

MEDIA KIT

**Empower newcomers
to create their dream
life in Canada.**



Moving2Canada is the #1 platform to help brands connect with and empower newcomer populations.

Canada is welcoming high numbers of newcomers: 1.14 million new permanent residents and 1.7 million work permit holders and international students between 2025 and 2027. These aspirational new arrivals have no brand loyalties in their new home.

Brands with outdated newcomer marketing strategies – or no strategy at all – will miss out on this rapidly growing market.

Our partners connect with these potentially life-long customers before other competitors can reach them.

Sources: [Statistics Canada, 2023](#); [Intel, Global, The Holistic Consumer, 2021](#); [Google-commissioned SAGO Research, March 2023](#); [Statistics Canada, 2022. Canada's Immigration Levels Plan 2025-2027.](#)

98%

of Canada's population growth in 2023 came from immigration.

59%

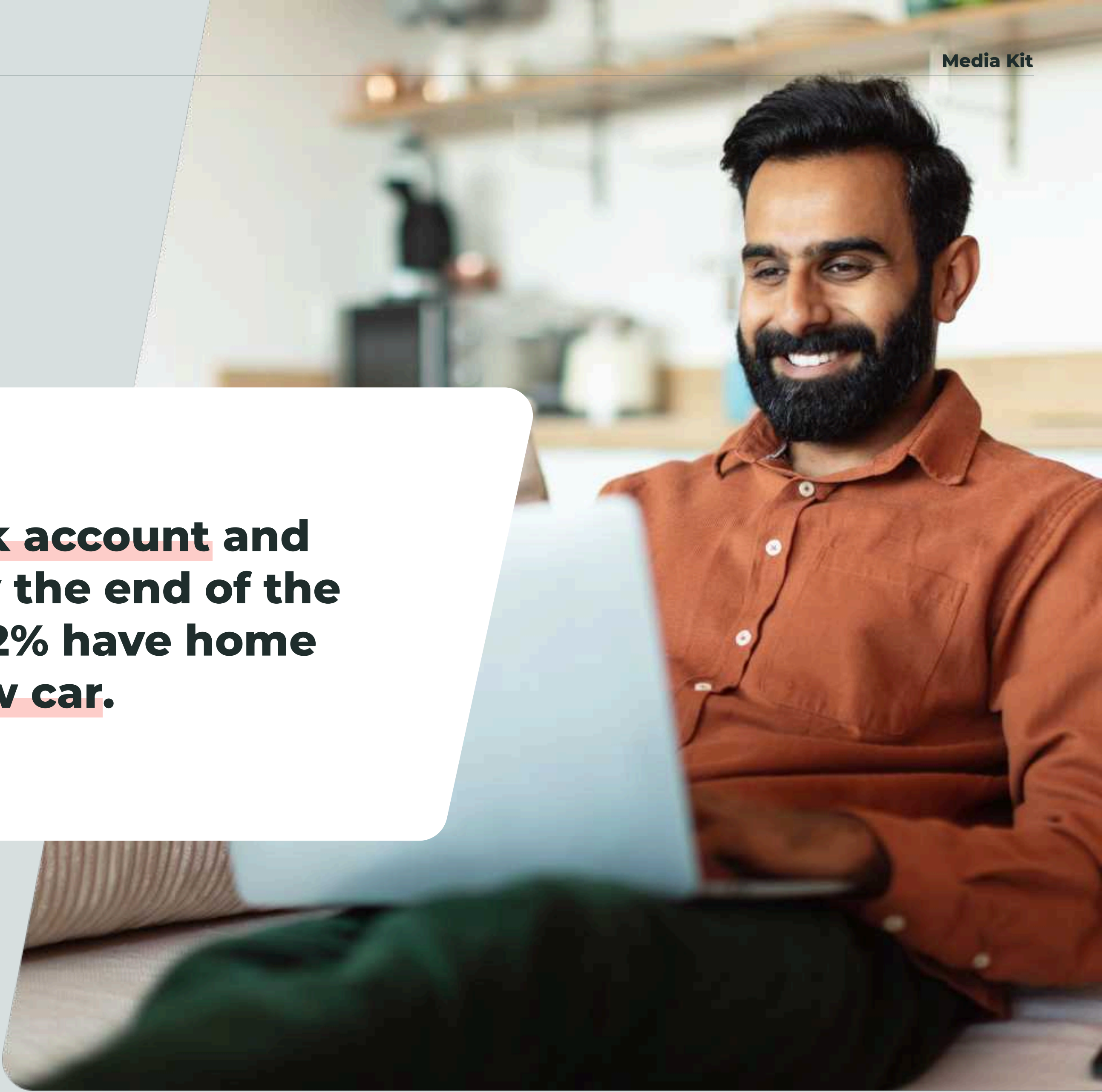
of consumers in Canada prefer brands aligning with their values, with diversity being a significant aspect.

50%

Immigrants are spending 50% more in key areas like home and furnishings than acclimated Canadians

23%

of Canada's population are immigrants (highest among G7), rising to as much as 34% by 2041.



Over half of newcomers secure a bank account and phone plan within their first week. By the end of the first month, 65% have a credit card, 62% have home internet, and 32% have acquired a new car.

\$ 70,000,000,000.00 +

By 2027 Canada's newcomer segment
will be worth over \$70 billion.

About Us

OUR START

Starting as a simple Facebook community in 2011, Moving2Canada's tools and resources have helped millions of people successfully plan, move to, and settle in Canada.

OUR MISSION

Our mission is to empower newcomers to create their dream life in Canada.

OUR VALUE

Our community trusts us to match them with information, products, and services they need or want as they navigate a life-changing journey.

200,000+

Email subscribers

400,000+

Monthly visits

500,000+

Social media followers

1,000,000+

Annual views on YouTube

We've been helping brands reach newcomers since 2012. These are just some of the great partners we've worked with since our new site went live in 2023.

