



THE indian AMERICAN



North America's Preeminent Indian Publication



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**CIRCULATION**

**10,000\***

**READERSHIP**

**40,000\***

**DEMOGRAPHICS**

**25-54**

- Predominantly 2nd generation Indian Americans
- One of the fastest growing ethnic communities in North America
- Tech sector, scientists, physicians, Wall Street, attorneys, entertainers, academics, graduate students, etc
- Key decision makers at home and in the workplace
- Women 56%, Men 44%

**MEDIAN HHI**

**\$125,000+**

- Approximately 75% of subscribers - \$150,000+
- Approximately 20% of subscribers - \$100,000+
- Approximately 5% of subscribers - \$80,000+

**FAQS**

- Published bimonthly
- 4 color gloss
- Planned circulation and distribution within India
- Offices in New York, New Jersey, Florida and California
- Founded in 2006

**EDITORIAL**

- Targets the wealthy, educated and accomplished of South Asian origin living in North America
- A “looking glass” through which Indian Americans view North America, and how North America views Indian Americans
- Targets all who celebrate and appreciate the magnificent Indian culture



\* 3rd party circulation audit pending

# ONE OF THE FASTEST GROWING ETHNIC GROUPS IN NORTH AMERICA

The Indo-American population grew from 1.678 million in 2000 to 2.719 million in 2005.\*

- Growth rate of 39 percent

## FINANCIAL

The highest average median family income among ethnic groups

- \$61,322
- Annual buying power of over \$88 billion
- U.S. national median family income is \$41,994

## EDUCATIONAL

### COLLEGE AND UNIVERSITY

- 40% have a master's or professional degree (5x the national average)
- 75% of those employed have a bachelor's degree or higher

## ASSIMILATION

### CULTURAL

- India is the second largest source of U.S. immigration (Mexico is first)
- Indian Americans prefer ethnic publications and the internet as their media of choice
- Indian Americans live in all 50 states and all Canadian provinces, with 90% concentration in metropolitan areas
- From 1990 to 2000, the Indian American population grew 133% (10x national average)
- 73% of Indian Americans speak English



Sunita Williams, Astronaut

## PROFESSIONAL

### MEDICAL

- Nearly 5% of all U.S. physicians
- 15% of foreign-born U.S. medical graduates
- America's largest foreign-born physicians' group

### TECHNOLOGY\*\*

- One-third of the engineers in Silicon Valley
- 7% of the CEOs in Silicon Valley
- 40% of the top executives in Silicon Valley

### HOTELS AND MOTELS

- 50% ownership of all economy lodges in the U.S.
- 36% ownership of all hotels in the U.S.
- Combined market value of nearly \$40 billion

### WORKFORCE

- 50% employed in managerial and professional positions
- 33% provide technical, sales and administrative support services

