

MEDIA KIT

INDIA POST
VOICE OF INDIANS WORLDWIDE



Coverage Area:

California | Washington | Chicago | Atlanta | New York

Total Circulated Copies: 25,000 copies

Total subscription of E-paper: 80,000

3155 Kearney Street, Ste. 210. Fremont, CA 94538

www.indiapost.com

CELEBRATING 31 YEARS OF SUCCESS

INDIA POST
* PRINT * DIGITAL * TV * RADIO * EVENTS * SOCIAL MEDIA *

Over the years, **India Post** has been the Voice of Indians Worldwide, serving the Indian Readership Community with Borderless Information from across the Region and around the Globe.

Since its inception on **July 4, 1992**; **India Post** bring forth the latest news features in the form of Weekly Newspapers, which offers the best of space and value in terms of advertising and a wide circulation to reach. The Venture is initiated by eminent California-based cardiologist & community leader Dr. Romesh Japra with the clear Vision of empowering the Indian Diaspora and voice effectively in countries of their adoption.

In its 31st year, the Weekly Newspaper is looks forward to set more milestones in the future with its aesthetically appealing visuals and crisply written text. Along with the Ethnic Print Media, **India Post** also dominates the dynamic demands of modern times.

The readership of our website Indiapost.com has become one of the most preferred site for Diaspora living across the globe cutting across boundaries.

To further enhance our reach we have introduced **e-paper** format which has further increased the readership globally.

WE ARE NO.1

- We reach almost 80% of Indian-American in the Fastest Growing Ethnic Market. That makes India Post the strongest newspaper-website combination among all other Publications.
- India Post is the fastest growing Indian-American weekly that scores on readership and 100% recievership at par with the top 20% of mainstream newspapers.
- The newspaper has at its helm highly professional journalists with long careers to their credit. It presents news and views in an unbiased and professional way. Its editorial policy is by far the most independent with other newsweekly.

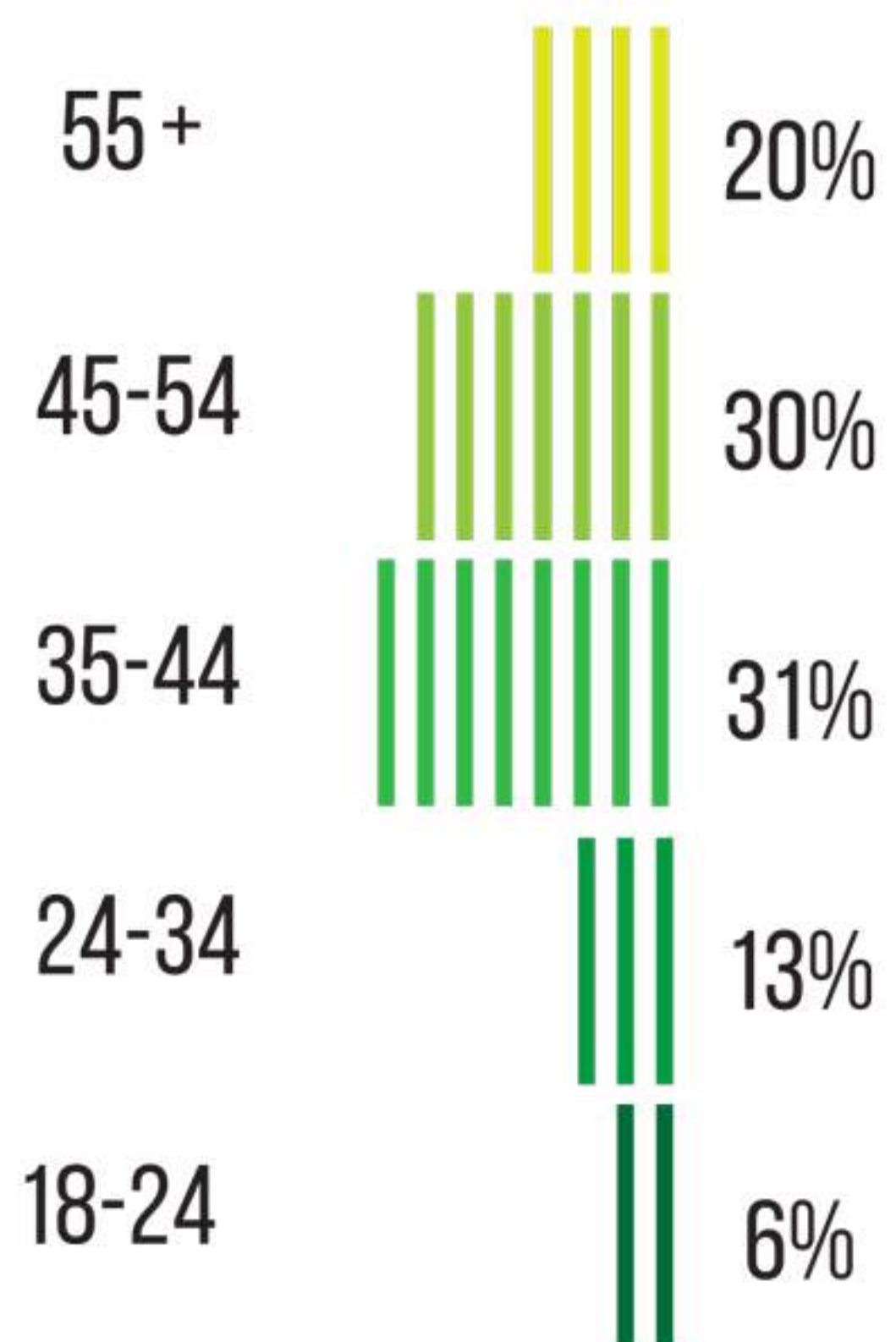


READERSHIP DEMOGRAPHICS

“India Post” is the fastest growing Indian news weekly in America. India Post is the only Indian American four color weekly that is equally strong on West, East and Mid-West regions of America