Scotiabank®

 Western Union

Tim Hortons®

Bell


cigna
healthcareSM

SWIM
RECRUITING

OUTPOST
RECRUITMENT

 **OXIO**

 **CANADIAN SIM**
Connecting you prior to arrival

powered by
 **ROGERS.** |  **fido**

 **karrot**

truetraveller

 **TEEMA**


YOUNG GUNS

 **THE RELOCATOR**

 **BestQuote**
TRAVEL INSURANCE

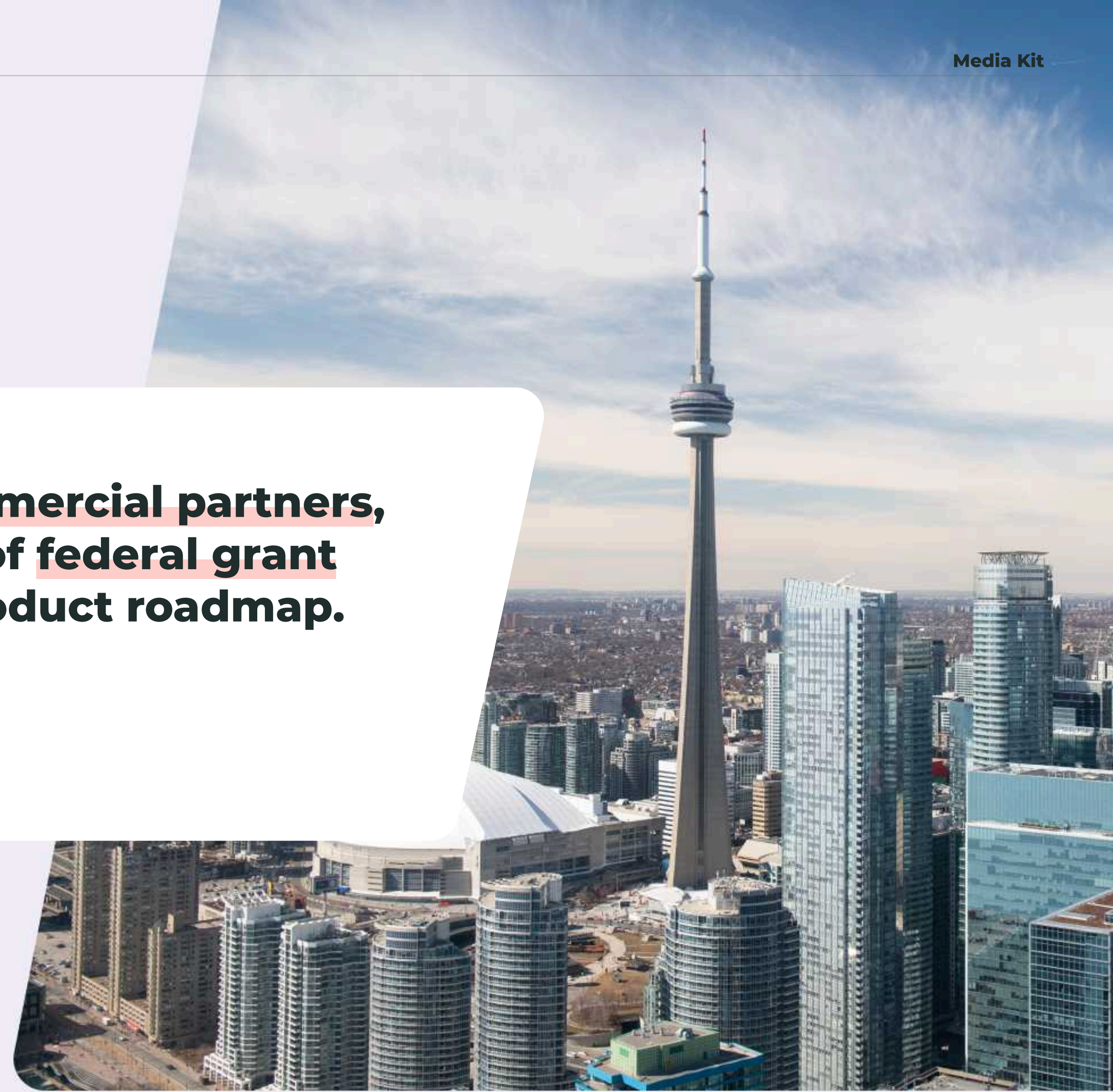
[Click here for more](#)

In addition to the support of our commercial partners, Moving2Canada is a proud recipient of federal grant funding to support our innovative product roadmap.



Government
of Canada

Gouvernement
du Canada



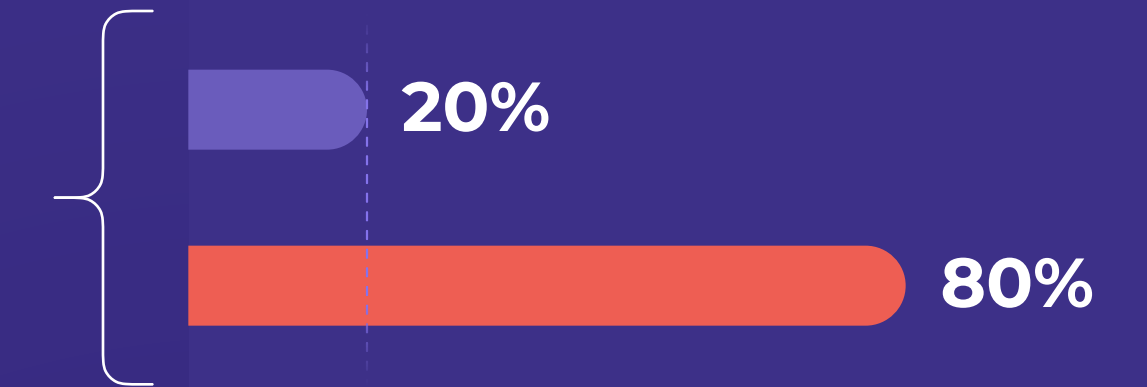
The Newcomer Advantage

Studies show that newcomers:

- Are more open to influential advertising from a trusted source
- Have greater buying needs
- Spend more time on their mobile devices

