

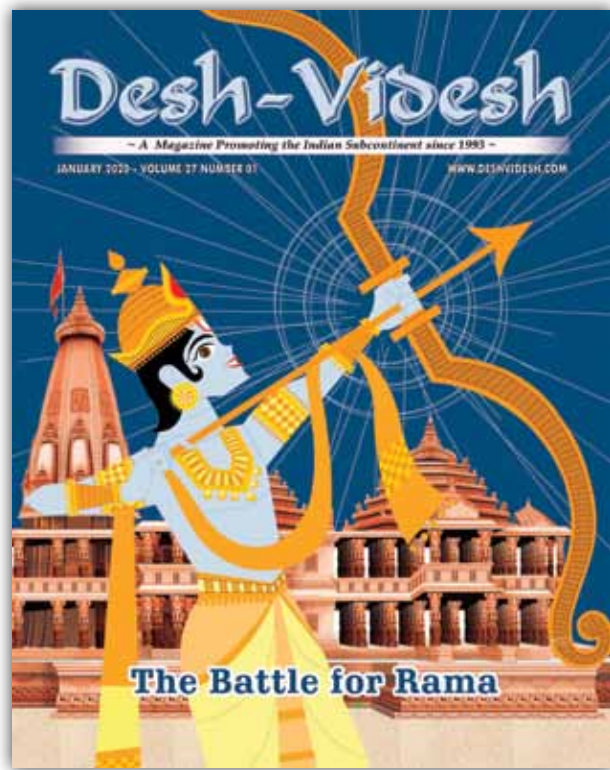
# Desh-Videsh

Presents

# The Media Kit



**The Key to Your Business Success**



## 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.

### What our readers are Saying

"I was married in August 2010 at the Hilton. I relied on your magazine for inspiration and advice throughout my planning process. Most of the vendors I choose from your magazine did an amazing job, making my wedding day absolutely wonderful!"

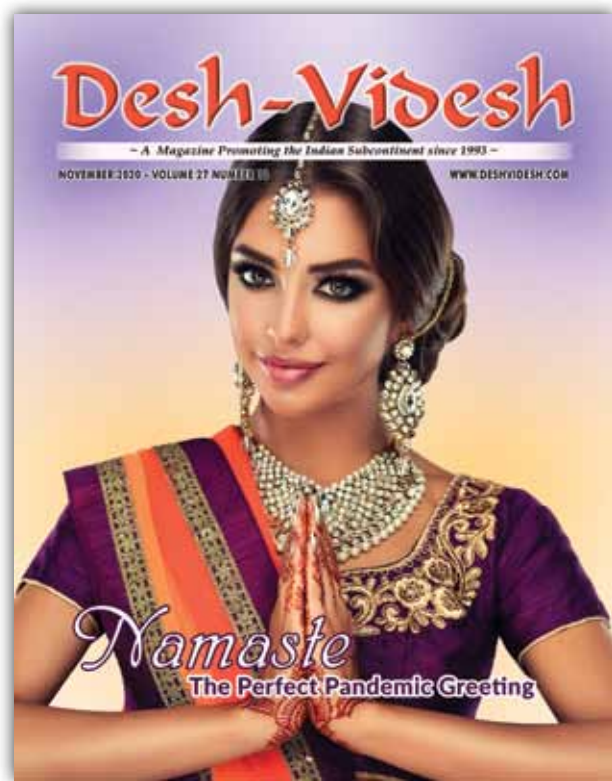
Amrita Desai

Desh-Videsh, first published in 1993, is a community magazine geared towards the interests of the South Asians living in the USA. 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.

## 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.

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. As the largest South Asian magazine in the Southeast US covering Florida, Georgia, Washington DC, Virginia, Maryland, North Carolina and South Carolina, we reach a wide audience of over 75,000 Indians, Pakistanis, Bangladeshi, and Indo-Caribbeans.



As proof of the substantial benefit to businesses by advertising in Desh-Videsh, we have clients that have continuously advertised in our magazine since its inception.

Desh-Videsh's colorful and glossy pages sets it apart from other magazines, and puts it in a class of its own. Every month, our readers look forward to receiving their copy of Desh-Videsh for its interesting articles and other valuable information. The magazine has something for every member of the family.

