Media Kit

2020-21

Forsythe Multimedia Group, LLC
95 Broadway, Suite #2
Hicksville, NY 11801
516.390.7847
www.TheSouthAsianTimes.info
Advertise@TheSouthAsianTimes.info
The South Asian Times is the leading and trendsetting publication for South Asian communities in the New York-New Jersey area. The newspaper is also mailed to the powerhouses in Washington, D.C. and other places on the US East Coast- home to the largest number of Indian, Pakistani, Bangladeshi, Sri Lankan and Nepali communities in the United States. The South Asian Times is the voice of South Asians, linking the aspirations of the South Asian community to the stories that affect it locally and globally. The South Asian Times reaches over 120,000 print and online readers each week. We proudly offer family-oriented, value-based content about local and global issues that are of particular interest to the South Asian diaspora in North America. The South Asian Times has immaculate reputation as a family-oriented, coffee table weekly newspaper of educated and successful households.

Circulation audited by AAM
- 15000 newspapers copies printed and distributed every week
- Website receives 1.2 million page views and 2.2 million hits every month
- The weekly ePaper, mailed to over 36000 active readers, has over 78% open rate
(Digital statistics as of May 15th, 2018)

Distribution
- Print & Online Subscribers
- Direct Vendors
- Over 200 Public Libraries
- Prominent Indian Hubs
- National and Local Events

ROI for Advertisers
Advertisers enjoy a good return on their investment in the print and digital editions of The South Asian Times. Our readers are educated consumers who respond to advertising in a publication they know and trust.

Print and Digital Editions
A replica of the print edition is emailed direct to a database of over 36,000 active readers from all over the nation. The open rate is over 80 percent as they are all opt-ins.

Objective Journalism
We strive to obtain excellence in journalism and take pride in our commitment to maintain the highest standards.

Marketing Services
The South Asian Times provides customized advertising solutions, in print and online, enabling you to efficiently and effectively target the affluent South Asian community. Our team of designers and content experts will design advertisements and write advertorials to effectively market your product or services.

Award Winning Publication
“Excellence in Print Media”
National Federation of Indian Association, NFIA

“Excellence in South Asian Community Journalism”
Nassau County Citation

Honored for empowering South Asian-American Community
American Community Empowerment (ACE)
Our readership comprises the affluent and highly educated US based South Asian community, including small business owners. The audience we deliver is essential for advertisers aiming to expand their brand awareness into this community.

Some facts about the South Asian demographic in the New York and US:

- **Indians** constitute the **second largest Asian American group in the US** after Chinese.

- **71% have a Bachelor’s degree or higher**, boasting the highest educational attainment of all ethnic groups in the US – professionally employed in medicine, law, finance, education, engineering and technology.

- **56% of Indians, 55% of Pakistanis, 61% of Sri Lankans and 44% of Bangladeshi Americans are homeowners. 90% own one or more cars.**

- **Median Ages:** Indians: 32, Pakistanis: 29, Sri Lankans: 36, Bangladeshis: 31
• The South Asian community consists of Indians, Pakistanis, Bangladeshis and Sri Lankans.

• The South Asian Population, in comparison to other ethnic groups in the United States, has a higher prevalence of graduate degrees and achieved more success financially, making it the target audience for advertisers.

• South Asian American population contributes towards the fastest growing groups among all other Asian Americans.

• Consumer choices include frequent trips overseas (54%), dining out (54%), and purchase of high-price electronics (92%).

• One in every nine Indians in the US is a millionaire—comprising 10% of US millionaires.

