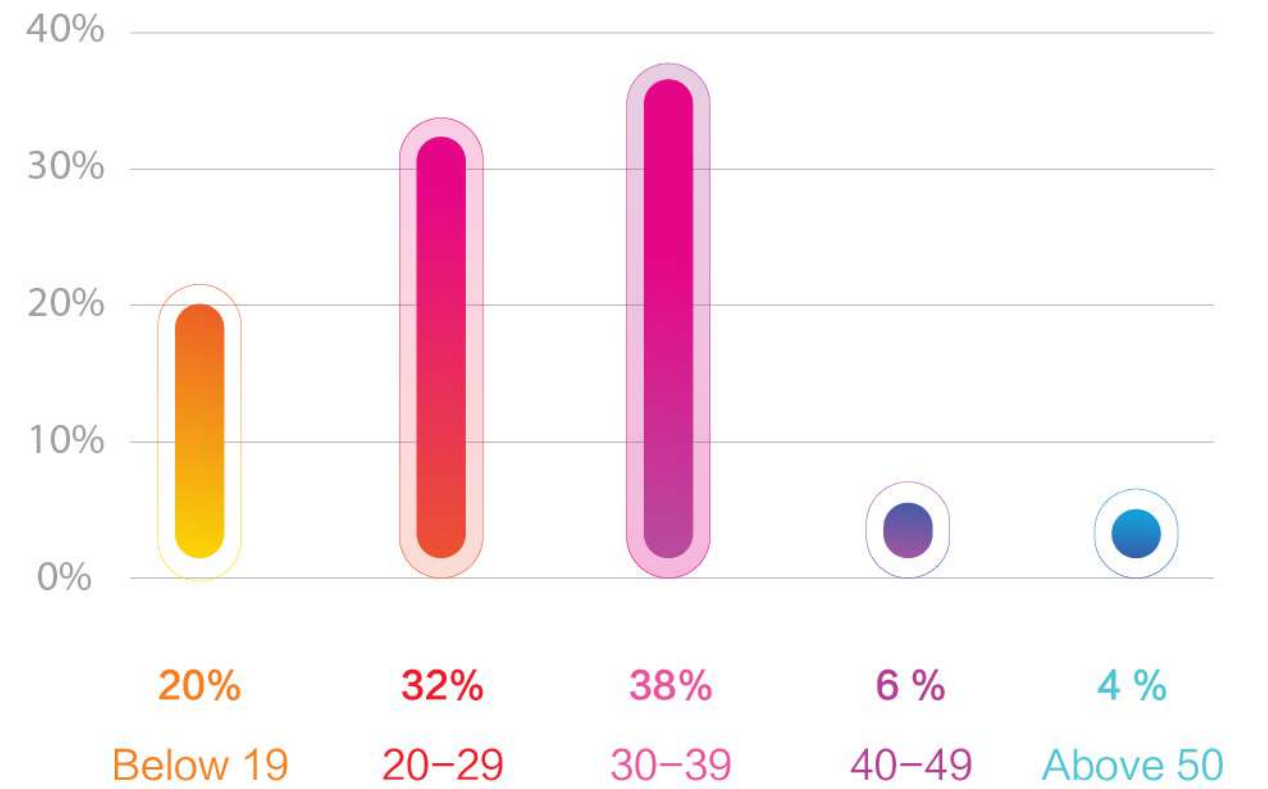
Geographical Distribution:



Sex Ratio:



Users Age:



Our Products

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

APP **Mobile Application**  
Installed: **250,000**

Wechat **Four Wechat Public Accounts**

- 51.ca followers **260,000**
- Toronto Hotspot followers **80,000**
- Wenba.ca (Chinese International Students) followers **80,000**
- Chinese Canadians Seniors followers **50,000**

Over **460,000 Followers**



Website **51.ca Website**  
More than **850,000** registers  
Daily unique IP **150,000**



# 24-Hour Updated News in Chinese

Hundreds news everyday include:

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



## 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 Programs

Monthly Active Users: **150,000**  
Registered Verified Realtor®s: **3,000**



## Local Service

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

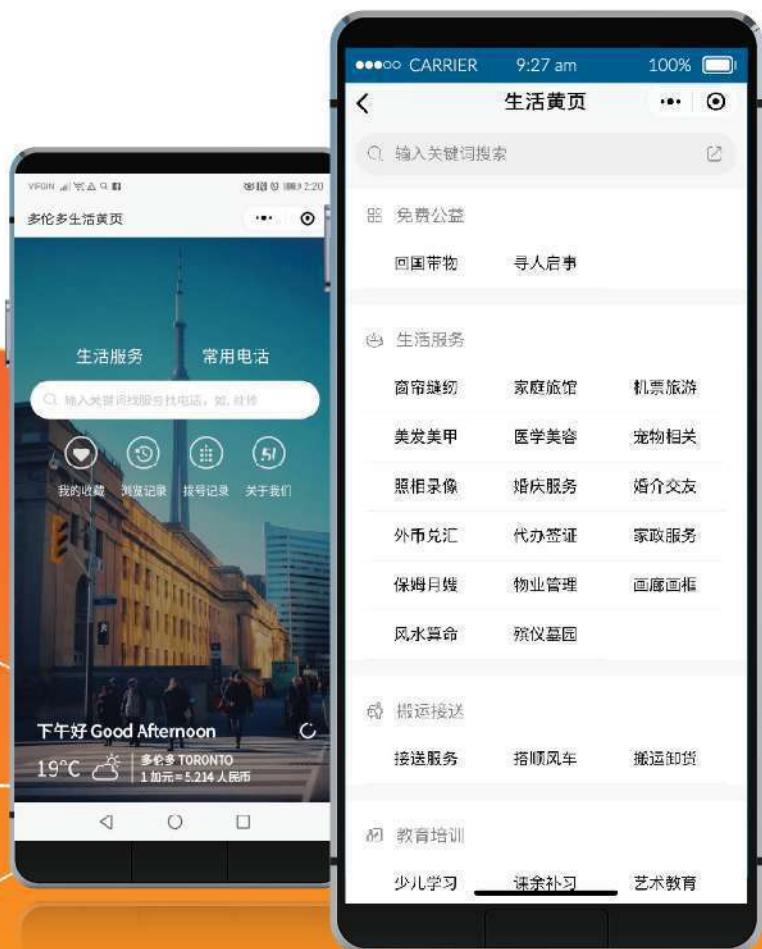
We have

**10 Classifications**

**100+Items**

**3000 Business partners**

provide local service



冷暖空调

征婚启事

机票旅游

搬运卸货

建筑装修

上网电视

考牌练车

电工电气

课余补习

家居清洁

贷款按揭

汽车保险

通渠治漏

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.

## Website advertising

- Text ad
- Banner ad

## App advertising

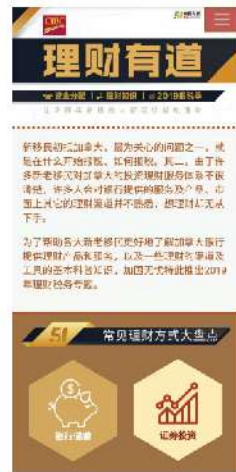
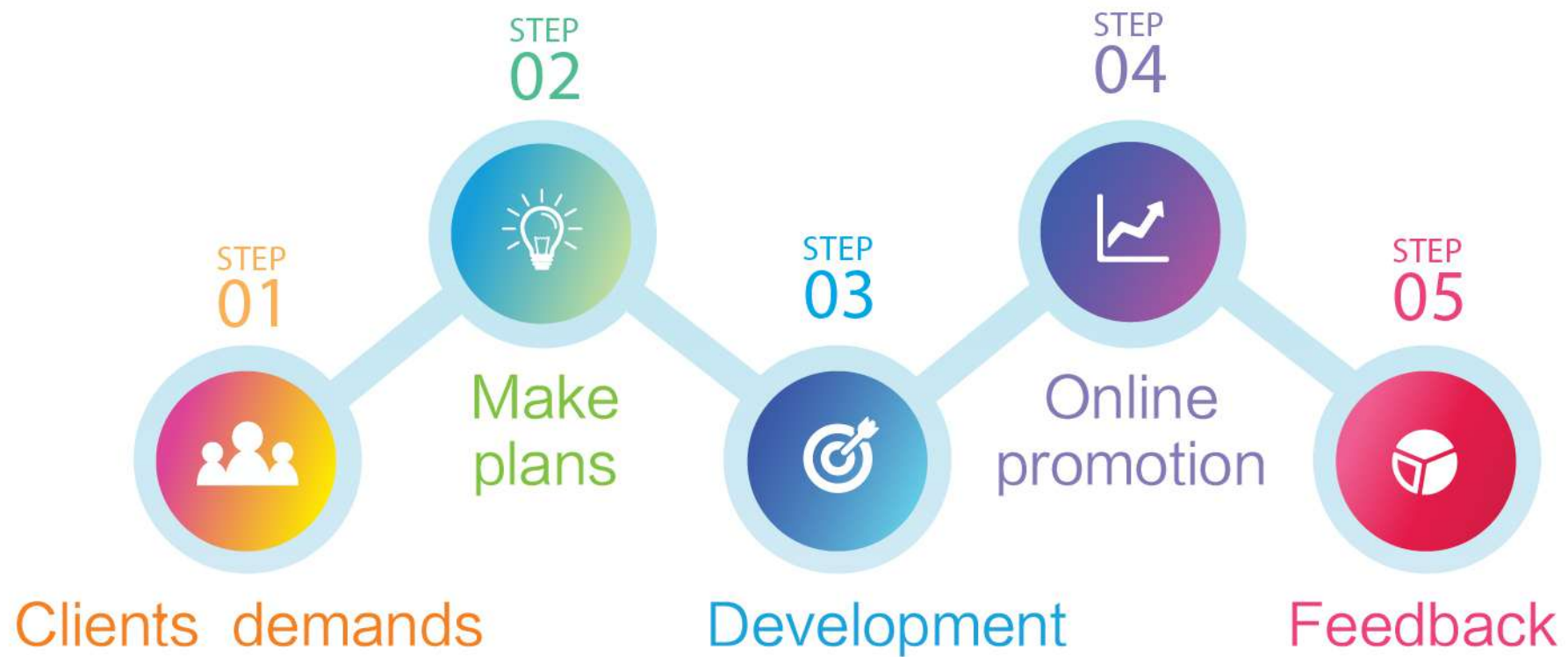
- APP start splash banner
- Banner ad

## WeChat advertising

- WeChat article
- Banner inside the article



Customized Plan



**Topical Subject**  
These subjects contain practical topics and useful skills for daily life.



**H5/Wechat.Applet**  
Customized games for clients



**Offline activity**  
Food Festival



Business Partners



51.ca



scan QR code  
for more info

### Advertising

Tel: 416-768-5151

Email: [ads@51.ca](mailto:ads@51.ca)

### Marketing

Email: [marketing@51.ca](mailto:marketing@51.ca)

### Address

15 Allstate Pkwy, Suite 301

Markham, ON L3R 5B4