## Advertising and marketing has changed forever...

What worked in the past is not working today. Savvy marketers are quickly realizing that a multi-channel approach works best. Savvy marketers like you have probably noted that reaching your target audience is not as easy as it used to be; they are more mobile and are doing more research, so they are better informed. As you may have experienced, it's a bit of a puzzle. But there is a key piece that can put you ahead of the competition.



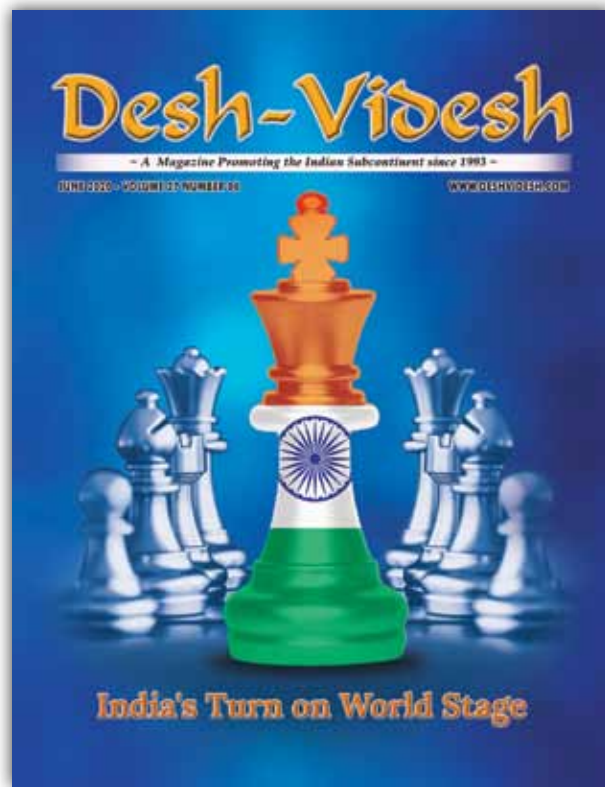
### What our readers are Saying

I am getting married in August of this year. You just cut my work in half. I loved the personal stories. Wedding Vendor Directory is going to be very handy. It seems like I am going to carry this issue for next five months in my car.

Anita Bhasker, Atlanta

"Thank you for making our job so easy for our daughter's wedding. We used your wedding issue as a shopping guide."

Ravi Nathan, Miami



What is the missing piece of the puzzle? If you can acquire the missing piece, you can develop a marketing campaign that will work in today's challenging environment. Desh-Videsh Media Group has always been on the cutting edge. We have the missing piece of the puzzle and the expertise to help you incorporate it into your existing marketing campaigns to help you reach the South Asians living in Florida, Georgia, Washington DC, Virginia, Maryland, North Carolina and South Carolina.

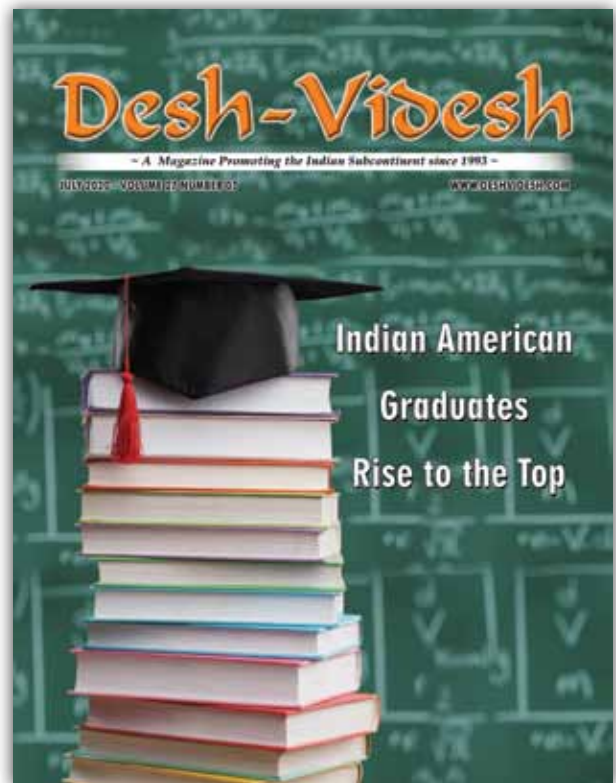
## Columns

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

**We are the Largest  
South Asian Magazine  
covering a varied  
audience of  
over 75,000 Indians,  
Pakistanis, Bangladeshi,  
and Indo-Caribbeans  
living in the USA.**



## What Our Advertisers are Saying

“Desh-Videsh – is a gorgeous publication! It’s no wonder why it is the most popular South Asian publication in the Southeast. We have been an advertiser for several years and we are confident in the service they provide and the return we get back. We strongly recommend advertising in Desh-Videsh!”