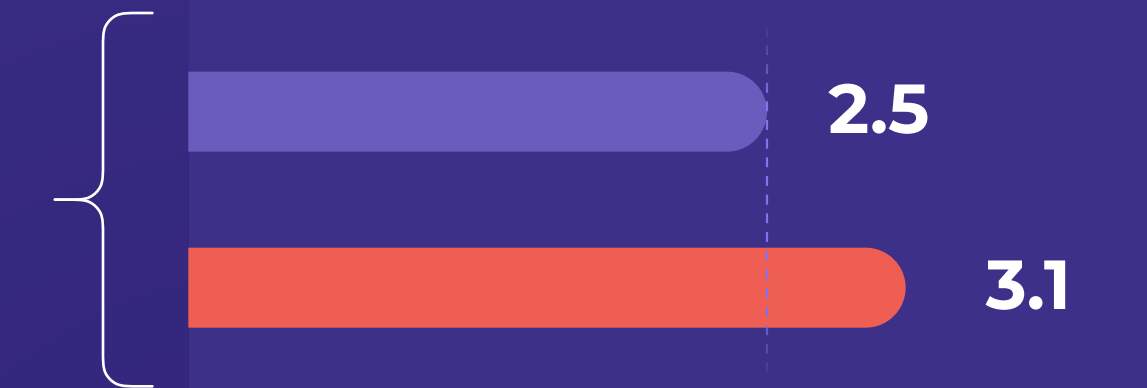
Open to influence

Percentage of people influenced by advertising



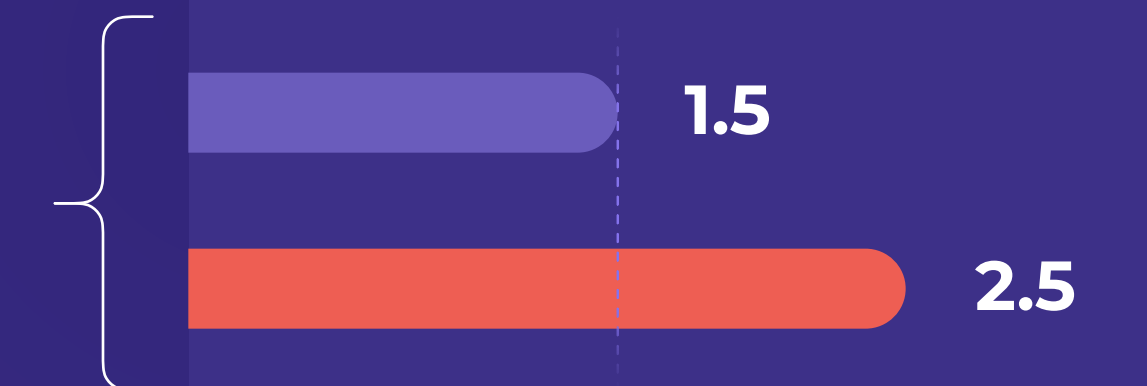
Bigger shopping baskets

Persons per household



Digitally engaged

Mobile use hours per day



● Average ● Newcomers

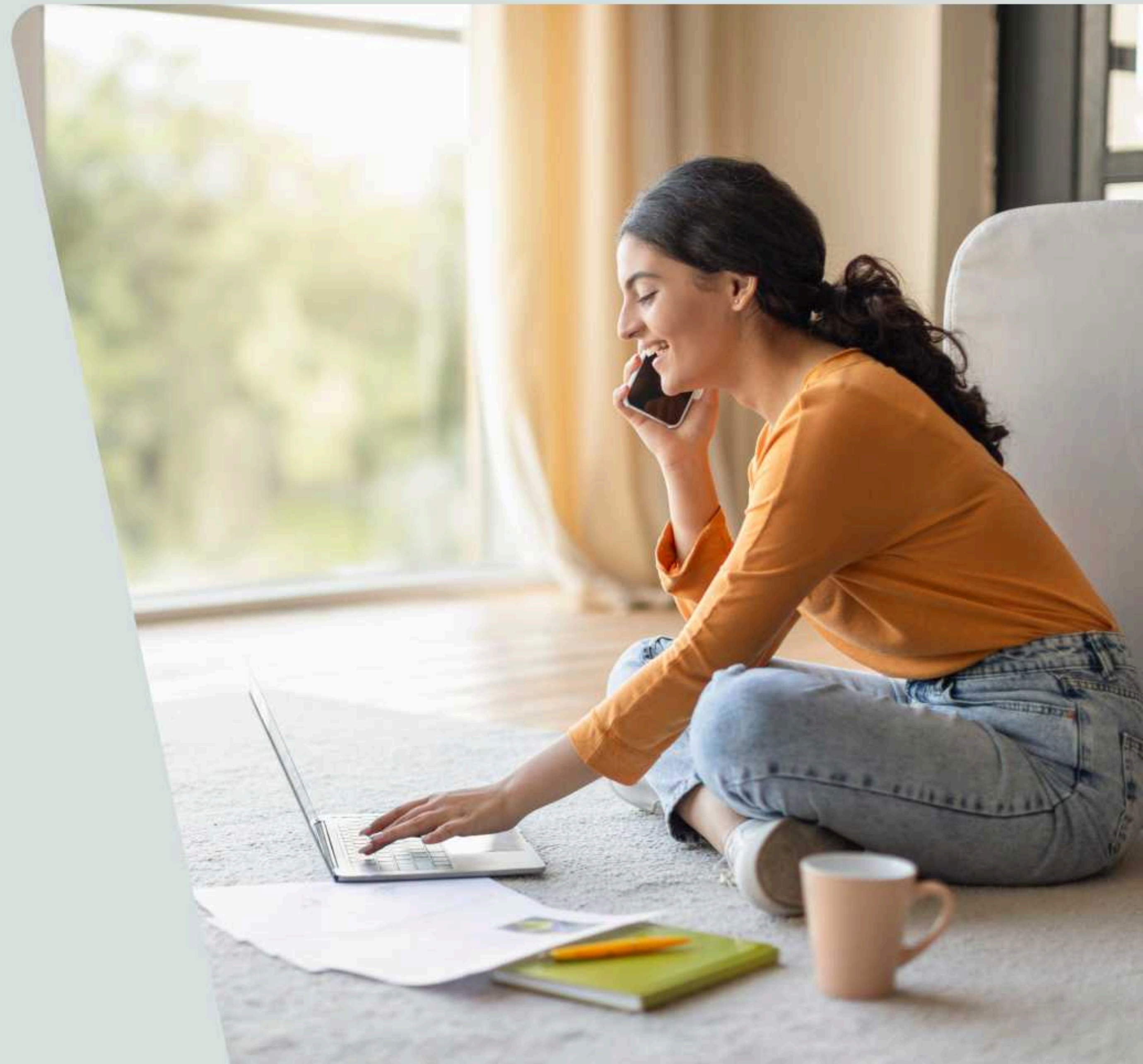
The Newcomer Journey

Convert your new customers before they arrive

Moving to a new country can be overwhelming and stressful, with lots to think about, plan, and organise.

Newcomers often make hasty decisions with little realistic knowledge of the Canadian market. This is why, and where, we step in.

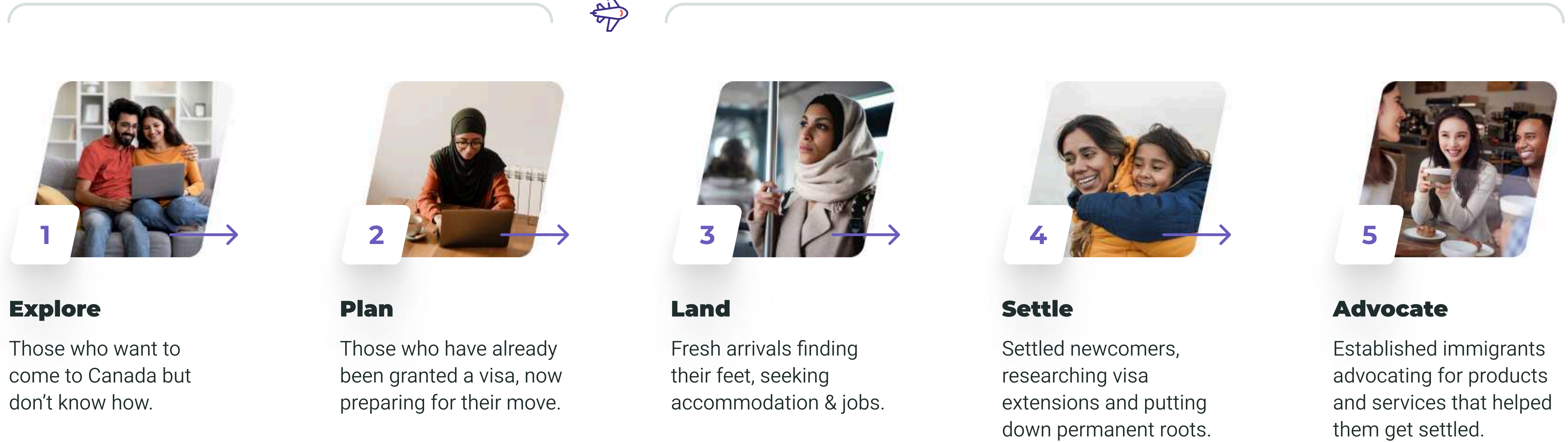
Moving2Canada gives advertisers a unique opportunity to engage the pre-arrival audience. We create a relevance for brands, to build awareness and convert customers even before they've stepped off the plane.



Marketing Opportunities from Departure to Settlement

Pre-arrival marketing opportunities

Post-arrival marketing opportunities



1



Explore

Those who want to come to Canada but don't know how.

2



Plan

Those who have already been granted a visa, now preparing for their move.

3



Land

Fresh arrivals finding their feet, seeking accommodation & jobs.

4



Settle

Settled newcomers, researching visa extensions and putting down permanent roots.

5

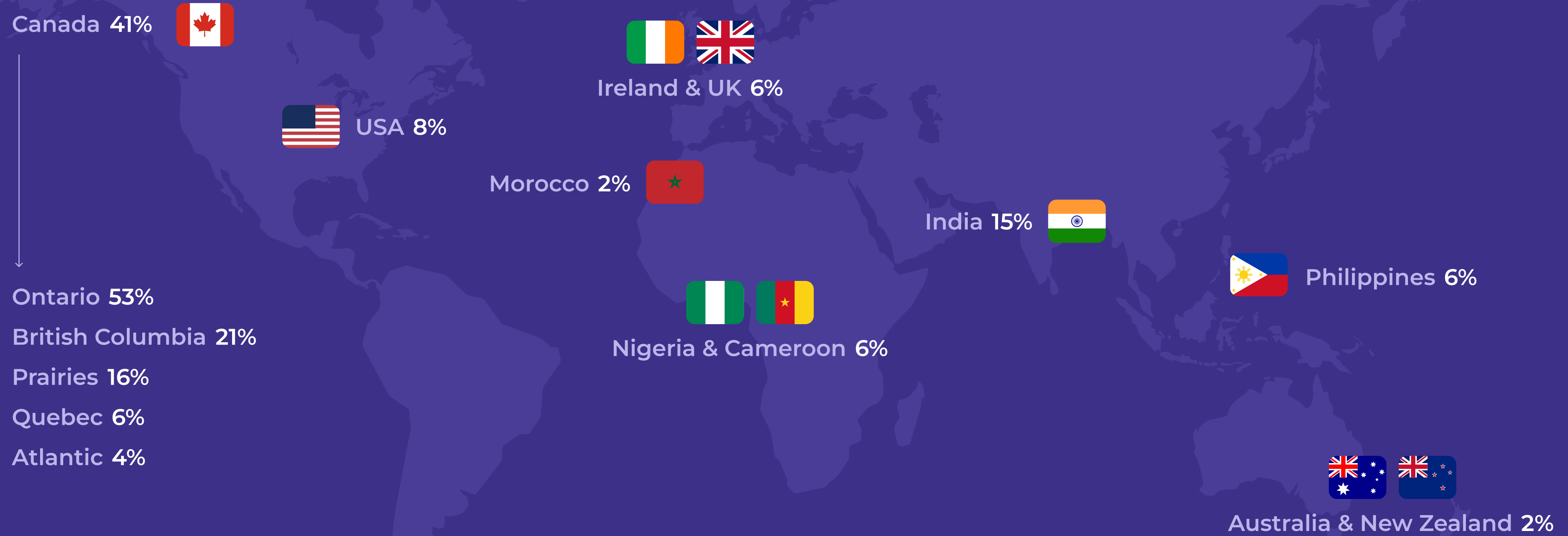


Advocate

Established immigrants advocating for products and services that helped them get settled.