GENDER OF IP READER

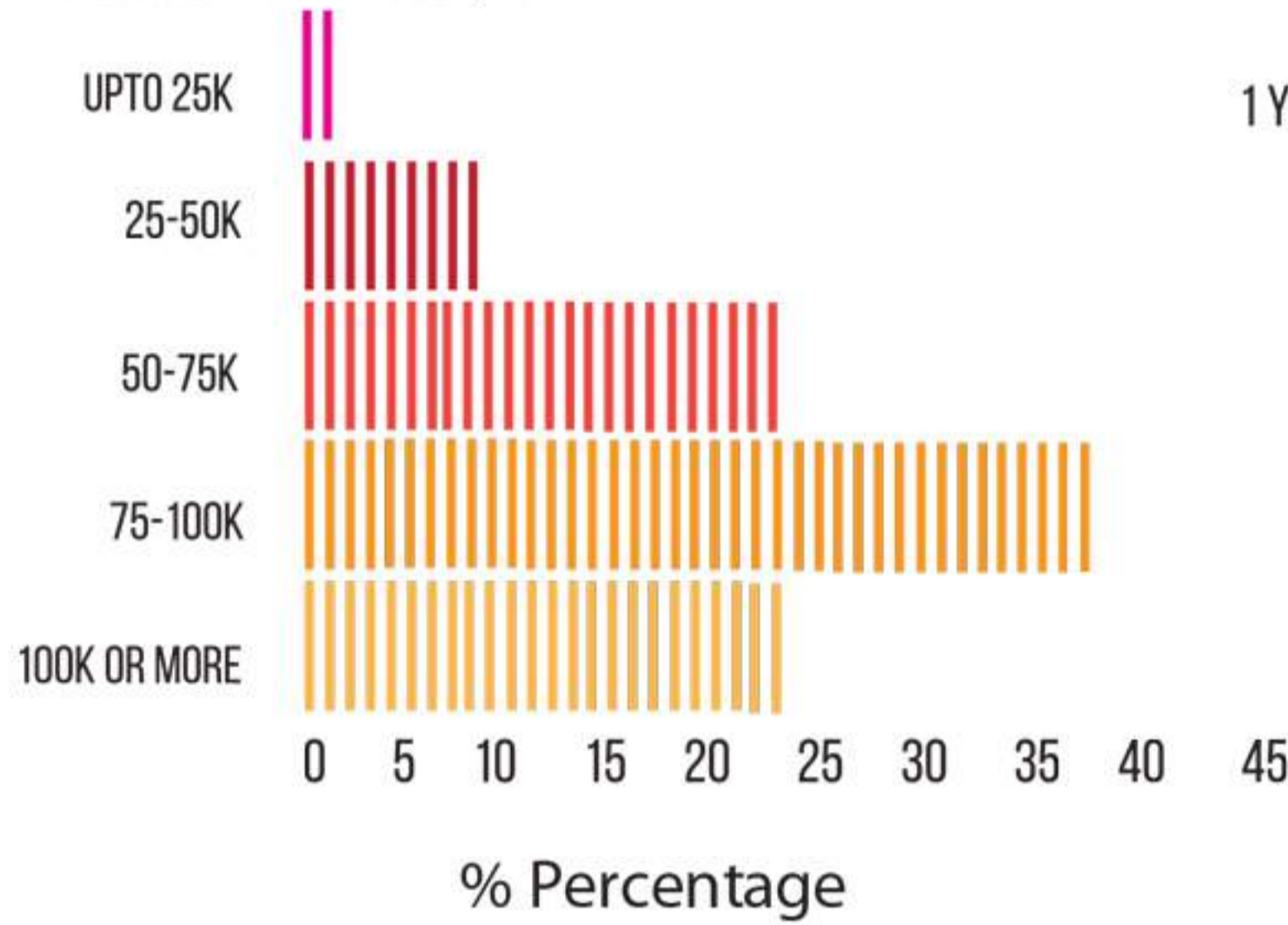


AVERAGE AGE OF IP READERS

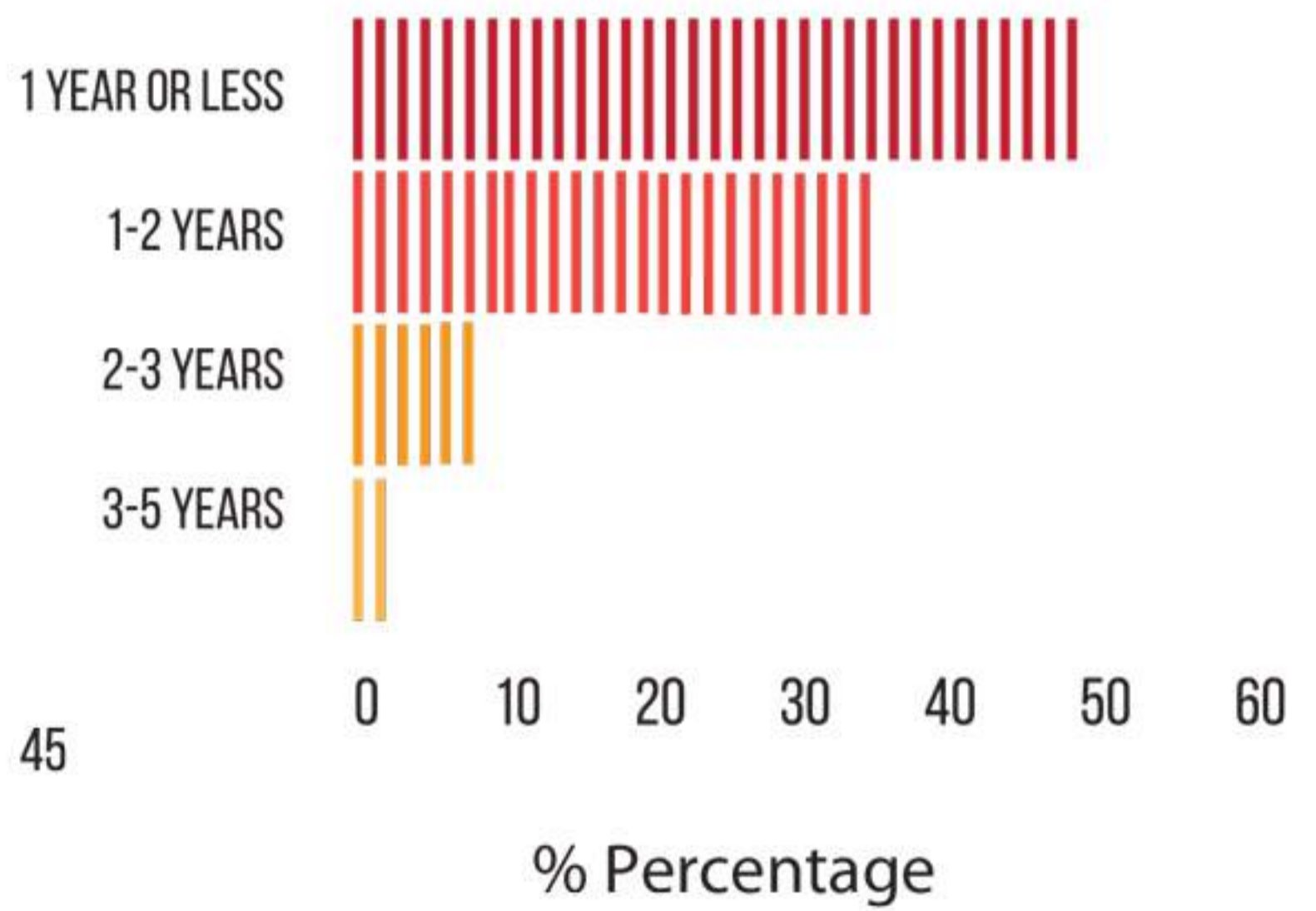


SOCIAL STATUS OF INDIA POST READERS

INDIAN POST READERS AVERAGE YEARLY INCOME \$87000 +

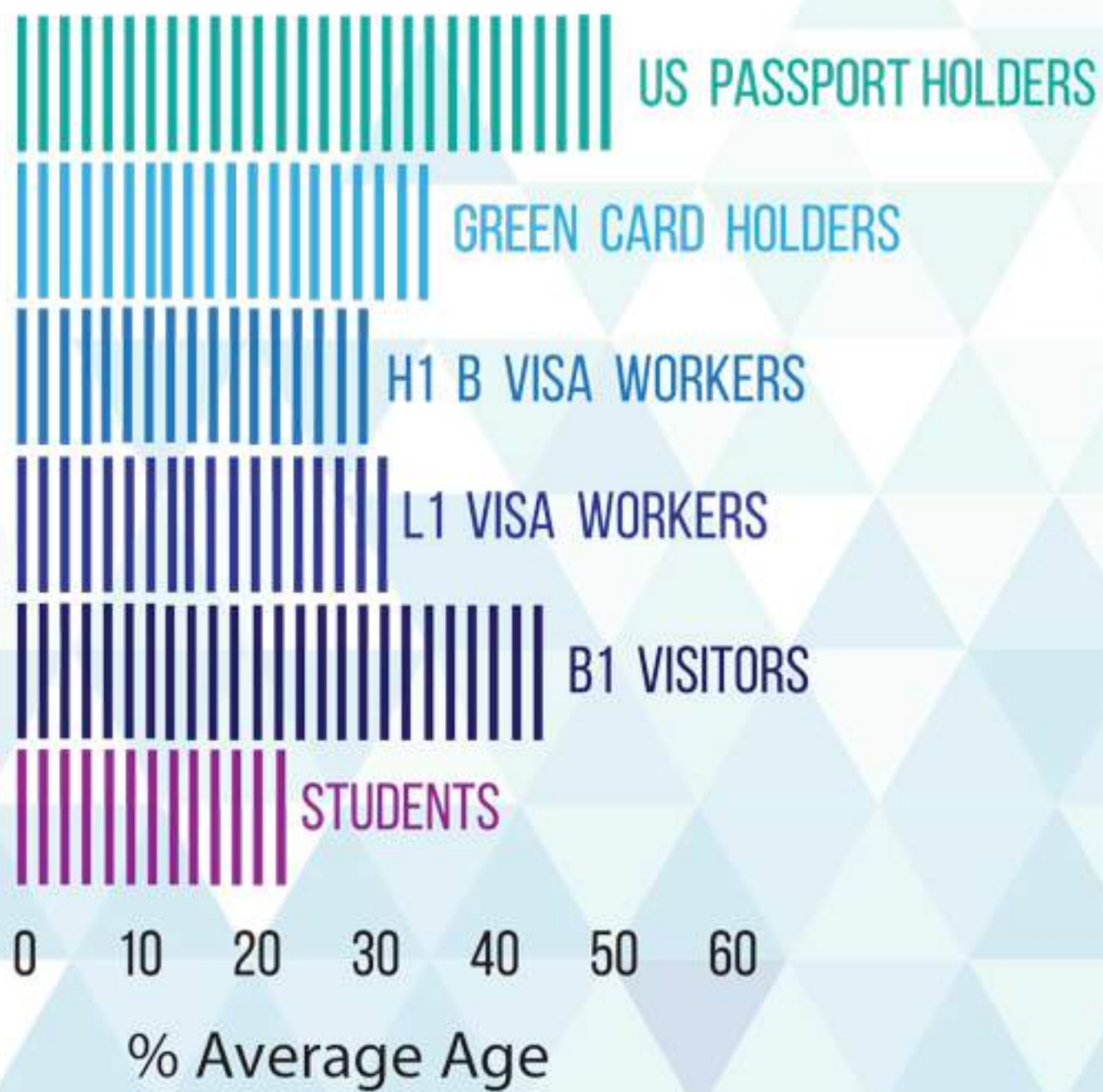


INDIAN POST READERS TRAVELLED OVERSEAS

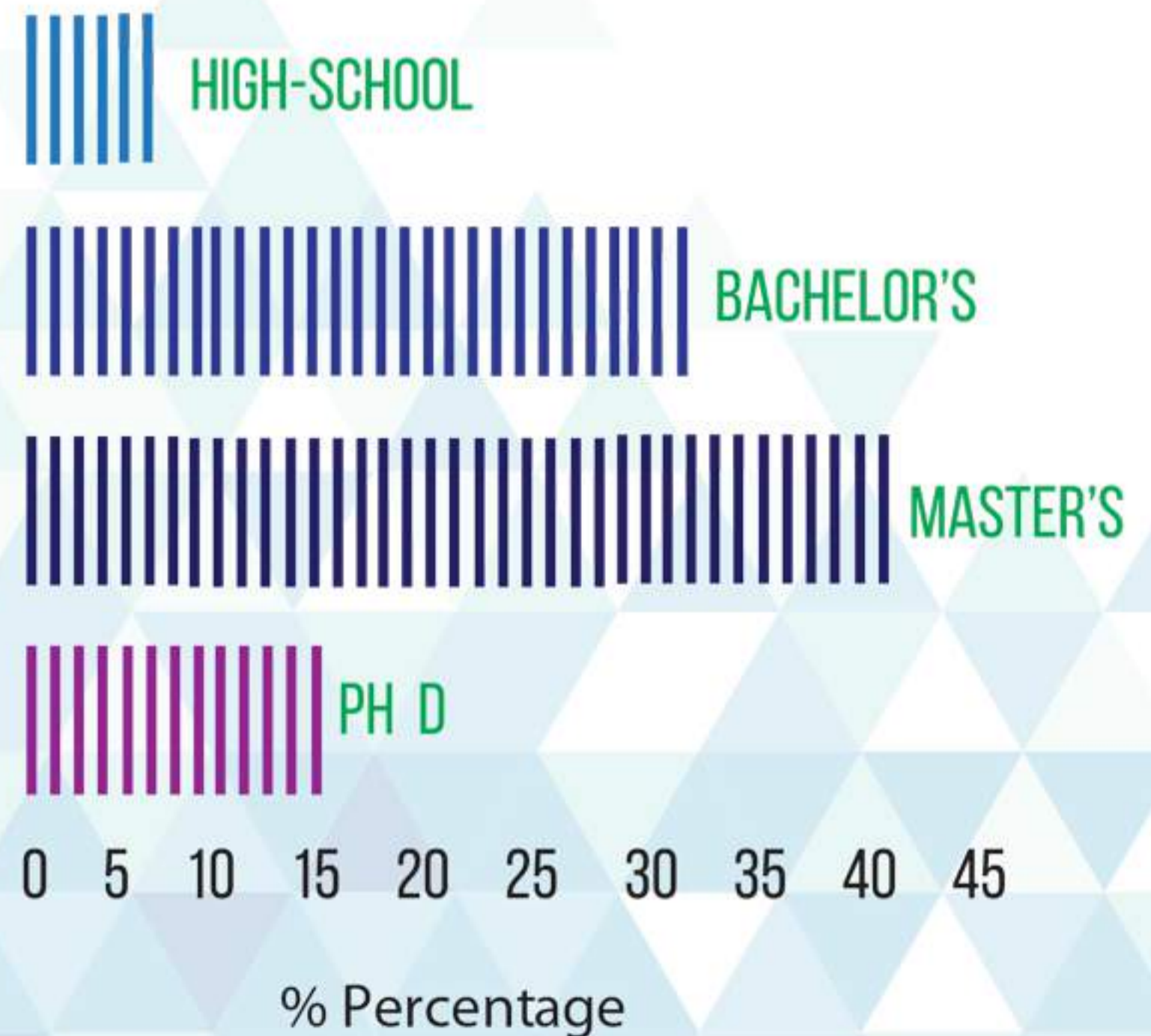


RANK OF INDIA POST READERS

