India Abroad
2017 Media Kit

We focus on the Indian-American

India Abroad is the voice of the Indian Diaspora in the United States, addressing issues that are vital and interesting to our readers since 1970.

A weekly publication in print, among other things it has aspired to be an Indian version of the Baedeker for those traveling to and willing to explore their vast and diverse country. Non-Indians, too, subscribe to India Abroad for the same reason, and also to learn more about the bewildering cultures that make up the subcontinent.

In 2016, India Abroad was acquired by 8K Miles Media Group, Inc. an umbrella Media Holding aiming to consolidate highly fragmented South Asian Indian media market by providing high quality syndicated content both, Local & “From home”, through vastly diversified media services from broadcast to satellite to cable to digital, to the South Asian Indian diaspora in North America and Worldwide in the key-spoken languages, such as: Tamil, Telugu, Hindi, Urdu, Gujarati, Punjabi and Bengali.

India Abroad is published, printed and distributed throughout the United States and as digital edition worldwide. With a weekly readership of 200,000, India Abroad is able to reach the prosperous and upscale Asian Indian market in a precise and definite manner using a combined system of paid subscriptions, newsstand sales, and complimentary copies further insuring a total penetration into the marketplace. India Abroad is the only Indian newspaper worldwide to have ABC Audited figures and prides itself on its effective and targeted reader response.
Meet the Audience

Indian Americans are among the fastest-growing immigrant groups in America. The 2016 Census shows that the Indian American population stands at nearly 4 million people. That is approximately a 106% growth since 2000.

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 was the median income for all Americans during the same period.

Demographic overview + Facts

- **Age**
  - 54-65: 40%
  - 35-54: 60%

- **Education**
  - Attended College: 97.5%
  - Graduated College: 90.7%
  - Masters Degree: 35%
  - Doctoral Degree: 34%

- **Household Income**
  - $40,000+: 87%
  - $60,000+: 71%
  - $75,000+: 58%

- **Annual Buying Power**
  - $20 bil.

- **Average Household Income**
  - $150,000 p.a

- **Value of Investment Portfolio**
  - $1.3 mil.

- **97.1% own a vehicle, 87% households have 2 vehicles**

- **80% participate in the mainstream workforce with 65% employed in managerial and professional specialties**
Testimonials

“Memories of India Abroad being delivered at home and reading through the paper has provided an extraordinary connection to us to create the identity. Thank you India Abroad”
- Surgeon General Vivek Murthy

“India Abroad has long been a source of news from two cherished communities I rely on Mother India the land of my birth …”
- PepsiCo Chairman & CEO Indira Nooyi

“I had three goals in my life one is to become a medical professional – did not happen, second is to win the spelling bee – not good at that, third is to be featured in India Abroad …”
- US Attorney for the Southern District of New York Preet Bharara

Spec and Rates

- Color: Full Page/Half Page only National & Tristate 50% premium.

- Placement: Requests for special placement are available for full and 1/2 pages only for an additional 50% of contracted rate.

- Page No. 1, 3 & Back Page shall carry premium rates.

- Advertising Design: There is a 15% production charge if ad is not camera-ready.

- Agency Discount: All rates are net. Recognized advertising agencies may qualify for a 15% agency discount.

- Deadlines: Space reservations/copy must be received by 5 PM the Thursday, Eight Day prior to publication date.

- Cancellations and changes cannot be accepted after that time. Advertisers will be billed for all space reserved.

- Publication Information: India Abroad is distributed every week. Publisher reserves the right to approve all copies.

- Short Rates: Clients will be billed back for space contracted for and not fulfilled.

*Canada edition is distributed DIGITAL only.