Our Audience

Our more than **400k** monthly visitors come from across the globe.



Newcomer marketing with worldwide compliance

We are experts in overseas and in-Canada marketing to the newcomer segment

We offer out-of-the-box marketing services at all stages of the pre-arrival and post-arrival journeys. With enhanced segmentation capabilities, we can ensure your message reaches the most relevant audiences.



Geo-targeted display



Page and Section Takeovers



Sponsored Content



Qualified Lead Generation



Targeted Checklist Tasks



Special Offers



Affiliate Marketing



Hiring Solutions



Email Marketing



Social Media



Webinars and Live Events



Video Storytelling and Sponsorship



Custom Landing Page Creation and Promotion

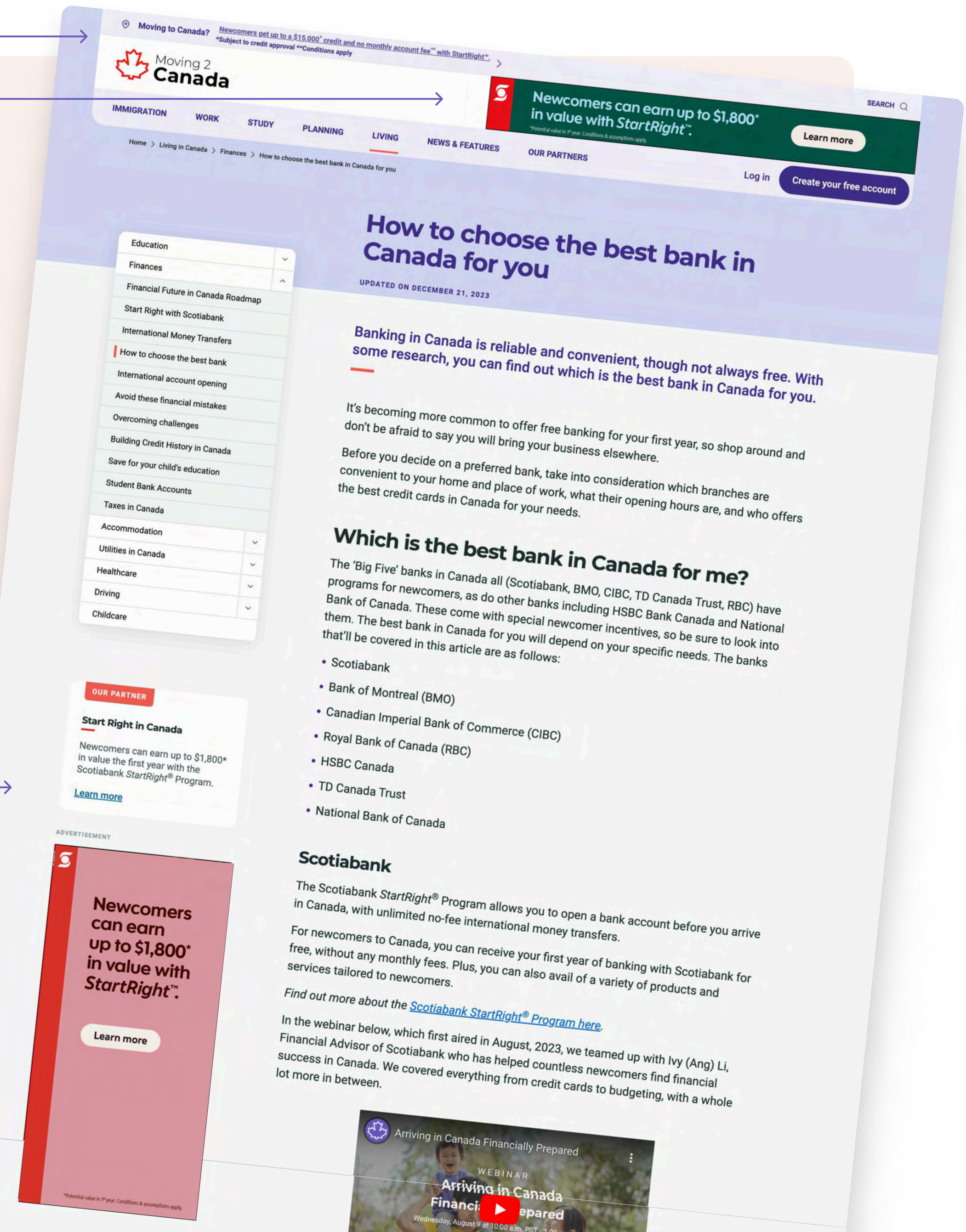
Geo-targeted display

We offer unique display opportunities across our highly-trafficked website, with geographical segmentation leveraging the industry's best ad serving platform.



Page and section takeovers

Achieve deeper branding and more clicks with entrance page or section takeovers, which now includes ad display, site header, sidebar placement, and more – for maximum effect.



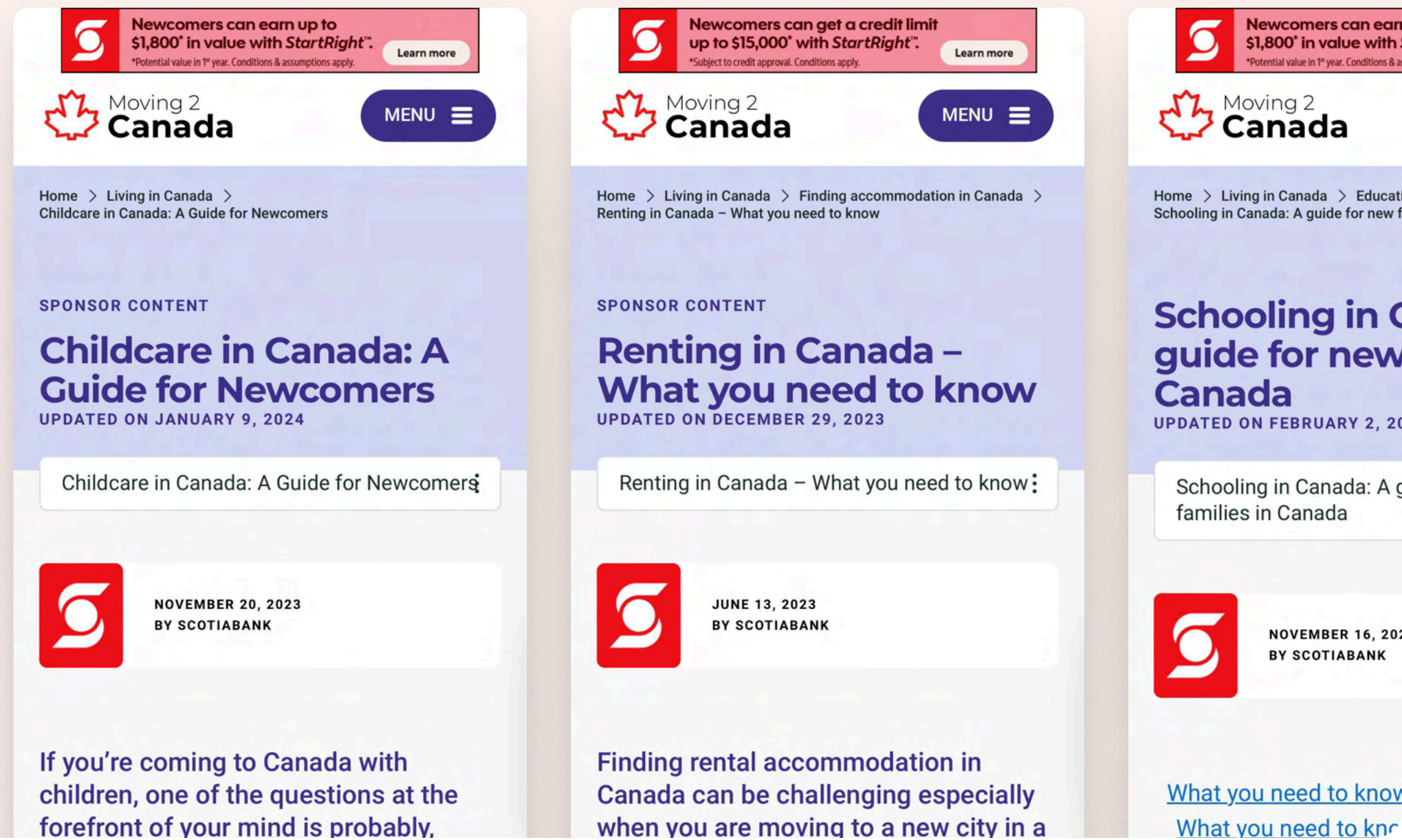
Sponsored content

Educating an engaged audience of Canada-bound newcomers-to-be and recent arrivals is a winning formula.