INDIAN POST READERS PROFILES AS PER THEIR SOCIAL STATUS



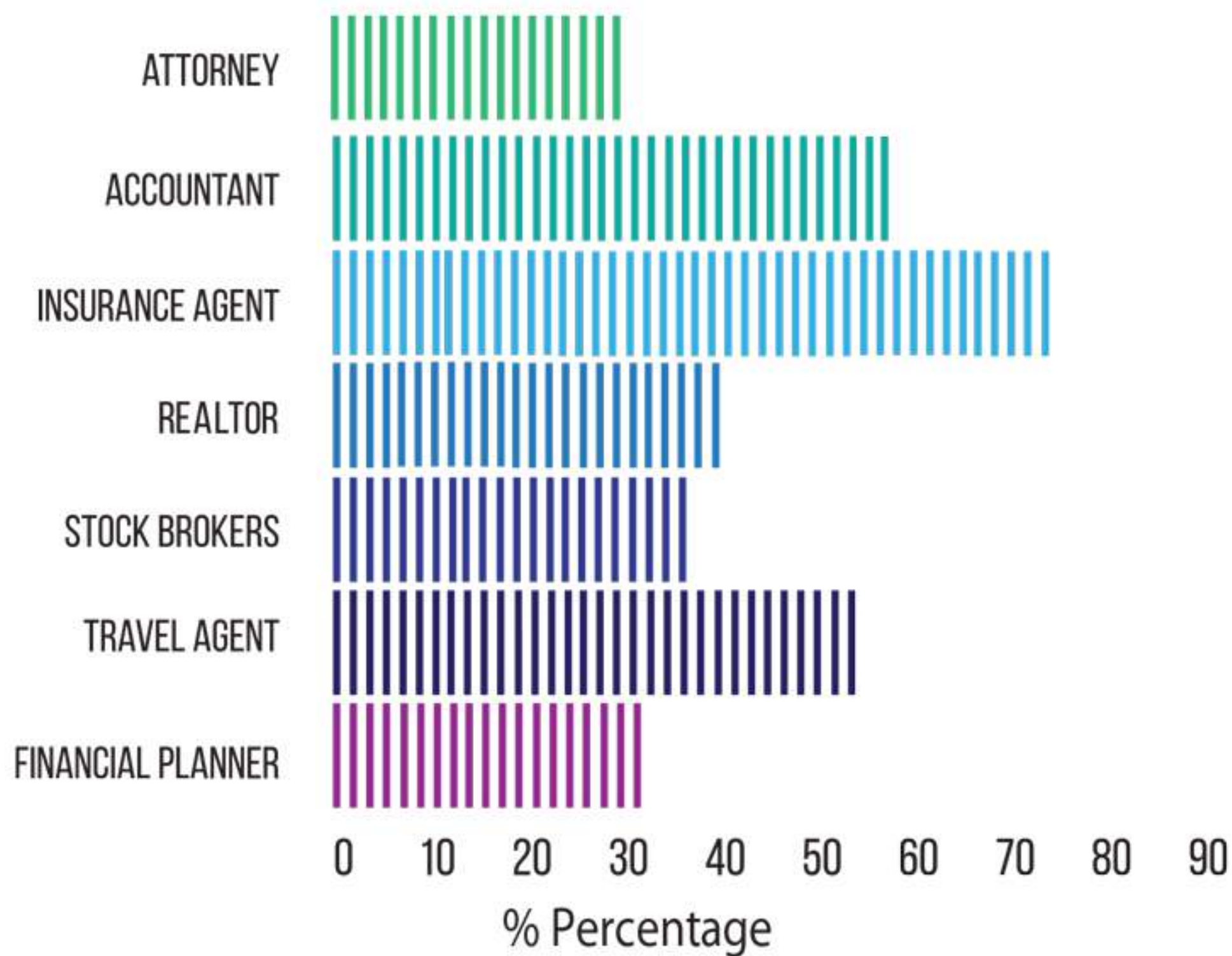
95% OF INDIA POST READERS ARE COLLEGE GRADUATES



SOCIAL STATUS OF INDIA POST READERS

OBSERVATION ABOUT SPENDING HABITS OF INDIA POST READERS

Who are the Readers.



SOCIO ECONOMIC STATUS OF INDIAN AMERICANS

Indian Americans are the richest ethnic group in the United States, earning a median income of \$100,547 in 2013, according to data from the U.S. Census Bureau. Compare that to \$51,939, which is the median income for all Americans during the same period. (Dated May 8, 2015)

In other words, for these ethnic groups, education is the criteria, most of the wage difference, since on average Indian, Japanese and chinese workers has higher level of education than the rest of the labor force.

