



THE DAILY NEWS & ANALYSIS COUNTRY REPORT ON CANADA ON JULY 1st 2009

Dear Sir/Madame,

DNA-Daily News & Analysis India is happy to announce the publication of a special report on **CANADA on the 1st of July 2009** in commemoration of the **National Day**.

"Canada and India are, in many ways, two peas in a pod. We are both trading nations; we both not only survive but thrive because we wish to trade with the world. The time is right now to have that conversation, not when things are booming. When things are tougher we can find ways to succeed together, and that's exactly what I'm doing." said Federal Industry Minister Tony Clement to government officials and business leaders in India during his visit in February this year. His objective was to promote Indian investments in Canada and to promote Tourism from India to Canada.

Canada and India conduct about \$4 billion worth of trade every year and there is no reason that figure should not increase, especially given there are one million Canadians of Indian origin and that the two countries have positive relations. Canadian companies are enjoying increasing success in the Indian market. FDI inflows during the period April to October 2008 were \$262 million which has potential to grow immensely.

DNA is delighted to bring to the fore the dynamic developments between Canada and India through this special feature so as to create and facilitate further business and institutional linkages by promoting the strengths of their economies.

Our Special Report will focus on

- **Investment Opportunities in Canada for India**
- **Canadian Investments in India**
- **Banking, Insurance & Financial Services**
- **Telecommunications & Information Technology**
- **Power, Oil & Gas**
- **Environment product & services**
- **Infrastructure, Engineering & Consultancy services.**
- **Tourism**
- **Education,Immigration**

Diligent Media Corporation, which owns DNA (Daily News & Analysis) is a 50 –50 joint venture between two industry majors,the [Zee Telefilms Group](#) & [Dainik Bhaskar Group of Publications](#). With a readership of 1,260,000 readers in Mumbai,DNA has emerged as one of the strongest publications and has become an integral part of the financial capital.We invite you to support this special Report with your message to our discerning readership in an editorial environment customized to meet your objectives.

I look forward to your response and co creating success!

Best regards,

Mala

MALA BISWAS

General Manager - International Marketing

Diligent Media Corporation Ltd. - DNA

Landline: 91 22 39888 888 Ext. 159

Cellular: [9820427212](tel:9820427212) Fax line: 91 22 39801004/ 6 Email: mala.biswas@dnaindia.net

Website: www.dnaindia.com Epaper: <http://epaper.dnaindia.com> www.3dsyndication.com



THE DAILY NEWS & ANALYSIS COUNTRY REPORT ON CANADA ON JULY 1st 2009

DETAILS OF THE FEATURE

Publication: DNA Mumbai and Bangalore metros

Circulation: 580,000 copies

Readership: 1,260,000 readers IRS 2008 R2 Mumbai, 450,000 readers in Bangalore,

Issue Date: July 1, 2009

Booking Deadline: 15th June 2009 Material deadline: 20th June 2009

Advertising Rate: Card Rate:

(In US\$)

Sizes	Dimension	Total Sq cms	Special Incentivised Cost for Canada (US \$ 30 per sq cms)
	Width x Height		
Panel Size	12 cms x 20 cms	= 240 Sq cms	7200
Quarter Page	16 cms x 25 cms	= 400 Sq cms	12000
Half Page	32.9 cms x 25 cms	= 823 Sq cms	24690
Full Page	32.9 cms x 51 cms	= 1678 Sq cms	50340

Note: Above sizes are indicative. Any other size/dimension (smaller or larger) available on request

PLEASE CONTACT

Media Representative for Canada (Based in Dubai,U.A.E)

Miss Purvi Beri , CEO

ALL DIRECTIONS MEDIA

P.O. Box 191829, Dubai, UAE.

Mob: + 971.50.7962252 I Fax: +971.04.431.5483

Email:alldirectionsmedia@gmail.com

website:www.alldirectionsmedia.ae



FACT SHEET

- Publication : DNA – DAILY NEWS & ANALYSIS
- Language : English
- Editions : Mumbai, Pune, Bangalore, Ahmedabad, Surat & Jaipur (30 more editions to be launched by December 2010.)
- Frequency : Daily
- Format : Broadsheet (All color)
- Executive Editor : R. Jagannathan
- Paper : Standard News Print
- Circulation : All Editions : 883,000
- Total Readership : Mumbai Edition : 12,60,000 (IRS 2008 – R2)

<i>Editions</i>	Edition Circulation
Mumbai	430,000
Bangalore	150,000
Pune	81,000
Ahmedabad	122,000
Surat	50,000
Jaipur	50,000

- Editorial Content : Daily news, international news, business pages, local and international sports, weekend leisure reading.
FOCUS ON : (1) HEALTH (2) WEALTH (3) ENVIRONMENT
- Primary Audience : The DNA is the fastest growing English daily in Mumbai. It is read by a dynamic, young and affluent community in the Indian subcontinent. 80% of its readers belong to the A1/A2 category, 75% are in the age group of 22-44 years.
- Special Sections : Sports, Spaces (Real Estate), Job smart, Revvup (Automobile within After hrs.), & International Reports.
- Special Pullouts : DNA Academy (Education), Ya tabloid, (Young Adults), DNA Classifieds, DNA International Reports ,monthly Women magazine 'ME', Quarterly magazine "Spirit of Luxury" and M Square (Management & Marketing)
- Other Daily Brands** : **DNA Money (Business Newspaper) and After hrs.(Lifestyle and Bollywood)**