Our audience trusts us to promote brands that can help them navigate this life-changing journey. Inform and educate, and you will win mindshare and gather leads.

Examples:

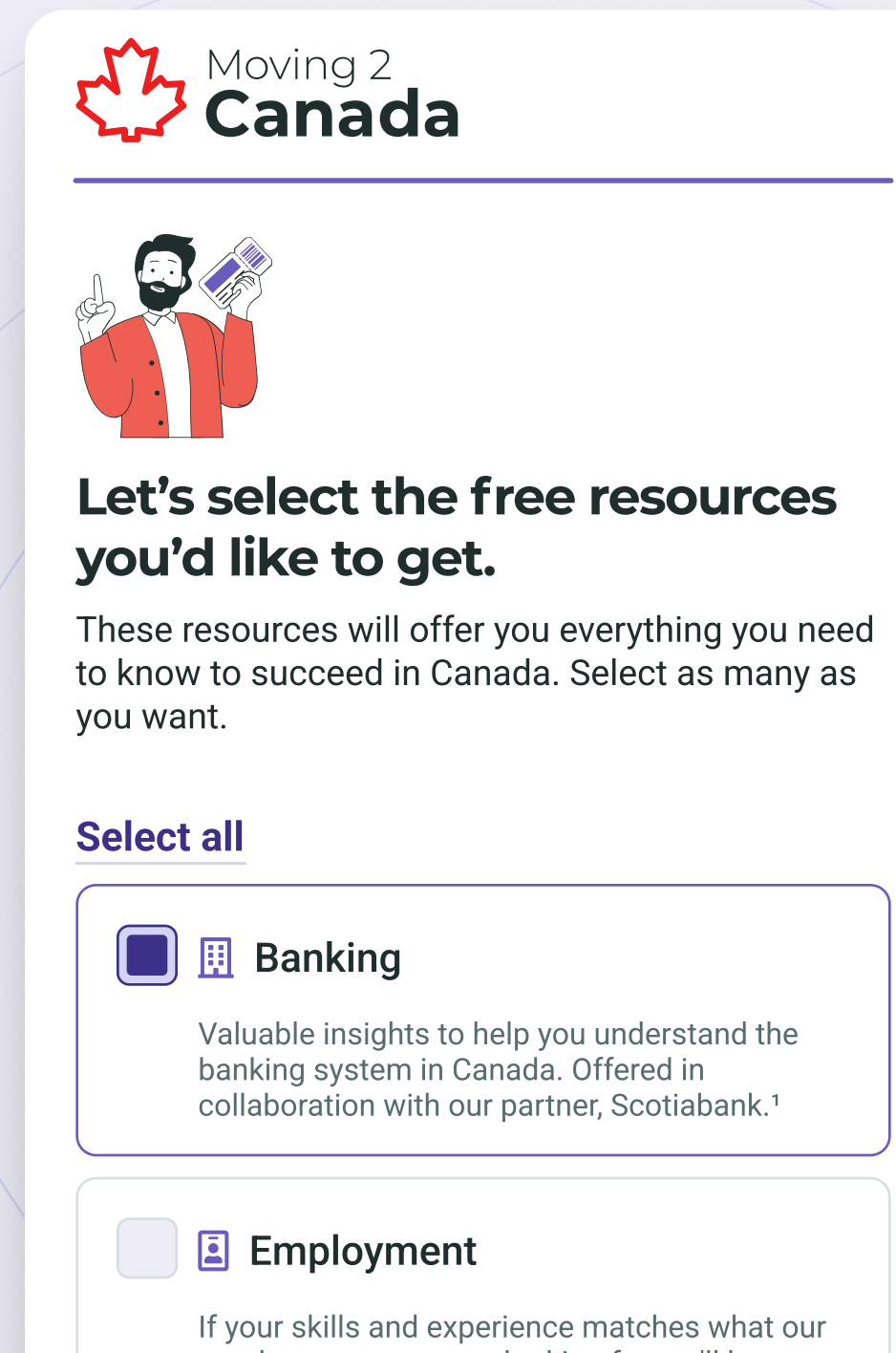
- 01
- 02
- 03
- 04
- 05



Qualified lead generation

Site users who create or update their free Moving2Canada profile enjoy the opportunity to opt in for communications directly from partners.

Whether pre- or post-arrival, these are typically people who have invested time, energy, and in many cases money into their personal moving project, thus making them a particularly high quality lead.



Targeted checklist tasks

Integrate natively into users' personal checklists.
The right message, to the right user, at the right time.

- Verify your employment credentials (for regulated occupations only)
- Identify recruiters who can help you get a job in Canada
- Send targeted job applications
- Find out how to bring your prescriptions to Canada, or how to access it after arrival
- Find out how to bring your pet(s) to Canada
- Need a phone plan? Check out these amazing offers from PhoneBox!**
- Organize items to sell or donate
- Get a plug adaptor for North American power outlets
- Get packing!
- Set up informational interviews with experts in your industry
- Get a job interview
- Get your first job offer in Canada

Task Details

Need a phone plan? Check out these amazing offers from PhoneBox!

Planning

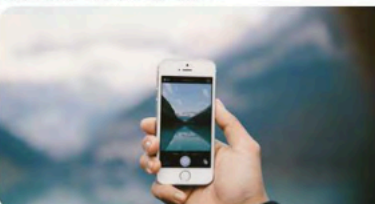
Exclusive deal for Moving2Canada users

Moving2Canada is proud to recommend PhoneBox for newcomers to Canada. You can save every month, without compromising on quality!

We've partnered up with Canadian cell phone provider, **PhoneBox**, who offer some of the most affordable plans on the market. Plus, they make it easy for you to sign up and have a SIM card shipped anywhere in the world (for free!).

[Unlock Moving2Canada's exclusive deals!](#)

Useful Resources



Amazing phone plans with PhoneBox
BY PHONEBOX

Personal Notes

You can start writing your notes here...

Save Notes

[Mark Important](#) ☆ [Add to calendar](#) 📅 [Delete](#) 🗑️ [Mark Complete](#) ✅

Special offers

Brands that offer a discount or added incentive enjoy special placement in our community account – and all the awareness and qualified lead gen that comes with it.

PhoneBox | Moving 2 Canada
Shop Plans

Moving to Canada?

Discover PhoneBox's Canadian Phone Plans Tailored Just for You!

See Plans
Plans From **\$35** /Month




Now Offering International Calling Plans!
List of Countries


oxio
The first internet provider you'll actually like.
I want oxio!

New to Canada? Make settling in a little easier.

With oxio internet you'll even get the first month on us eh! Use code **M2C2024** at checkout for **1 month free.**

I want oxio!





Send more. Earn more.

