

Questions au Feuilleton

2. a) Journaux ethniques—Année financière se terminant le 31 mars 1978

Arc Arabic Journal	\$ 300.00	Il Cittadino Canadese	\$ 120.00	Serbia	\$ 220.00	L'Or'a Di Ottawa	\$ 420.00
Canadian Arab World Review	300.00	Corriere Canadese	306.00	Nase Hlasy	448.00	Il Samaritano	1540.00
Canadian Middle East Journal	1300.00	Corriere Illustrato	330.00	Novy Domov	560.00	La Settimana	1120.00
Chinese Express	132.00	Corriere Italiano	240.00	Modersmalet	840.00	Il Settimanale	2100.00
Chinese Times	132.00	L'Eco D'Italia	150.00	Calvinist Contact	840.00	Il Settimanale di Montreal	1120.00
Chinese Voice	132.00	La Gazzetta	132.00	Hollandia News	784.00	Il Tevere	1248.00
New Republic	132.00	Il Giornale Di Toronto	240.00	De Nederlandse Courant	720.00	Vita Italiana	1232.00
Shing Wah Daily News	132.00	Insieme	240.00	Windmill Herald	924.00	La Voce D'Italia	1060.00
Chinese Star Weekly	120.00	L'Or'a Di Ottawa	90.00	Duca Post	528.00	Comunita Viva	720.00
Bielaruski Holas	81.00	Il Samaritano	312.00	De Hollandase Krant	360.00	The Newsletter	250.00
Glas Kanadskih Srba	150.00	La Settimana	240.00	Pioneer	180.00	Occidente	360.00
Kanadski Srbobran	120.00	Il Settimanale Di Montreal	240.00	Meie Elu	592.00	Il Marco Polo	300.00
Bratsvo	52.00	Il Tevere	240.00	Vaba Eastlane	640.00	Ciao	1800.00
Slovenska Drzava	120.00	Vita Italiana	132.00	Canadian Uitiset	560.00	Liscio E. Busso	540.00
Hrvatski Glas	144.00	La Voce D'Italia	210.00	Vapaa Sana	640.00	Il Mormoratore	320.00
Serbia	120.00	Comunita Viva	392.62	Courier (Toronto)	1500.00	Il Rincontro	480.00
Vrijeme	200.00	The Newsletter	360.00	Courier Nordwesten	2268.00	La Tribuna Italiana	576.00
Nase Hlasy	96.00	Ciao	1460.00	Hamilton Journal	784.00	The Continental Press	672.00
Novy Domov	120.00	Liscio E. Busso	270.00	Kitchener Journal	840.00	The New Canadian	640.00
Modersmalet	180.00	Il Mormoratore	90.00	Mennonitische Rundschau	980.00	Canadian Jewish News	1120.00
Calvinist Contact	180.00	Il Rincontro	240.00	Montrealer Zeitung	784.00	Canadian Jewish Weekly	1400.00
Hollandia News	150.00	La Tribuna Italiana	288.00	Toronto Zeitung	952.00	The Hebrew Journal	840.00
De Nederlandse Courant	144.00	The Continental Times	144.00	Die Zeit	504.00	The Jewish Eagle	1340.00
Windmill Herald	198.00	The New Canadian	120.00	Pacificische Rundschau	360.00	The Jewish Post	840.00
Duca Post	118.80	Canadian Jewish Weekly	180.00	Anagenesis	840.00	The Jewish Standard	1328.00
De Hollandase Krant	180.00	The Hebrew Journal	180.00	Evdomada	952.00	Jewish Times	800.00
Pioneer	90.00	The Jewish Eagle	120.00	Greek Canadian Reportage	700.00	Jewish Western Bulletin	1400.00
Meie Elu	132.00	The Jewish Post	120.00	Greek Canadian Tribune	840.00	North York Downsview	1204.00
Vaba Eastlane	120.00	Jewish Western Bulletin	300.00	Hellenic Free Press	736.00	Reporter	1400.00
Canadian Uitiset	108.00	Toronto Jewish Press	300.00	Hellenic Postman	700.00	Toronto Jewish Press	1400.00
Vapaa Sana	120.00	The Yiddish Press	132.00	Hellenic Tribune	288.00	The Yiddish Press	616.00
Courier (Toronto)	414.00	The Canada News	120.00	Hellenic View	980.00	Western Jewish News	840.00
Courier Nordwesten	486.00	The Korean Journal	108.00	Greek Canadian Action	384.00	The Canada News	840.00
Hamilton Journal	168.00	New Korea Times	126.00	Parikiaka Nea	684.00	The Korean Journal	504.00
Kitchener Journal	180.00	Latvija-Amerika	120.00	New Korea Times	588.00	The Koreana	480.00
Mennonitische Rundschau	120.00	Nepriklausoma Lietuva	120.00	Latvija-Amerika	560.00	Batktivshchyna	392.00
Montrealer Zeitung	264.00	Teviskes Ziburiai	174.00	Nepriklausoma Lietuva	560.00	The Canadian Farmer	896.00
Toronto Zeitung	108.00	Norrna	153.00	Teviskes Ziburiai	812.00	Homin Ukrainy	1356.00
Die Zeit	108.00	Fortnightly Crescent	153.00	Malayalee	1120.00	Nasha Meta	896.00
Pacificische Rundschau	180.00	Czas	153.00	Norrna	700.00	Novy Shliakh	748.00
Greek Canadian Reportage	75.00	Glos Polski-Gazeta Polska	144.00	Akdaja Gulrang	640.00	Postup	860.00
Greek Canadian Tribune	180.00	Polish Canadian Courier	120.00	Fortnightly Crescent	640.00	Ukrainski Visti	780.00
Hellenic Free Press	144.00	Zwiazkowiec	180.00	Pakistan Times	700.00	Ukrainsky Holos	896.00
Hellenic View	210.00	Dzis (formerly Krzyk)	120.00	Czas	640.00	Vilne Slovo	952.00
Greek Canadian Action	96.00	O Mensageiro	138.00	Glos Polski-Gazeta Polska	840.00	Lemko News	240.00
Parikiaka Nea	342.00	Voz De Portugal	60.00	Polish Canadian Courier	784.00	Moloda Ukraina	180.00
Kanadai Magyarasag	204.00	Correio Portugues	150.00	Zwiazkowiec	560.00	Nowi Dni	150.00
Menorah-Egyenloseg	204.00	Sentinel	99.00	Dzis (formerly Krzyk)	840.00	Promin	360.00
Sporthirado	144.00	Tribuna Portuguesa	150.00	O Mensageiro	480.00	Zhinochy Svit	280.00
Magyar Hirlap	204.00	Asia Times	234.00	Voz De Portugal	644.00	My I Svit	300.00
Logberg-Heimskringla	132.00	Ecouri Romanesti	60.00	Journal Acoreano	700.00	Svitlo	300.00
Scandinavian Businessman	264.00	Postup	75.00	Correio Portugues	400.00	Yunak	420.00
Kanadsky Slovak	120.00	Ukrainski Visti	150.00	Sentinel	300.00	Jung Montreal	1052.00
Slovensky Hlas	54.00	Ukrainsky Holos	192.00	Tribuna Portuguesa	396.00	Jung Toronto	1148.00
Coreo Hispano-Americano	162.00	Vilne Slovo	204.00	Asia Times	200.00	Panjab	460.00
El Popular	168.00	Lemko News	60.00	Ecouri Romanesti	520.00	Toronto Contrast	960.00
Mundo Ilustrado	72.00	Moloda Ukraina	39.00	Scandinavian Businessman	360.00	Toronto Talking Drums	1500.00
Nya Svenska Pressen	120.00	Nowi Dni	65.00	Kanadsky Slovak	528.00	Bharati	460.00
Canada Svensken	132.00	Promin	82.80	Slovensky Hlas	560.00	Mundo Ilustrado	288.00
Batktivshchyna	42.00	Zhinochy Svit	67.60	Coreo Hispano-Americano	216.00	Quincenario Hispano	240.00
Canadian Farmer	192.00	Jung Montreal	198.00	El Popular	784.00	Nya Svenska Pressen	560.00
Homin Ukrainy	150.00	Panjab	117.00	Critica	868.00	Canada Svensken	264.00
Nasha Meta	150.00	Bharati	96.00		368.00		
Novy Shliakh	75.00						