INDIAN		\$1292
JAPANESE		\$1100
CHINESE		\$1093
KOREAN		\$992
AAPI		\$987
FILIPINO		\$859
WHITES		\$865
VIETNAMESE		\$603
OTHER ASIANS		\$602
PACIFIC ISLANDERS		\$770
BLACKS		\$692
HISPANICS		\$641

DEMOGRAPHICS ON INDIAN - AMERICAN AUDIENCE AND BUSINESS POTENTIAL

Indian Americans

Total Population

3,982,398

1.25% of the U.S. Population
(2015 Census Bureau estimate)⁽¹⁾

Regions With Significant Populations

Atlanta New jersey, New York City, San Francisco bay Area, Baltimore-Washington, Boston, Atlanta, raleigh-Durham, Chicago, Dallas-Fort Worth, Houston, South Florida, Central Florida, North Florida, Metro Detroit, Cleveland, Pittsburgh, Los Angeles, Seattle Metropolitan area

Languages

English, Hindi, Gujarati, Punjabi, Other Indian Languages

Religion

58% Hinduism, 18% Christianity, 14% Irreligious, 4% Islam, 4% Sikhism, 2% Jainism
2012

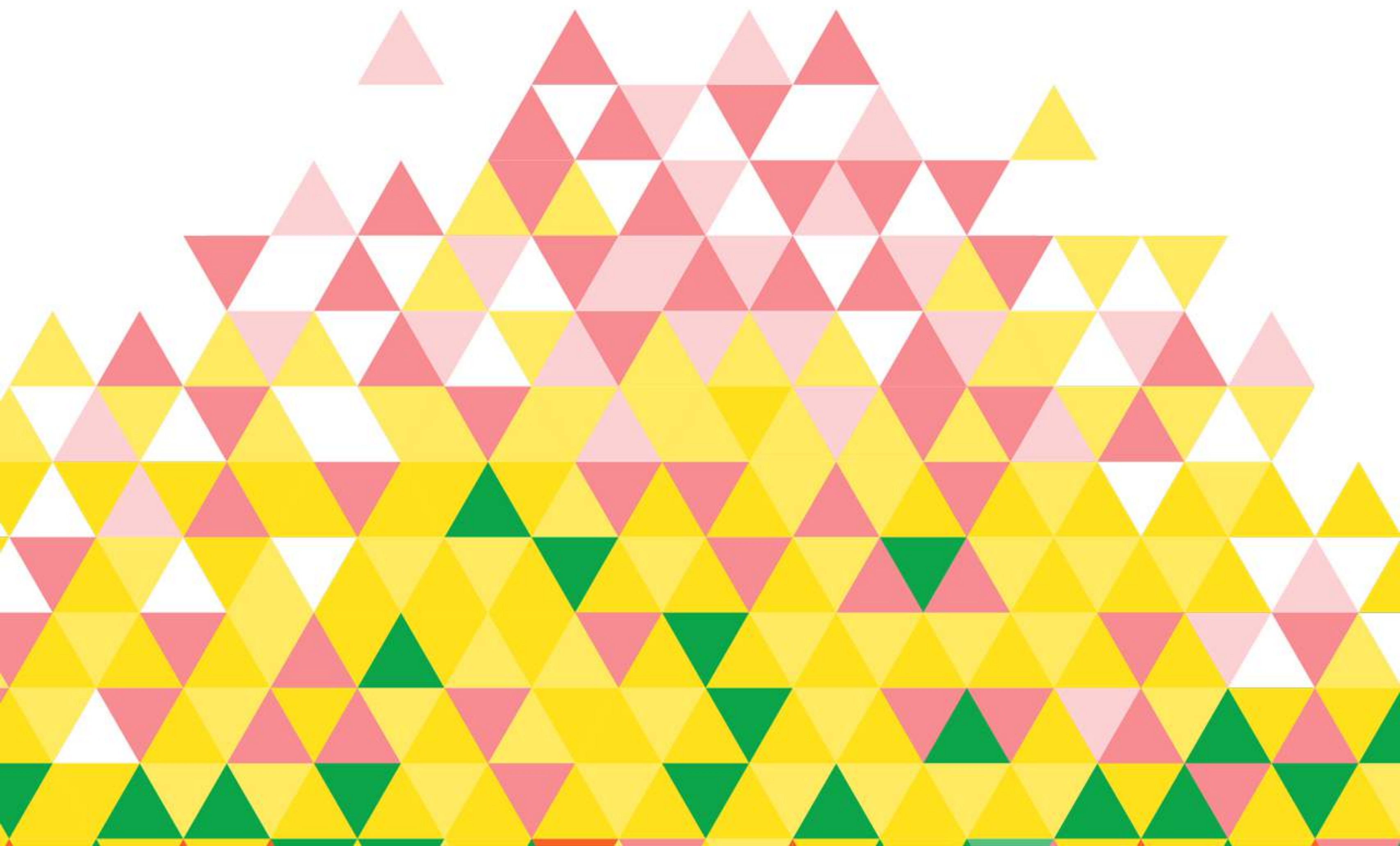
Related Ethnic Groups

South Asian Americans, Asian Americans



INDIA POST: A QUALITY NEWSPAPER FOR THE HIGHLY DISCERNING READER

- Satisfied Readership: As an invaluable resource, INDIA POST has become a staple read for top management executives and professionals. This is evident in the readership survey, which indicated that 98% of respondents are satisfied with INDIA POST
- The idea do not lie convincing You and Me quantitatively but over the qualitative value where highly prolific and sophisticated part of the society values it
- Size and and format : The compact size has made it easier to carry and read



TECHNICAL SPECIFICATIONS

TECHNICAL SPECIFICATIONS

FULL PAGE DIMENSIONS

Type Area

Bleed Advertising Materials are NOT ACCEPTED

DISPLAY AD [ROP]

Column per page	5
Column width	2" [rule to rule], 1.85" [type area]
Column depth	13"
Full page Ad Area	10"x12.5"
Double Page Spread	20.5"x12.5"

COLUMN WIDTH SPECIFICATIONS

Type Area

1 column	1.85"
2 column	3.85"
3 column	5.85"
4 column	7.85"
5 column	10.00"

MATERIAL REQUIREMENTS

Digital Format Requirement

Acrobat PDF format with embedded fonts and colour contribution in CMYK, colour proofs to be provided

Resolution 300 dpi

PDF ad materials to be submitted via e-mail

DEADLINES

Publication date | Every Friday

Booking | 2 weeks before publication date

Copy material | By 4 pm every Tuesday before publication date

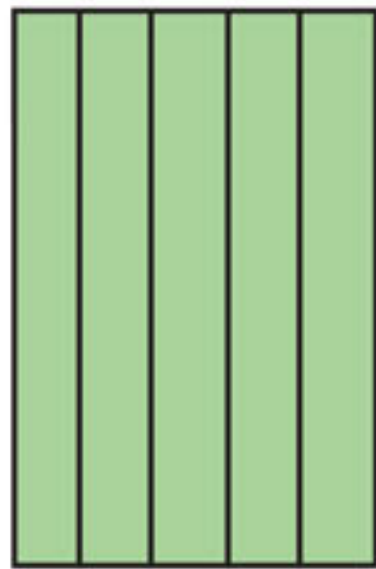
Cancellation | Normal Ads 2 weeks before publication date