Moving2Canada special offer

Get up to **\$20** on your first transfer

Get started +

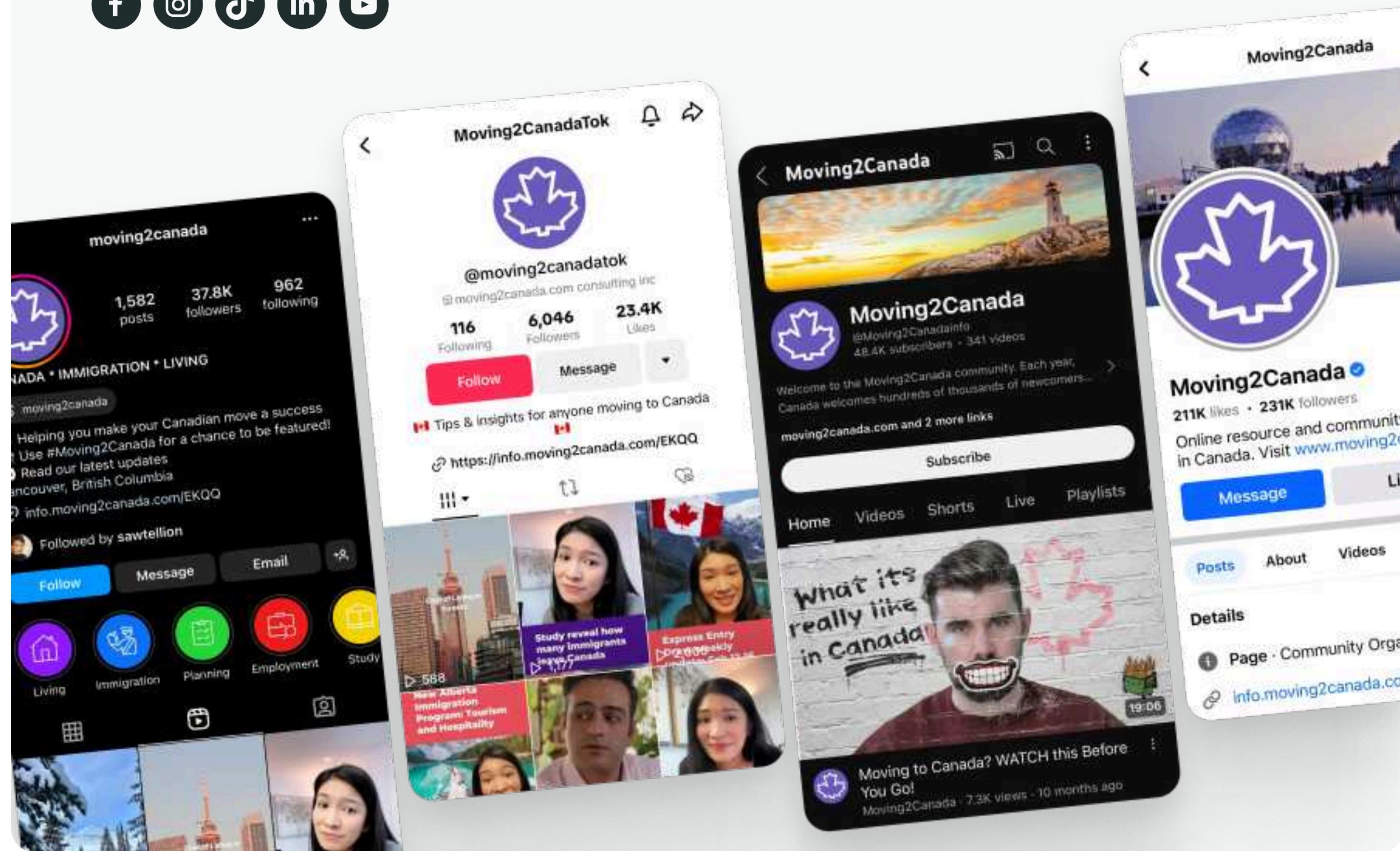
Terms and conditions apply

Social media

Amplify your message to growing newcomer communities on Facebook, Instagram, TikTok, LinkedIn, and YouTube.

We earn the trust of our communities by providing relevant, up-to-date information, particularly in times of rapid change.

Check out our pages:



Hiring solutions

Find qualified candidates quickly, without hefty recruitment costs. Our partners enjoy access to pre-arrival newcomers before competitors know the candidate exists.

[Learn more about our Hiring Solutions program.](#)

<p><small>YOUNG GUNS CONTAINER CREW</small></p> <p>Labourer / Container Unloader</p> <p>Vancouver Calgary Cornwall</p> <p>Learn more</p>
<p><small>PURSUIT</small></p> <p>Hospitality jobs in Western Canada</p> <p>Banff Jasper Waterton Golden</p> <p>Learn more</p>
<p><small>TRUSTED RECRUITMENT PARTNER</small></p> <p>Senior Financial Analyst</p> <p>Vancouver</p> <p>Learn more</p>



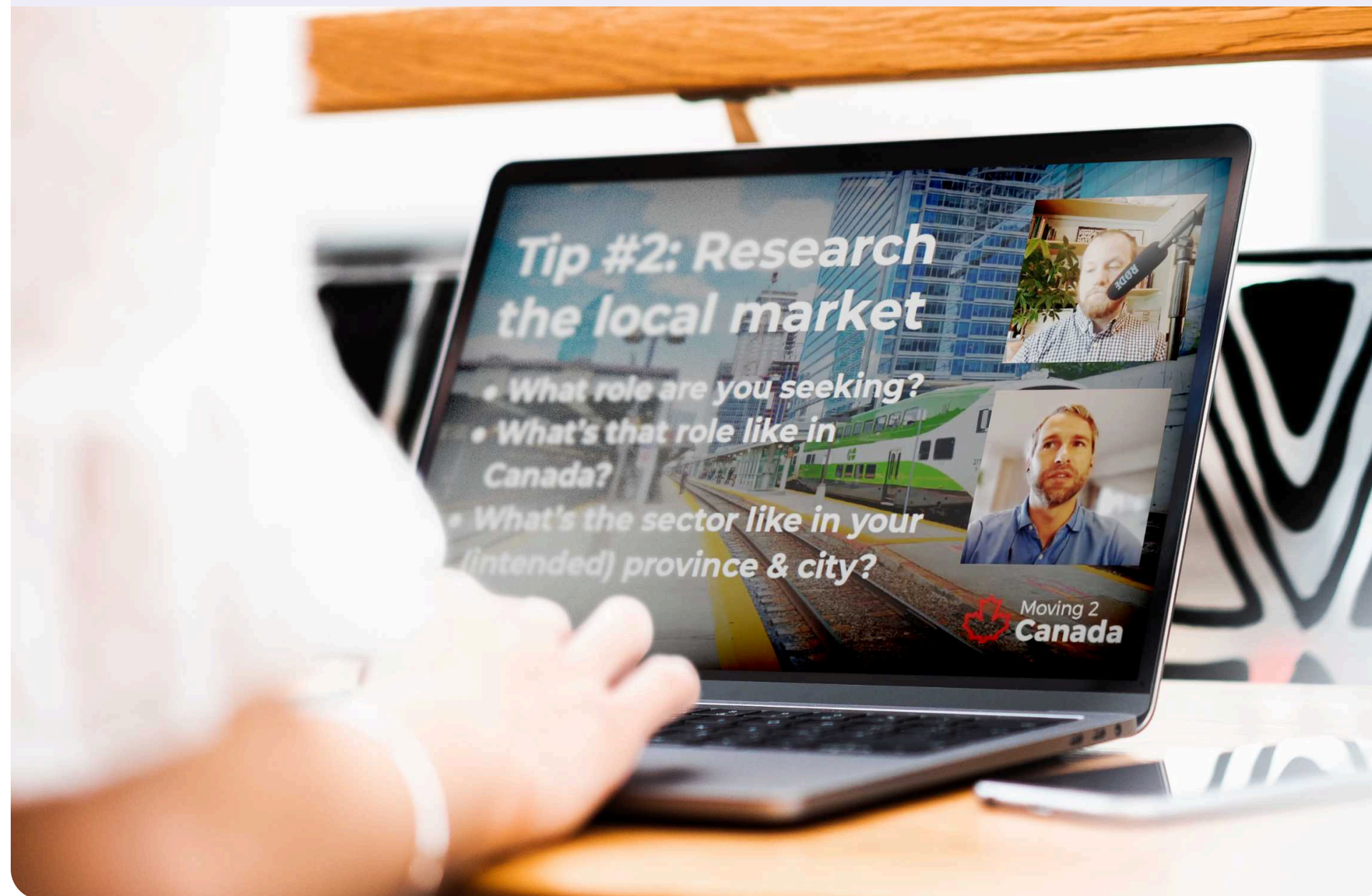
Webinars and live events

Our popular live video events allow you higher engagement and direct interaction with target audiences.

