

# Desh-Videsh

~ A Magazine Promoting the Indian subcontinent since 1993 ~



## Our Mission

Desh-Videsh, first published in 1993, is a community magazine geared towards the interests of the South Asian community. As South Asians living in the United States, we know how challenging it is to continue traditions so far away from the land in which you grew up. Keeping these traditions alive and instilling our children with a sense of cultural awareness are important issues that face our community. At Desh-Videsh, we strive to play a role in bringing our traditions to the forefront. We have made it a point to create an upbeat publication, one that highlights the positive aspects of our community. Focusing our attention only on the positives has become a cornerstone of our magazine, and we pledge to continue to do so.

**Mission: To serve and support members of the Indian sub-continent community with an inspirational and educational magazine and to empower readers with an awareness of local, national and international news, events, and social happenings.**

So, why Desh-Videsh? As an advertiser, you can be sure your message will be received by a growing audience, one that is firmly rooted in a sense of community, traditions, and the positive aspects of life. We know that community matters, and we know that you can greatly benefit from the myriad of individuals that make up our readership.



## The Key to a Successful Business

The question is never "Should I advertise? Will it be beneficial for my business?" but instead it should be "Where do I advertise?" Desh-Videsh understands that advertising is probably a central component to running your business. With a longer shelf-life than traditional newspapers and radio programs, the magazine format allows your advertising dollar to go even further than with other means of advertising.

## Partnership Benefits

By advertising with Desh-Videsh, you have the opportunity to develop a strong partnership with a community-based magazine thus giving your business access to a growing, intelligent, and powerful readership base. The opportunity to expand brand awareness within this community will lead to many advantages for your business. Benefits of this partnership include:

- Higher profits
- An increase in your customer base
- Higher sales
- Greater brand recognition
- Increased brand loyalty
- Longer Shelf Life

## Columns

Each issue of Desh-Videsh covers a variety of issues of interest to our readers. Topics and columns appeal to a wide range of individuals from high school students to retirees.

### **Regular columns include:**

- Legally Speaking
- Healthy Times
- Bollywood Today
- Bal Vikas
- Focus Interviews
- Words to Live By
- Book Reviews
- It's Your Money





# Editorial Calendar

Each month, we strive to publish articles on topics of interest to its readers as well as issues concerning the community. In 2010, Desh-Videsh presented readers with a variety of special issues focused on the needs of our community. In past issues, Desh-Videsh focused its attention on topics such as sightseeing in various Regions of India, immigration issues, and much more.

## Editorial Calendar 2011

- April - Health and Wellness
- May - Immigration
- June - Education
- October - Medical Tourism/Diwali
- December - Christmas

## Wedding Special 2011

- March
- July
- November



## Target Audience

Our readers are comprised of one of the fastest growing immigrant communities in the United States. While the Asian population is comprised of many different nationalities, Asian Indians are the second largest group behind the Chinese. The number of Asian Indians grew by nearly 105.9% between 1990 and 2000. As one of the largest immigrant groups in the U.S. and with an estimated population of over 2.3 million in 2005, Asian Indians exert significant influence in the U.S. economy in a variety of ways.

### Fast Facts about Asian Indian population:

- ❖ Asian Indians have a median age of 30, which is 5 years younger than the national median age of 35.
  - ❖ 71% of Asian Indian households are maintained by married couples.
  - ❖ The highest percentages of Asian Indians are between the ages of 20 and 54.
  - ❖ Asian Indians are better educated than the average American.
    - Nearly 64% of Asian Indians hold a Bachelor's degree.
    - Nearly 40% of Asian Indians hold a Master's degree.
  - ❖ At 79%, Asian Indians have the highest labor force participation rates.
  - ❖ Nearly 60% of Asian Indians have management, professional and related jobs, making them the highest percentage in the labor force.
  - ❖ The median family income for Asian Indians in 2000 was \$70,708.
  - ❖ Nearly 47% of Asian Indians own a home
- \* Source: US Census Bureau, "We the People: Asians in the United States," Census 2000 Special Report, December 2004.



Our readers span the Southeast of the United States, living in Florida, Georgia, Washington DC, Virginia, Maryland, North Carolina, South Carolina, Alabama & Tennessee



# Distribution

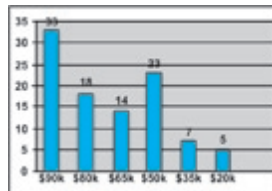
State	% Distribution
Orlando-Tampa, Florida	23%
South Florida	23%
Georgia	38%
North Carolina	4%
Washington DC VA, MD Area	10%
Alabama	1%
Tennessee	1%

**Only South Asian Magazine covering Florida, Georgia, Washington DC, Virginia, Maryland, North Carolina, South Carolina, Alabama & Tennessee**

# Demographics

## Incomes

- 33% More than \$80,000/year
- 18% Between \$65—\$80k
- 14% Between \$50—\$65k
- 23% Between \$35—\$50k
- 7% Between \$20—\$35k
- 5% Less than \$20,000

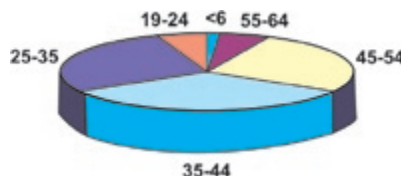


## Education

- 9% Ph.D.
- 46% Master’s Degree
- 37% Bachelor’s Degree
- 8% High School

## Age

- 1% 65 & Over
- 5% 55—64
- 28% 45—54
- 32% 35—44
- 28% 25—35
- 6% 19—24



## Travel (Abroad)

- 41% In the Last Year
- 42% 1—2 Years
- 10% 2—5 Years
- 7% Never

Considering the size of the population And income figure, it is estimated that the annual buying power of Indian-Americans in the United States is Around \$50 billion Dollars annually.

**Do You Want More Profits?  
Reserve Your Space in Dosh-Videsh Today!**



10116 NW 53rd St • Sunrise, FL 33351-8020  
 Phone: (954) 784-8100 • Fax (954) 944-1958  
 info@deshvidesh.com • www.deshvidesh.com