




**YOUR ULTIMATE DIGITAL SOLUTIONS  
TO ENGAGE WITH CHINESE  
CANADIAN CUSTOMERS**


# **WONDERMAPLE INC.**

## **Media Kit**

Lifestyle Media for  
Chinese Canadians



 [lifestyle.themaplecouple.com](https://lifestyle.themaplecouple.com)

 [wondermaple@themaplecouple.com](mailto:wondermaple@themaplecouple.com)

# WHO ARE WE?

Established in 2020, WonderMaple Inc. specializes in innovative media management, education consultation, and F&B business in Canada.

In education sector, we had served over 2,000 clients who come and study in Canada. We are one of the largest education consultants in the market.

In F&B sector, we proudly introduced NUTTEA, the 1st plant-based bubble tea brand in Toronto.



**FOOTPRINTS IN CANADA**

## OUR EXPERIENCE



**2000+** CUSTOMER SERVED

**10K+** WEBSITE MEMBERS

**100K+** MONTHLY REACH

**100+** BRANDS WORKED WITH

### CHINESE CANADIAN LIFESTYLE MEDIA MANAGEMENT

[LIFESTYLE.THEMAPLECOUPLE.COM](http://LIFESTYLE.THEMAPLECOUPLE.COM)

### EDUCATION CONSULTATION

[THEMAPLECOUPLE.COM](http://THEMAPLECOUPLE.COM)

### FOOD AND BEVERAGE

NUTTEA TORONTO

# OUR STRENGTH: CHINESE CANADIAN

targeting your hidden gems



## DO YOU KNOW?

There are more than **1.7 million Chinese population**, with an increasing Hong Kong & Taiwanese population\* in Canada recent years due to various political incidents.

Chinese-Canadians earn **137% more** than national average\*\*

Chinese Canadians spend with **61 billion dollars** annually\*\*

**50%** of 2nd generation Chinese Canadians work in high-skill occupations, compared to **31%** of 3rd generation European-Canadians\*\*\*

\*Statistics Canada Census in 2021

\*\*Vivintel Chinese Market Study 2019

\*\*\* Intergenerational Education Mobility and Labour Market Outcomes

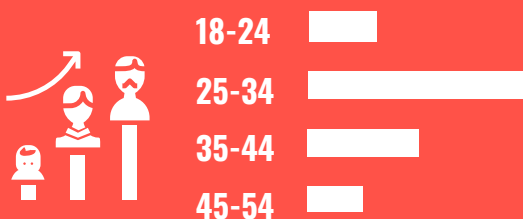
## OUR INSTAGRAM DEMOGRAPHICS

### Gender

 **57%**  
Women

 **42%**  
Male

### Age



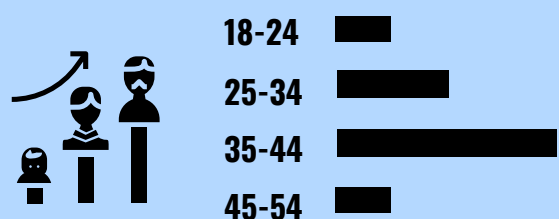
## OUR FACEBOOK DEMOGRAPHICS

### Gender

 **65%**  
Women

 **35%**  
Male

### Age



COVERAGE: TRADITIONAL CHINESE + SIMPLIFIED CHINESE

VIEWERS FROM CANADA, USA, UK, AUSTRALIA, CHINA, HONG KONG, TAIWAN, MALAYSIA, SINGAPORE...



# OUR CHANNELS



the\_maple\_couple



themaplecouple7018

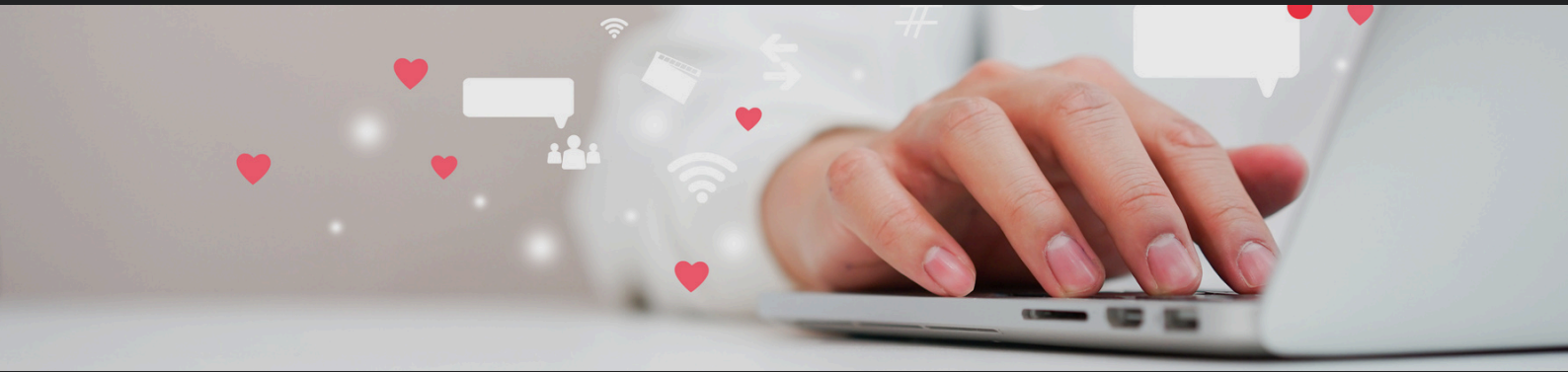


themaplecouple



[lifestyle.themaplecouple.com](http://lifestyle.themaplecouple.com)

[www.themaplecouple.com](http://www.themaplecouple.com)



# OUR SERVICES

- Strategic Influence Marketing
- Comprehensive Social Media Management
- Customized Advertising and Creative Solutions
- Business Consultation

- Content Strategy and Sponsored Campaigns
- E-commerce
- Optimization and Strategies
- Experiential and Immersive Marketing
- Other services upon request

# BRANDS WE WORKED WITH