We do the deck, promotion, technical setup, and everything else. All you have to do is turn up and share your knowledge.

Examples:

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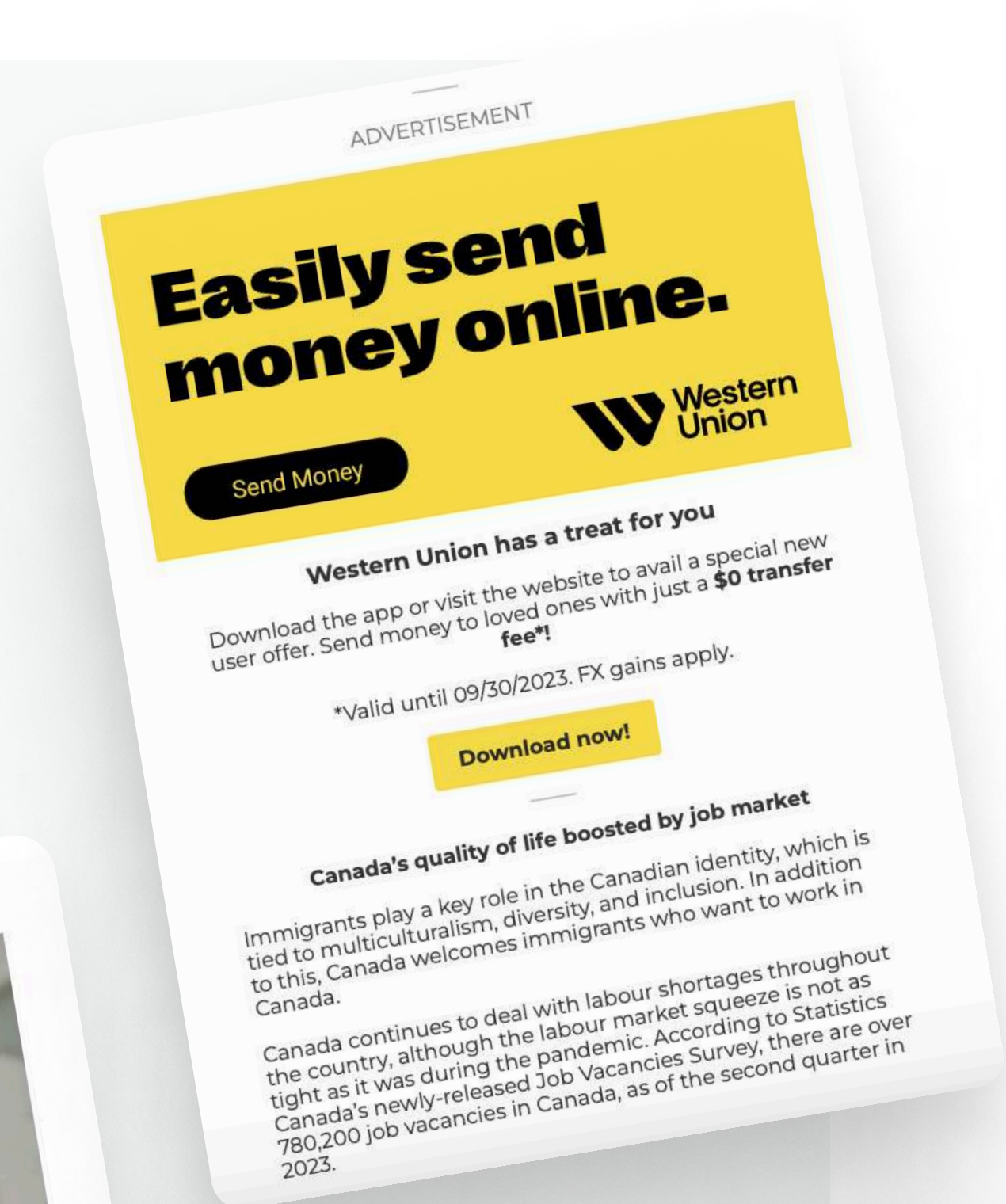
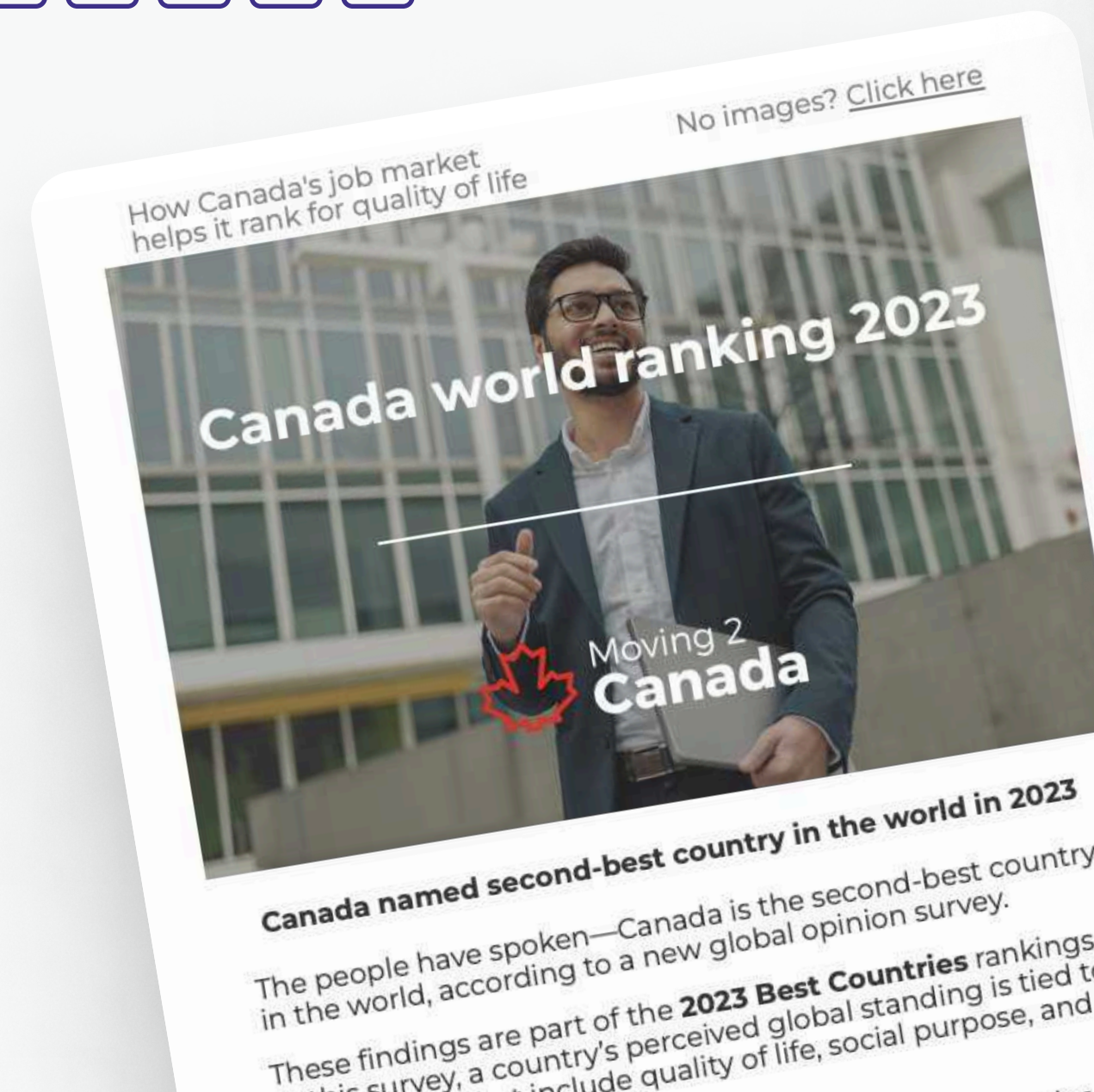
Email marketing

Whether it's telling your story or targeting a promotion, or simply sponsoring a campaign or integrating into an automated journey, email marketing to newcomers drives leads at scale.