Specified Creative Ads 6 weeks before publication date

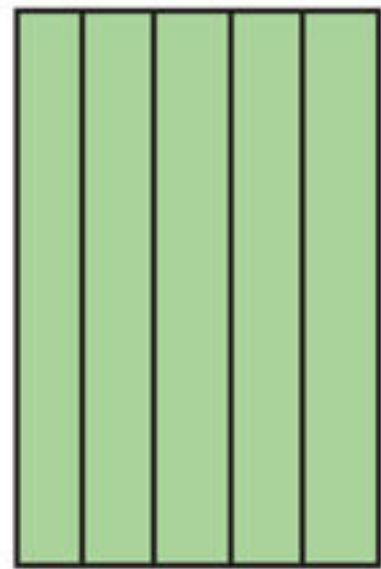
Prime positions (4pp/2pp Jacket, Front Panel, 1st Junior Page, 1st Full Page and Outside Back Cover) are non-cancellable

ADVERTISE WITH US, TARGET MOST AFFLUENT AND FASTEST GROWING ETHNIC COMMUNITY OF INDIAN - AMERICANS...

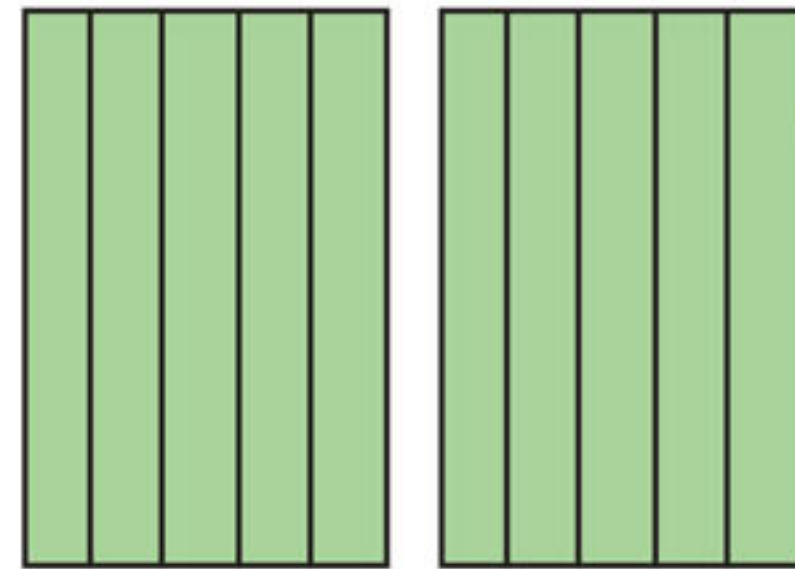
FRONT COVER BACK COVER CENTER-FOLD



10" x 11"

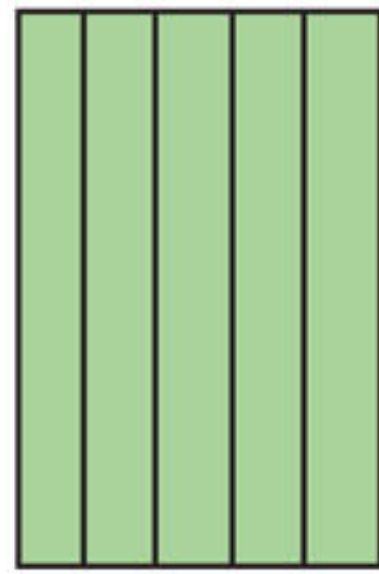


10"x12.5"

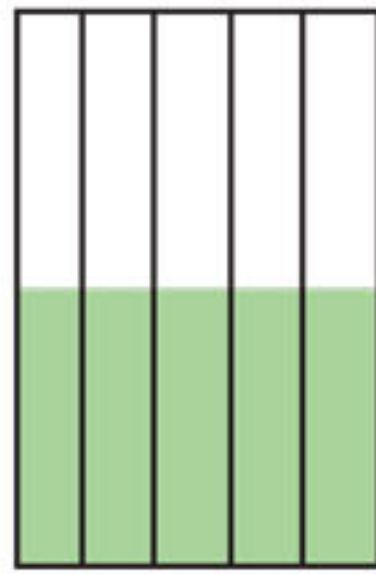


20.5"x12.5"

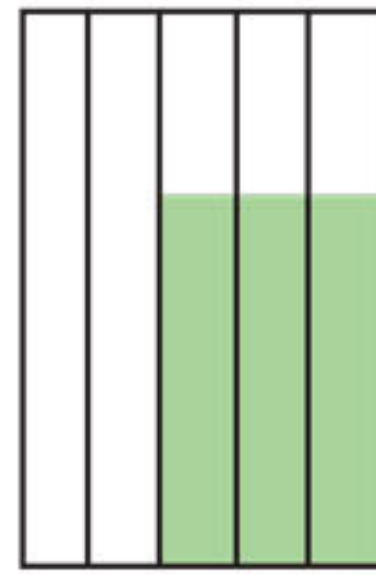
FULL PAGE 1/2 PAGE



10"x12.5"

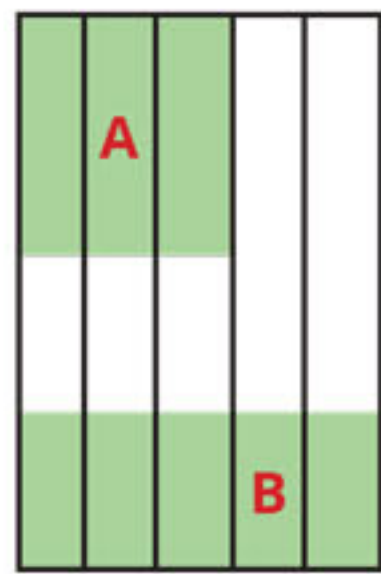


10" x 6"

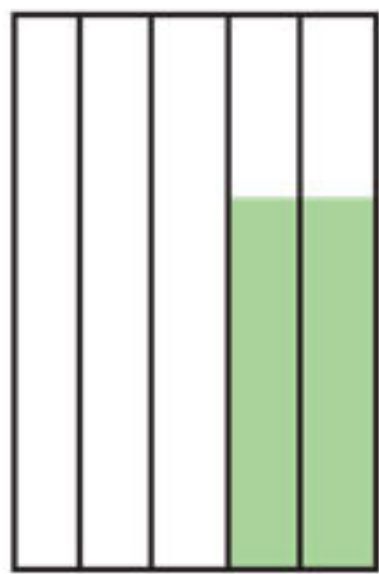


6" x 10"