(Les montants indiqués ne sont que des prévisions—Les factures finales pour 1977-1978 n'ont pas encore été reçues.)

b)

Journaux ethniques—Depuis le 31 mars 1978

Al Ra'Id Al Arabi	\$ 480.00	Kanadai Magyarasag	\$1048.00
The Source	1040.00	Magyard Elet	1064.00
Arc Arabic Journal	600.00	Menorah-Egyenloseg	952.00
Canadian Arab World Review	600.00	Sporthirado	812.00
Chinatown News	1170.00	Magyar Hirlap	408.00
Chinese Express	616.00	Logberg-Heimskringla	616.00
Chinese Times	616.00	Canadian India Star	1040.00
Chinese Voice	616.00	Canadian India Times	480.00
New Republic	616.00	The Link	840.00
Chinese Wide Angle	320.00	India Digest	720.00
Shing Wah Daily News	616.00	India Calling	300.00
Chinese Canadian Bulletin	800.00	Il Cittadino Canadese	1120.00
Bielaruski Holas	396.00	Corrieve Canadese	1540.00
Glas Kanadskin Srba	700.00	Corriere Illustrato	1604.00
Hrvatski Put	624.00	Corriere Italiano	1260.00
Kanadski Srbobran	560.00	L'Eco D'Italia	780.00
Bratsvo	240.00	La Gazzetta	840.00
Slovenska Drzava	240.00	Il Giornale Di Toronto	1120.00
Hrvatski Glas	288.00	Insieme	1120.00

3. Les critères qui permettent de déterminer quels journaux ethniques vont recevoir des annonces gouvernementales dépendent des objectifs de communication de chaque campagne publicitaire, et peuvent donc être très différents d'une campagne à l'autre. Avant de choisir un moyen de communication, on prend en considération le public particulier qui est atteint, la situation géographique de celui-ci et la fréquence et le temps de la publication. Des campagnes de publicité d'envergure nationale se font normalement dans tous les journaux ethniques dont les dates de publication correspondent aux moments appropriés pour faire passer le message publicitaire.