Our active subscriber base includes more than 200,000 global subscribers.

Examples:

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Video storytelling and sponsorship

Video marketing is becoming the future of content creation. We have a track record of telling brands' stories through compelling content.

Examples:

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I Worked with Young Guns Container Crew in Vancouver - and it was...
 Moving2Canada • 8.2K views • 1 year ago
 Moving2Canada's resident videographer took on a new challenge when he spent a day working with Young Guns Container Crew (one of our...



Healthcare health insur
 Moving2Canada
 Get a free quote f the link: https://bi CC



How to Build a Good Credit Score in Canada for Newcomers
 Moving2Canada • 3.3K views • 1 month ago
 Are you a newcomer wondering how to build a good credit score in Canada? In Canada, your credit score can make or break your life...



What are TEER Categories for Canadian immigration?
 Moving2Canada • 8.9K views • 1 year ago
 Stephen sits down with Moving2Canada's partner, Deanne Acres-Lans of Canada Abroad, to learn about how TEER Categories work in...



Which Canadian internet provider is the best for newcomers?
 Moving2Canada
 Wondering who t @stephentadgh CC

Affiliate marketing

Tracked through to your conversion event, whether that's CPC, CPL, or CPA. We win when you win.

Wise

Wise (formerly TransferWise) is a quick and affordable way to transfer money internationally, without visiting a bank. It's an affordable and effective way of transferring money across borders.



Moving2Canada visitors get their [first transfer for free up to £3,000](#) (or equivalent). TransferWise is a quick and affordable way to transfer money internationally, without visiting a bank.

XE

XE offers an online platform for international money transfers. With XE, you can send money overseas at a competitive rate with minimal fees.

Moving2Canada users can earn a gift card of up to \$20 when they send their first international money transfer with XE.

[Register on the XE website](#) and receive the gift card after you make a transfer. The more you send, the more you earn.

Borrowell

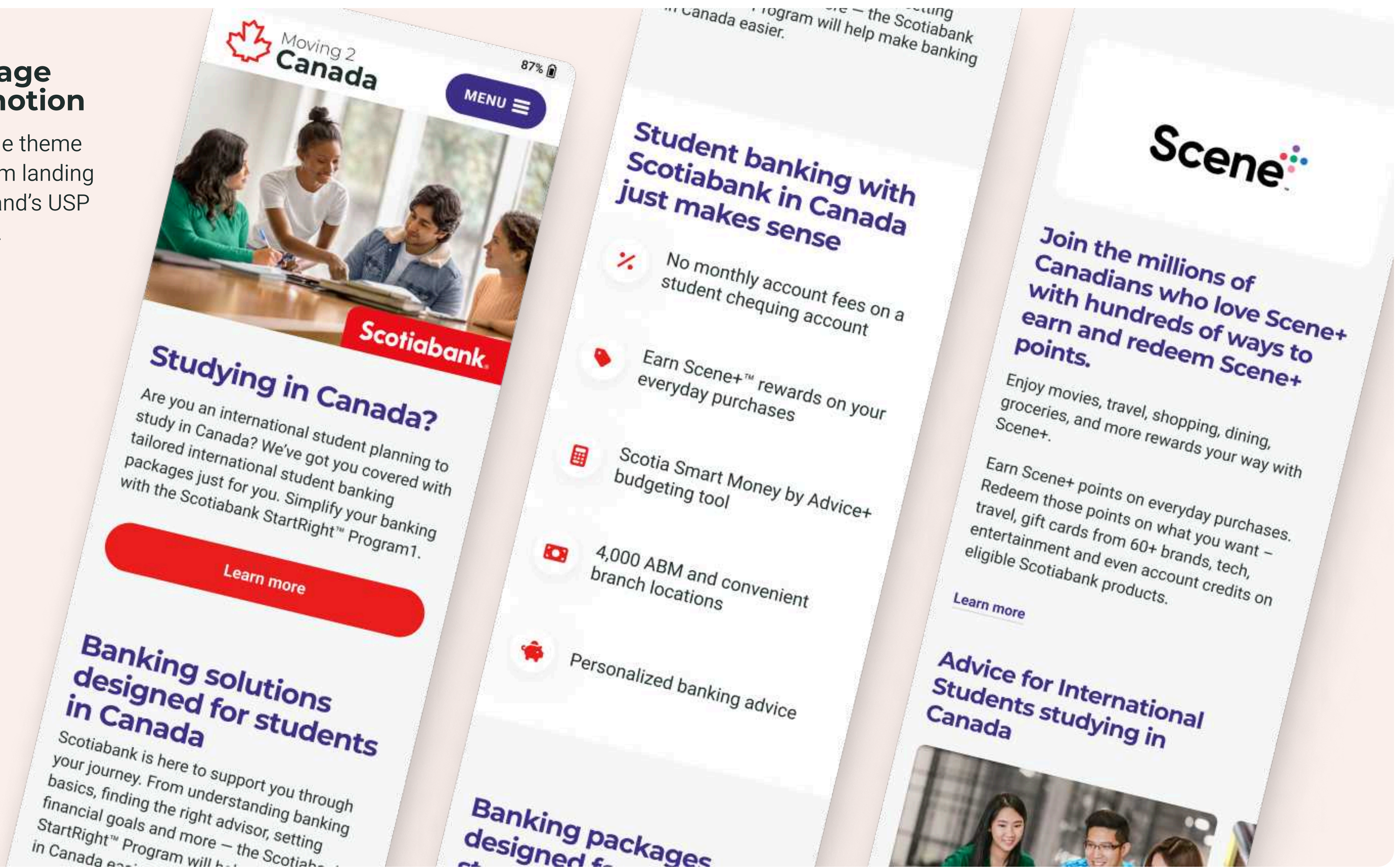
Borrowell offers newcomers to Canada a straightforward way to manage their financial health. Sign up for their [free credit score calculator](#) in just under three minutes, and you can access your credit score and Equifax credit report for free. No credit card needed. Check your score anytime without affecting it, and benefit from weekly updates to stay informed. An effective way for newcomers to improve their financial health and stay in control of their credit journey.



Custom landing page creation and promotion

Bring a clear and memorable theme to newcomers with a custom landing page, driving home your brand's USP and delivering quality leads.

Examples:



Moving2Canada in the media

Our team has lended insights and analysis to major national and international media publications.
Watch, read, or listen to our media coverage [here](#).

THE GLOBE AND MAIL

TORONTO STAR

The Gazette

CBC

CTV

Global
NEWS

980 | CKNW

VANCOUVER SUN

The Washington Post

FORTUNE

San Francisco Chronicle

[Click here for more](#)

Our team

Our team shares a deep purpose to empower newcomers to create their dream life in Canada.

Over the years, we've brought together passionate individuals from more than 10 countries. We are dedicated to serving quality original content and unique tools to our community, and delivering incredible service to our partners – all while making powerful connections between the two.



Targeted & Compliant

Trust is central to our success. We are fully compliant with GDPR (European General Data protection Regulation) and aim to provide all community members with simple and convenient ways to interact with our services and retain control over the information they choose to share with us.

Ensuring the responsible handling of member data has always been part of the 'social contract' we have with the Moving2Canada community.

We only use world-leading digital marketing platforms like:



Our community relies on Moving2Canada and the support of our trusted partners to help make their move easier.



Let's connect!

Our newcomer marketing team would love to chat with you about reaching newcomers at scale.

If you haven't done so already, please feel free to fill out our short [Become our Partner form](#) or send us an email at partnership@moving2canada.com.

A member of our team will get in touch.