**Amish Thakkar**  
**Fine Art Production LLC**  
**www.FineArtProductions.net**

Desh-Videsh – Wedding Issue is a publication that understands a wedding should be as unforgettablely unique as the couple getting married.

Seema Samji  
Zamana Life style

## Editorial Calendar

Each month, we strive to publish articles on topics of interest to our readers as well as issues concerning the community. In 2019, Desh-Videsh presented readers with a variety of special issues focused on the needs of our community such as Indian wedding resources, travel to India, immigration issues, education issues, and much more.

- April - Health and Wellness
- May - Immigration
- July - Education
- October - Tourism
- November - Diwali

## Wedding Resource Special Edition

The Desh-Videsh wedding resource issues are the most read issues among all the issues. They are designed to better acquaint prospective brides with wedding professionals. The creative articles, pictorials, wedding stories, resource directory and innovative ideas will further optimize your advertising potential. With an unparalleled reputation in quality and customer service for over eighteen years, Desh-Videsh Media Group is committed to meeting all your advertising needs.

Available at no cost in a wide variety of locations, multiple bridal shows, direct mail to subscribers and sold through multiple websites and national bookstores, our advertisers are afforded a unique opportunity for increased brand awareness potential. Our broad circulation and competitive rates provide wedding professionals with infinite possibilities. Advertisements can be found from anywhere in the world, and with many of our readers attempting to



## What Our Advertisers are Saying

“Desh-Videsh – is one of the best put together magazines in the industry. The organized layout and wonderful design aspects of the magazine make it simply stunning. It keeps readers coming back for more and keeping the magazine. Our company has done extremely well with our advertisements. Many brides come to us saying they saw our ad in Desh-Videsh.”

Remmal Patel  
Occasions by Shangrila



## Advertising Effectiveness Rankings Summary

Bridal Shows	9.2	A
Referrals	7.7	B
Wedding Magazine	7	B
Direct Mail	5.1	C
Radio / Television	4.5	C
Web Advertising	3.1	D
Yellow pages – Online	1.2	F-
Newspaper	1.2	F
Yellow pages – Printed	1	F

\*Source; How To Double Your Wedding Business by Chris Evans

plan a wedding long distance, there may be no other way to find your company than through Desh-Videsh. Advertise with a recognized name in the South Asian industry and increase your visibility.

Desh-Videsh Media Group has been the premier resource for couples selecting wedding professionals and services since 1993 and it is more affordable than any other wedding website, newspaper or magazine! Desh-Videsh Media Group has grown to be the largest complete marketing program for advertisers reaching South Asian brides.

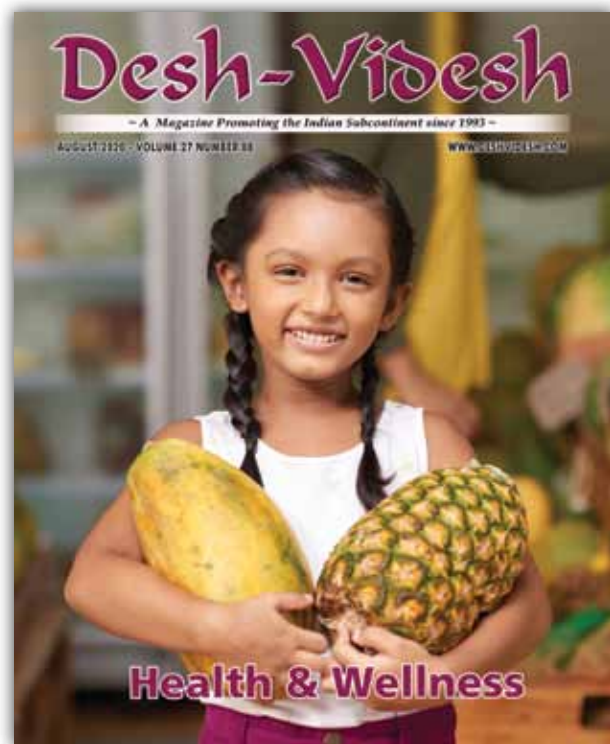
With a print circulation of 75,000 copies and hundreds of bride registrations per month on our website, Desh-Videsh Media Group provides your business with maximum exposure amongst discriminating South Asian Brides. We know successful businesses understand the importance of a broad media approach to reach the maximum number of consumers and that is exactly what we offer.