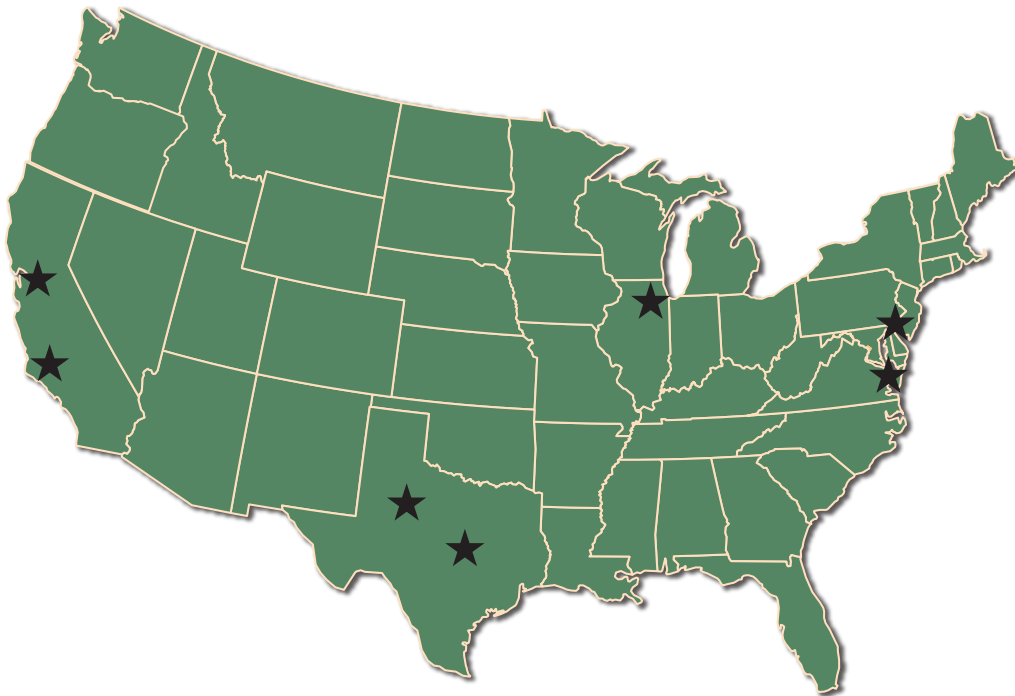


\*U.S. census data

\*\*University of California - Berkeley study

## PSYCHOGRAPHICS

- Direct mailed to 10,000\* Indian Americans nationwide
- Strong concentration in 5 key Indian American centers:
  - NY/NJ/CT
  - California (LA and San Francisco Bay area)
  - Texas (Houston and Dallas)
  - Illinois (Chicago)
  - Washington DC and area



- 75% of subscribers own a home
- 78% of subscribers show 3-4 family members per household
- 35% of subscribers are U.S. born
- 28% of subscribers have lived in the U.S. for 11 years or more
- 44% of subscribers hold a masters or other professional degree
- 16% of subscribers hold a PhD



\* 3rd party circulation audit pending



**Bobby Jindal**  
Governor of Louisiana



**Dr. Sanjay Gupta**  
Chief Medical Correspondent, CNN



**Manoj Night Shyamalan**  
Director

## **52% - EXECUTIVES & SENIOR MANAGEMENT**

Chairmen, CEOs, Presidents, Chief Physicians, Doctors, Medical Practitioners, Vice Presidents, Executive Editors, Chief Marketing Officers, Executive Directors, Chief Technology Officers, Founders, Principals, Attorneys, Professors and more

## **34% - MANAGEMENT**

Directors of Engineering, Senior Analysts, Management Consultants, Program Managers, Senior Software Engineers, Senior Software Programmers and more

## **14% - OTHERS**

Television Anchors, Reporters, Graduate Students, College Students, Authors, Homemakers and more



**RATE CARD:**

Back Cover	\$7000
Inside Cover Pages	\$6000
Full Page	\$3500

MULTIPLE INSERTIONS  
standard industry discounts apply

WEBSITE  
please contact your representative

**CLOSING DATES**

MONTH	SPACE CLOSE	STREET DATE
Jan/Feb	Jan 5	Jan 22
Mar/Apr	Feb 20	March 8
May/June	April 15	May 10
July/Aug	June 16	July 7
Sept/Oct	Aug 17	Sept 8
Nov/Dec	Oct 15	Nov 15

**MECHANICAL SPECS**

SPACE UNIT	SPACE UNIT	BLEED	LIVE MATTER	TRIM SIZE
FULL PAGE	7" X 9.688"	8.375" X 11.063"	7.625" X 10.3125"	8.25" X 10.875"

Format: Color Glossy

Specs: The magazine is printed in the United States on recycled paper.

File Type: Electronic Camera Ready Files – PDF, TIFF, JPG, EPS,  
Indesign, Quark – Mac or PC Compatible



Each magazine is printed web offset, perfect bound and jogs to the foot. Keep live matter 1/4" from trim: head, foot and sides. Spreads that have crossover type should allow at least 1/4" safety from gutter on both pages of the spread. Any images that cross over should be double burned 1/32" on each side to ensure correct alignment.

Advertising Materials: The Indian American magazine prefers to receive native application files. Send all digital materials with a calibrated contract proof. All advertising materials will be destroyed after one year.

For more details, please write to:  
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