• Estimated annual buying power of $20 Billion.
### PRINT - Display Ads

<table>
<thead>
<tr>
<th>Ad Format</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page Color, Front Page</td>
<td>$3,750</td>
</tr>
<tr>
<td>Full Page Color, Front Inside</td>
<td>$3,000</td>
</tr>
<tr>
<td>Full Page Color, Back Cover</td>
<td>$2,750</td>
</tr>
<tr>
<td>Full Page Color, Back Inside</td>
<td>$2,400</td>
</tr>
<tr>
<td>Full Page Color</td>
<td>$2,000</td>
</tr>
<tr>
<td>Full Page B &amp; W</td>
<td>$1,400</td>
</tr>
<tr>
<td>Half Page Color</td>
<td>$1,100</td>
</tr>
<tr>
<td>Half Page B &amp; W</td>
<td>$800</td>
</tr>
<tr>
<td>Quarter Page Color</td>
<td>$600</td>
</tr>
<tr>
<td>Quarter Page B &amp; W</td>
<td>$400</td>
</tr>
<tr>
<td>One-Eighth Page B &amp; W</td>
<td>$200</td>
</tr>
<tr>
<td>Business Box B &amp; W</td>
<td>$90</td>
</tr>
<tr>
<td>Wrap Around (4 Full Color Pages)</td>
<td>$10,000</td>
</tr>
<tr>
<td>Wrap Around (2 Full Color Pages)</td>
<td>$7,000</td>
</tr>
<tr>
<td>Center Spread (2 Full Color Pages)</td>
<td>$6,000</td>
</tr>
<tr>
<td>Front Page Horizontal Banner (Color, 1.5&quot; strip)</td>
<td>$400</td>
</tr>
<tr>
<td>Horizontal Banner, Inside (Color)</td>
<td>$300</td>
</tr>
<tr>
<td>Horizontal Banner, Inside (B &amp; W)</td>
<td>$250</td>
</tr>
<tr>
<td>Sticker (Per 1000)</td>
<td>$200</td>
</tr>
<tr>
<td>Flyer Insertion (Per 1000)</td>
<td>$300</td>
</tr>
<tr>
<td>Advertorials</td>
<td></td>
</tr>
</tbody>
</table>

Rates are subject to change.

### PRINT - Classified Ads

<table>
<thead>
<tr>
<th>Ad Format</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Legal</td>
<td>$60</td>
</tr>
<tr>
<td>Maximum 25 words</td>
<td>$45</td>
</tr>
<tr>
<td>Boxed Ad</td>
<td>$90</td>
</tr>
</tbody>
</table>

We also offer category specific pages to give your ad greater impact:
Supplements, Wrap Arounds, Page 1: Horizontal Banner & Box Ad, Page 2: Full Page Color Display and Back Cover Full Page Color Display

Please contact us for customized display and sponsorship rates. Frequency discounts available on all advertisements.

Rates are subject to change.
Special Supplements
The South Asian Times is a trend-setter in special supplements and is reputed for its comprehensive and exclusive coverage. Over the years, we partnered with many prestigious organizations and produced several special supplements.

- Pravasi Bharatiya Divas
- Republic Day of India
- India Conference at Harvard Business School
- India Business Conference/Columbia Business School
- Holi, Festivals of Colors
- AAPI, Amer. Association of Physicians of Indian Origin
- FeTNA, Federation of Tamil Sanghams of North America
- RANA, Rajasthan Association of North America
- FIA NY-NJ-CT, Federation of Indian Associations
- India Day, Independence Day of India
- NFIA, National Federation of Indian Association
- IALI, Indian Association of Long Island
- AIA, NY, Association of Indians in America
- Deepawali, Festivals of Light
- Sikh Heritage & Film Festivals
Our popular website as well as social media platforms offer you an even greater reach and impression into the South Asian community.

**Web Inventory**
Online placement is available on our Homepage, Category Homepage, Category Stories and e-Paper

<table>
<thead>
<tr>
<th>Ad type</th>
<th>CPM</th>
</tr>
</thead>
<tbody>
<tr>
<td>Standard Banners - Homepage</td>
<td>$4</td>
</tr>
<tr>
<td>Standard Banners - ROS</td>
<td>$3</td>
</tr>
<tr>
<td>In-Banner Video</td>
<td>$7</td>
</tr>
<tr>
<td>Rich Media: Page Takeovers, Pushdown</td>
<td>$8</td>
</tr>
<tr>
<td>Site Takeover/Sponsorships</td>
<td>$1500/day</td>
</tr>
<tr>
<td>Mobile Banners - Homepage</td>
<td>$4</td>
</tr>
<tr>
<td>Mobile banners - ROS</td>
<td>$3</td>
</tr>
<tr>
<td>Advertorials/Sponsored Content</td>
<td>$1500/piece</td>
</tr>
<tr>
<td>Email Blast</td>
<td>$750/piece</td>
</tr>
</tbody>
</table>