1/4 PAGE 1/6 PAGE

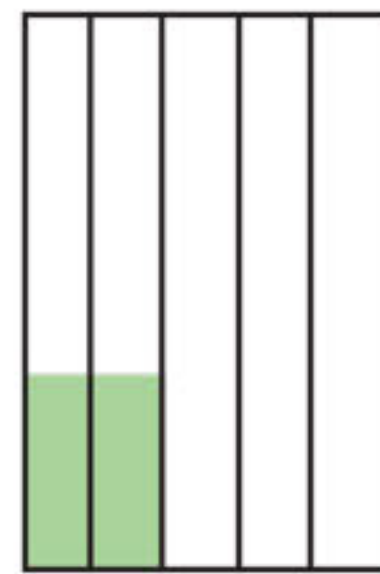


A - 5" X 6"

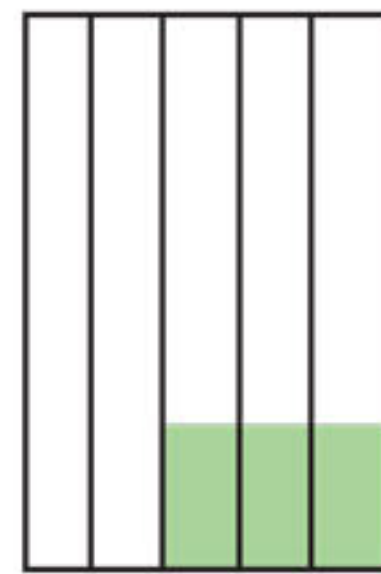


B - 10"X3"

C - 4"X8"

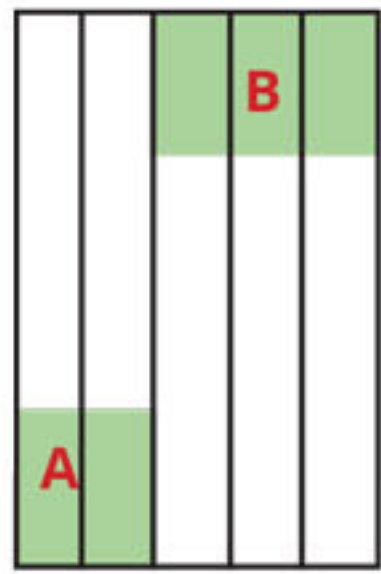


4" X 6"



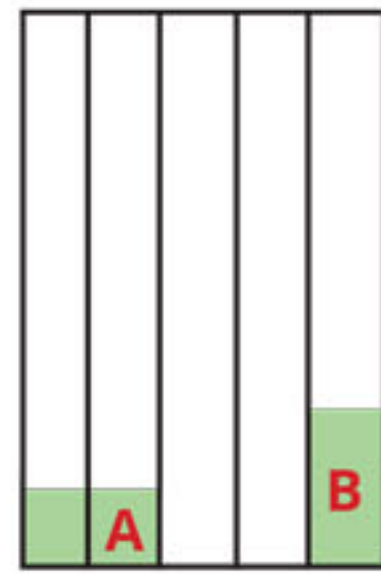
6" X 4"

1/8 PAGE BUSINESS CARD BOTTOM STRIP



A - 4" X 4"

B - 6" X 3"



A - 4" X 2"

B - 2" X 4"



10" X 1"

CREATIVE ADVERTISING OPTIONS: A4-PAGE WRAP AROUND FULL JACKET



- Published rate: \$10,000
- Current Promotional rate: \$ 8,000
- Value Add: 2x complimentary FPFC ads, Run-On-Page position (To be utilized within 4 weeks of the full jacket insertion)
- Booking deadline: 2 weeks before publication date (subject to space availability)
- Material deadline: 1 week before publication date

CREATIVE ADVERTISING OPTIONS:

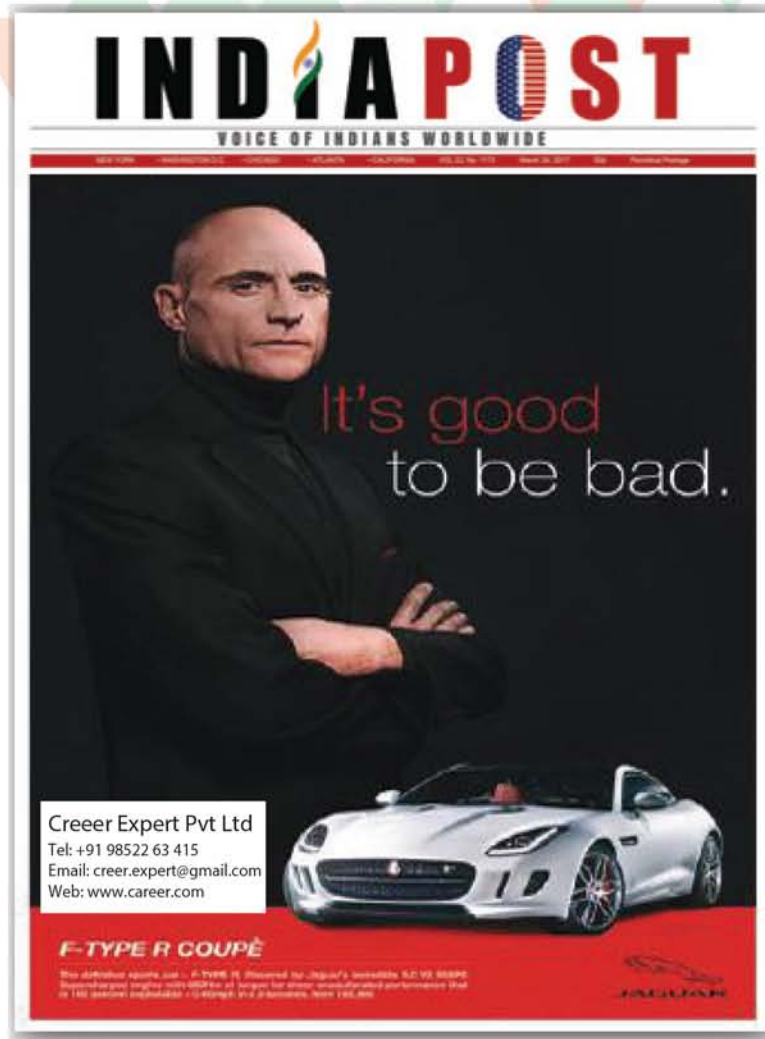
2 PAGE HALF JACKET



- Published rate: \$ 5,000
- Current Promotional rate: \$4,000
- WValue Add: 1x complimentary FPFC ad, Run-On-Page position (To be utilized within 2 weeks of the half jacket insertion)
- Booking deadline: 2 weeks before publication date (subject to space availability)
- Material deadline: 1 week before publication date