Edition	Story Material Due	Artwork Due
March	January 15th	February 5th
June	April 15th	May 5th
September	July 15th	August 5th
December	October 15th	November 5th

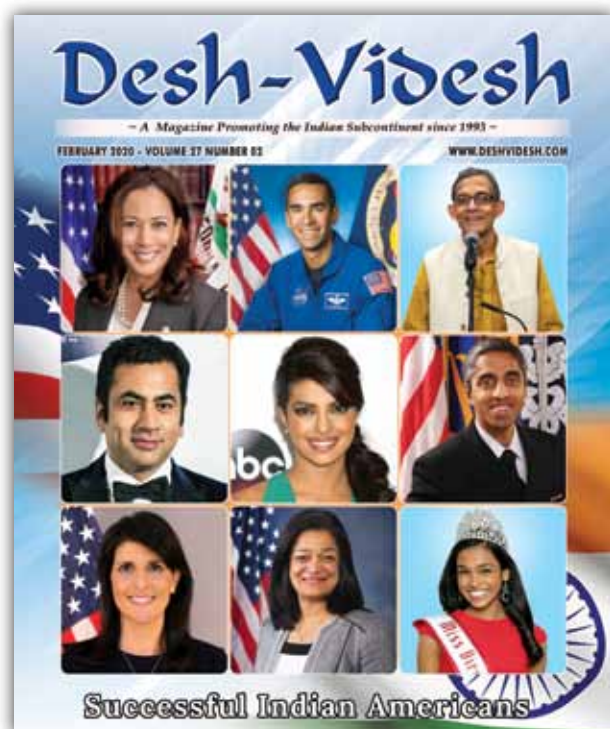
Desh-Videsh Media Group offers you a fully integrated marketing program that targets brides in four different ways to drive more business to you. It has an innovative cross-marketing approach that combines print magazine, website, direct marketing lead lists and blast e-mail capabilities.

Our media synergy approach offers our advertisers maximum exposure to South Asian brides. Think of our program as a roadmap to success — and to growing your wedding business.

Our goal is to inspire brides from within the pages of our magazine so we can bring together a powerful ensemble of luxury experience while also engaging the dreamer and the romantic.



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



## 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. 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.

### Fast Facts about Indian American population:

- ❖ Indian Americans have a median age of 30, which is 5 years younger than the national median age of 35.
- ❖ 71% of Indian American households are maintained by married couples.
- ❖ The highest percentages of Indian Americans are between the ages of 20 and 54.
- ❖ Nearly 64% of Indian Americans hold a Bachelor's degree.
- ❖ Nearly 40% of Indian Americans hold a Master's degree.
- ❖ 79%, Indian Americans have the highest labor force participation rates.
- ❖ Nearly 60% of Indian Americans have management, professional and related jobs, making them the highest percentage in the labor force.
- ❖ The median family income for Indian Americans in 2000 was \$70,708.
- ❖ Nearly 47% of Indian Americans own a home

\* Source: US Census Bureau, "We the People: Asians in the United States," Census 2000

Special Report, December 2004.  
Special Report, December 2004.

## Demographics

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### 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

## Partnership Benefits

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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.

## Features & Benefits

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- Higher profits
- Higher sales
- Increased customer base
- Greater brand recognition
- Increased brand loyalty
- Longer shelf life
- Qualified readership
- Low investment per readership

**Do You Want More Profits?**

**Reserve Your Space in the**

***Desh-Videsh Today!***



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