We accept all IAB standard size creatives

**Submission Guidelines**
All web advertisement files must be in either GIF, JPEG, JPG, PNG or FLASH (.swf) format

File Size cannot exceed 50K for each ad. Advertisers will be billed for space reserved. Design services available, additional fees may apply.

Rates are subject to change.
Mechanical Specifications
All sizes without bleed, sizes in inches.
- Full Page: 10 W x 14 L
- Front Page: 10 W x 12 L
- Half Page: 10 W x 7 L
- Quarter Page: 5 W x 7 L
- Horizontal Banner: 10 W x 1.5 L
- One-Eighth Page: 5 W x 3.5 L
- Business Box: 3 W x 3.25 L
- Center Spread: 21 W x 14 L

Creative Delivery
If under 5 MB, files should be sent as 300 dpi, print-ready PDF format via email to advertise@TheSouthAsianTimes.info.

If over 5 MB, please contact us for our FTP instructions.

All ads must meet industry standards (fonts embedded, color ads should be in CMYK, B&W in gray-scale, etc.).

Deadlines
Space reservation must be received by previous Friday for the following week’s insertion. Artwork and payment must be received by Monday 5PM (EST).

Billing
Advertisers will be billed for space reserved. For extra designing services, additional charges may apply.

Artwork Design
Design services are available. For further information please contact us at advertise@TheSouthAsianTimes.info

We reserve the rights to the display of content and advertisement in our print and online publications. Although we are not responsible for products & services advertised, we do reserve the right to refuse the display of materials found against the basic norms of our Advertisement Display Policy. The South Asian Times does not solicit, promote, or display: Nudity, Porn, Tobacco, Liquor, Gambling, Night Clubs, Psychic Readers, Illegal services and many other products & services not consistent with our policy.

We are committed to maintaining Excellence in Journalism and value based content, display & advertising. In our efforts to provide maximum exposure, shelf life, reach & return on investment to our advertisers, our aim is to sustain a value-based and high quality weekly newspaper targeting South Asian households and communities.

The South Asian Times maintains its position as a leading newspaper by only printing a maximum of 35% advertisements per issue in a clean and easy-to-read layout.
The Asian Era is the most high-end Lifestyle Magazine of the Indian-American Diaspora in North America. The Asian Era brings the rich traditional Indian heritage again in the forefront as well as the latest trends in harmonious lifestyle to the households of our community every other month. A sister publication of the most admired weekly newspaper, The South Asian Times, this glossy, beautifully designed-comprehensive magazine is also family oriented, maintaining the high standards & tradition of value based Content, Display & Advertising.

The print copies of The Asian Era are read among thousands of upscale-successful families in New York & New Jersey areas. eMagazine is sent to over 60,000 people & made available on our websites. The Asian Era would also be available at hundreds of public libraries and kiosks in New York metro area.

We invite you to advertise your products and services in The Asian Era, and avail additional discounts for both popular publications.