Creative Advertising Options:

1 Full Page Front



- Published rate: \$ 3,000
- Current Promotional rate: \$ 2,500
- Booking deadline: 2 weeks before publication date (subject to space availability)
- Material deadline: 1 week before publication date

Size Specifications & Limitations:

Front Page Dimensions	10" X 11"
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ADVERTISING RATES

CENTERSPREAD				
Color/B&W	Ad Size	Rates \$ [1 insertion]	Rates \$ [2-4 Insertion]	Rates \$ [5+ Insertion]
			Discount - 25%	Discount - 35%
Color	20.5"x12.5"[2 Full Page]	4000	3000	2600
B&W	20.5"x12.5"[2 Full Page]	3000	2250	1950
FULL PAGE				
			Discount - 25%	Discount - 35%
Color	10"x12.5"	2000	1500	1300
B&W	10"x12.5"	1500	1125	975
HALF PAGE				
			Discount - 25%	Discount - 35%
Color	10" X 6.0"	1100	825	715
B&W	10" X 6.0"	800	600	520
Color	5"x12.5"	1100	825	715
B&W	5"x12.5"	800	600	520
QUATER PAGE				
			Discount - 25%	Discount - 35%
Color	5" X 6"	465	349	302
B&W	5" X 6"	345	259	224
Color	4" x 8"	496	372	322
B&W	4" x 8"	368	276	239
Color	10" X 3"	465	349	302
B&W	10" X 3"	345	259	224

Position Premiums:

Front Page	100%
Back page	75%
3rd Page	50%
2nd Page	35%
5th Page	35%
7th Page	25%

WE ARE HAPPY TO HELP...
TALK TO OUR CLIENT SERVICING REPRESENTATIVE TO
CUSTOMIZE YOUR CAMPAIGN
AS PER YOUR NEED...

ADVERTISERS FROM INDIA CAN ALSO PAY IN INDIAN RUPEES (INR)

ADVERTISING RATES

1/6 PAGE

Color/B&W	Ad Size	Rates \$ [1 insertion]	Rates \$ [2-4 Insertion]	Rates \$ [5+ Insertion]
			Discount - 25%	Discount - 35%
Color	4" x 6"	372	279	242
B&W	4" x 6"	276	207	179
Color	6" x 4"	372	279	242
B&W	6" x 4"	276	207	179

1/8 PAGE

			Discount - 25%	Discount - 35%
Color	6" x 3"	279	210	181
B&W	6" x 3"	207	155	135
Color	3" x 6"	279	210	181
B&W	3" x 6"	207	155	135

BUSINESS CARD

			Discount - 25%	Discount - 35%
Color	2" x 4"	124	93	80
B&W	2" x 4"	92	69	60
Color	4" x 2"	124	93	80
B&W	4" x 2"	92	69	60

STRIP AD

			Discount - 25%	Discount - 35%
Color	10" x 1"	155	116	101
B&W	10" x 1"	115	86	71

Terms & Conditions:

Advertisement Deadline	Advertisement Specifications	Payment
India Post East Coast and West Coast both editions are dated FRIDAY. All artworks must reach 9 days the issue date either by e-mail or mail.	<ul style="list-style-type: none"> File Type: Print quality PDF with all fonts embedded. Line Frequency: 85 l.p.i Resolution: 300 d.p.i. 	<ul style="list-style-type: none"> Advance payment is required in cases where credit is not established with India Post. Taxes as applicable.

INDIAPOST.COM

REACH YOUR BEST PROSPECTS THROUGH SMART INTERNET

- With over a quarter million unique visitors each month, Indiapost.com serves one of the most engaged, loyal communities of readers on the Web. And these online users are exactly the kinds of people you want to reach most.
- People value indiapost.com because we are live 24/7 and users can interact with us through blogs, videos, chats and special projects.

DIGITAL SOLUTIONS

REACH YOUR BEST PROSPECTS THROUGH SMART INTERNET STRATEGY

- Join the wide array of advertisers who use online display advertising on the region's most-visited website — indiapost.com.
- More than 48,000 people are registered users.
- Over 260,000 unique visitors in a typical 30-day period.

NOT JUST **BANNER ADS** BUT OTHER GREAT **DIGITAL PRODUCTS** TOO



Targeting & More

Target your message to the right users. Reach just the people most likely to buy what you're marketing.

- Target by **context** - what they're reading
- Target users in **specific ZIP codes**
- Target by what they're **searching** for
- Search Engine Optimization (**SEO**)
- **Social media development and or management**
- Search Engine Marketing (**SEM**)
- Local search directories

We can help with Retagreting too.

DIGITAL advertising rate card

DIGITAL PLATFORM	CARRIERS	AD PRICE	AD REQUIREMENT
Social Media	Facebook	\$ 100 per post	Text pitch: 50-100 words URL Link Image size: 2.5" x 2"
	Twitter	\$ 50 per post	Text pitch: URL Link Image size: 2.5" x 2"
Banner Ad in E newsletter	Weekly E-newsletter	\$ 50 per post	Image size: 2.5" x 3" Text pitch: 50-100 words
E-blast Exclusive (48,000 subscribers)	E-newsletter	\$ 135 for one enl	Text pitch: A4 size Image size: A4 size
Digital Combo Pack (social media + web banner + 1e-NL/ 2 e-Blast exclusive)		\$ 500 per combo	

www.indiapost.com

ADVERTISEMENT TYPE (Pixels)	POSITION	USD Monthly Rate	Size	Dimensions
Display Advertisement				
	TOP BANNER AD	\$ 500	AD 1	468 x 60
	MID PAGE AD	\$ 500	AD 1 AD 2 AD 3	468 x 78
	RIGHT SIDE AD	\$ 200	AD 1 AD 2	300 X 250

ADVERTORIALS

- Print advertorials differ from traditional advertisements in that they are designed to look like articles, but are labeled as advertiser content, generally preceded by the term “Advertisement” or “Special Advertising Section.”
- The most obvious advantage to advertorials is the longer format. An advertorial gives an advertiser more time and space to go into depth about the merits of the product or service, and can actually complement the company’s regular advertising by expanding on the main theme with a more detailed message.

Content Marketing	Word Limit	Rate Per Advertorial (\$)
Online	750	\$ 150
	350	\$ 75
Print	850	\$ 200
	450	\$ 100

Content Marketing	Word Limit	Rate Per Advertorial (\$)
Full Page	10"x13.5"	\$ 2000
Half Page	10"x6.5"	\$ 1100
Quater Page	10"x3.5"	\$ 600

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INDIA POST

• PRINT • DIGITAL • TV • RADIO • EVENTS • SOCIAL MEDIA •

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