

CONTACT US

Be a Marketing Consultant for FCM!

Build and grow your advertising portfolio with FCM. Do this on your spare time or work full-time. Our Marketing Consultants are compensated on commission basis for successfully securing advertising accounts for FCM.

FCM is always looking for great partners to grow our reach and influence within the Filipino Canadian community, and with local and national businesses. If you're a driven individual who loves to connect with businesses and organizations and be a part of their success, join our team!

Email: info@filcanmagazine.com

Other Services We Offer:

- Small to Medium Business Marketing
- Professional Website Development
- Personal Development Coach
- Business Analytics
- Book keeping
- Leadership Training
- Business Article Writing
- Strategic Business Planning

Email: services@filcanmagazine.com

Filipino Canadian Magazine

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Our MISSION: To bring new and useful ideas, insights, and inspiration to our audience so they can live a successful life in Canada.

Our VISION: To be ranked the #1 magazine by the Filipino Canadian community, both online and on print. We want all Filipino Canadians to read, learn, and grow from every article and content we publish.

Our VALUES: I-M-P-A-C-T

I – INSIGHTS, IDEAS, and INSPIRATION

M – MOTIVATION

P – POSITIVE

A – AWARENESS

C – CUSTOMER DRIVEN

T – TRANSFORMATIONAL

Health | Family | Career | Business | Community | Inspiration

FCM

Filipino Canadian Magazine

Why FCM exist?

Behind every action, there's always a "why".

Filipino Canadian Magazine exists to show that Filipino Canadians have so much to offer, both to each other and to our new home - Canada. We're more than just what people see on the surface. We have great insights that we can share. Our collective knowledge, experience, and ideas can positively impact Canada. We are a community of educated, talented, resilient, and hard-working individuals. This magazine exists to serve as a mirror of who Filipino Canadians are and what we bring to the table. It's a reminder of our wonderful Filipino culture and our great potential as a people.

Our goal is that this magazine will remind every Filipino Canadian that they belong to a community that has so much insights, ideas and inspirations. Our hope is that everyone who picks up our magazine will carry it **proudly** anywhere they go, that they will learn from every article that's shared, and that they will apply what they've learned and share it with others.

Visit our website: www.filcanmagazine.com, and follow us on Facebook, Instagram, and Twitter.

-From the Directors



Abel Pagaling and Eric Cordero
Owners and Directors of FCM

About the Filipino Canadian Community

Filipino Canadians are the third largest sub-group and one of the fastest growing groups in Canada.*

2011 CANADIAN CENSUS*

Toronto – 132,445 (5.1% of the general population)

Winnipeg – 56,400 (8.7%)

Calgary – 47,350 (4.4%)

Mississauga – 39,800 (5.6%)

Edmonton – 36,565 (4.6%)

Vancouver – 35,490 (6.0%)

Surrey – 26,480 (5.7%)

Montreal – 21,750 (1.3%)

Brampton – 17,905 (3.4%)

Burnaby – 12,905 (5.9%)

Richmond – 12,670 (6.7%)

Ottawa – 10,530 (1.2%)

(*Credit: https://en.wikipedia.org/wiki/Filipino_Canadians)

FCM Statistics

June – July, 2016.

Medium	Total Reach	Monthly Average
Website HITS	222,492	111,246
Facebook Post Reach	139,813	69,906

FCM website and Facebook page was introduced in May of 2016.

Magazine competitor: NONE

FCM is a pioneer of "Value Add" content to the Filipino Canadian community. We focus on six key areas: Health, Family, Career, Business, Community, and Inspiration.

All our articles provide one or a combination of these three I's: Insights, Ideas, and Inspiration.

Why Advertise With FCM?

Magazine advertisement is proven to increase sales and return on investment because magazines:

- Are typically read by highly interested audiences. This lets you advertise to readers with high potential for persuasion.
- Have full color finishes, making them attractive to readers.
- Have longer shelf life which allows for repeated exposures to your ad for longer periods.
- Are displayed and presented in business offices, coffee shops, hospitals, clinics, meeting rooms, etc.

The FCM Advantage

- Our contents ADD VALUE to our readers.
- We strive to follow the "3i's" for all our articles - inspirational, ideas, and insights.
- We focus on six key areas that are important to Filipino Canadians - Health, Family, Career, Business, Community, and Inspiration.
- Our audiences are motivated to know, learn, and grow!
- We want our readers to be "proud" to carry FCM anywhere and on any occasion.
- Our rates are competitive! We offer several print and online packages.
- Ability for "print" advertising to other cities (coming soon).

For more info email : advertise@filcanmagazine.com

Join Our National Team

Be a COLUMNIST with FCM! Do you love to write? Would you like to share your insights to a broader audience? Contact us and see how you can be a part of our group of writers.

Benefits of being a FCM Columnist:

- Establish your personal or business brand with a national magazine.
- Create a following with the FCM Magazine audience.
- Expose your contact information with a larger audience.
- As a contributor, you will get a free advertisement space within your article. You can advertise your business, social clubs, church, or other business or organization you choose to advertise.
- Be known as an expert on your topic.
- Your articles may be included in the printed magazine version.

Join our team email: info@filcanmagazine.com