**Ad Tariff**

<table>
<thead>
<tr>
<th>Ad Type</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Back Cover</td>
<td>$3500.00</td>
</tr>
<tr>
<td>Front Inside Cover and Page #3</td>
<td>$2500.00</td>
</tr>
<tr>
<td>Back Inside Cover and Opposite Page</td>
<td>$2500.00</td>
</tr>
<tr>
<td>Full Page Color</td>
<td>$2000.00</td>
</tr>
<tr>
<td>Half Page Color</td>
<td>$1250.00</td>
</tr>
<tr>
<td>Quarter Page or 8.5 x 2.75 Strip Display</td>
<td>$700.00</td>
</tr>
</tbody>
</table>

Magazine Size: 11 in (length) X 8.5 in (width)
Price per copy: $6.75; Annual Subscription: $35.00

To avail 20% discount on combined rates:
Contact: Ginsmon Zacharia
Ph: 516.390.7847, 516.776.7061
Email: Advertise@thesouthasiantimes.info
GinsmonZ@gmail.com
IANS International in partnership with Indo Asian News Service (IANS), which is India's largest independent newswire, creates and distributes content in the Americas and Europe. Through this mechanism, we publish exclusive stories and press releases on IANS's platform, which are picked up by leading publications around the world. With our assistance your local news product and services can be spread out to the Indian diaspora all over the globe.

www.iansinternational.com

We are a one-stop solution for your marketing and advertising needs. At Indo US media, we understand your product and create customized digital marketing solutions to help you connect with the South Asian population in the US. We understand the subtle cultural differences, which require changing your marketing efforts to be accepted by this target market. We also provide multilingual marketing support for more marketing effectiveness. Pioneering digital and mobile marketing, we provide innovative marketing tools to bring greater success to our advertisers. We have partnered with leading media outlets and portals in all important markets all over the world. We also provide editorial, publishing, website creation and hosting. www.indousmedia.com

To name just a few of our advertisers:

- Times Now
- Raj Diamonds
- Wells Fargo
- STAR
- State Bank of India
- TATA
- NAVIKAI
- Air India
- Infosys
- dish
- T-Mobile
- Turkish Airlines
- Bank of Baroda
- MetLife
- Portable UNLIMITED
- New York Life
- Turkish Airlines
- THE GARDEN CITY HOTEL
- TAJ
- Xavier University School of Medicine
Presenting AKSHARAM.

In a domain till now dominated by a clutch of magazines that follow the beaten path, AKSHARAM is a breath of fresh air. Deviating boldly from the much-trodden trail, the magazine is. An invigorating, exceptional blend of good reading that delivers true value. For the first time, it offers in a magazine for the Malayalees comprehensive coverage that touches upon every aspect of today’s world. For the large number of Malayales who have been sorely missing a quality magazine that spoke to them on their own terms, of things that mattered to them, NEWS AKSHARAM delivers an irresistible read.

A magazine designed to touch a chord with the global Malayalee.

AKSHARAM, from concept to content to presentation, is designed to find resonance with the Malayalee Diaspora, to turn it into a monthly ritual of sorts. Combining modern, global aspects with traditional, regional ones, to present a comprehensive outlook of all that’s relevant and of import to the Malayalee, it has what it takes to make it a must-read. It is clearly targeted at the high profile Global Malayalee. With its uncompromising emphasis on articulate, unbiased and well-informed coverage, the magazine is in a class of its own, presenting highly relevant and engaging content in a style that appeals to the well educated, intellectual and incisive Malayalee mind.

AKSHARAM. A powerful, new global media strategy.

Exceeding 6 million, the global Malayalee popular ion is an untapped niche. AKSHARAM targets this Well-educated, well-informed, welltraveled and well-to-do target audience with considerable spending power. Ambitious by nature, Malayales have an impressive presence across fields like medicine, IT and a wide spectrum of business. They are also a people rooted in tradition, proud of their rich heritage and their diverse, vibrant customs. AKSHARAM addresses this multi-faceted, cosmopolitan-yet-traditional Malayalee. It speaks to him with clarity of things close to his heart and of relevance to him both as a global citizen and as a Malayalee. Possessed of a saving mentality, the community is a big patroniser of Banks and jewel-
The South Asian Times
excellence in journalism

The Asian Era
The complete magazine for the global Asian

The complete magazine for the global Malaysian USA

IndoUSMedia

IANS International

New Delight Media, LLC

Forsythe Multimedia Group, LLC

95 Broadway, suite #2, Town Center Building, Hicksville, NY-11801, 516.390.7847