

The South Asian Times

excellence in journalism

The most consistent
and uninterrupted publication
since its inception in 2008

MEDIA KIT

About Us

At The South Asian Times, we pride ourselves on capturing the heartbeat of the dynamic South Asian community in the New York-New Jersey area and beyond. As the foremost news organization for South Asian communities, we boast a readership of over 120,000 individuals each week, encompassing influential figures in Washington, D.C, and throughout the Long Island and New York Metro areas, as well as Albany, along the entire US East Coast, and India. More than just a publication, we serve as the authentic voice of South Asians, bridging aspirations to impactful narratives both locally and globally.

From comprehensive coverage of local happenings to incisive analysis of global affairs, our content is crafted with the values and interests of educated, successful households in mind. Join us in exploring the stories that shape our community and the world at large. Discover the difference with The South Asian Times. Our offices are located in NYC and on Long Island in the heart of Hicksville.



Reach & Audience

2+million

Each Month



PRINT

4,000+ newspapers copies printed and distributed every week.



NEWSLETTER

The weekly epaper, mailed to over 45,000 active readers.



DIGITAL

Website receives 2 million+ page views and impressions every month.



ADDITIONAL EXPOSURE

Direct vendors & subscribers, public libraries & social media, prominent indian hubs in NYC areas, national and local events.



Demographics & Cultural Profile

What makes our audience different?

INTERESTING FACTS

ONE IN EVERY NINE INDIANS IN THE US IS A MILLIONAIRE - COMPRISING 10% OF US MILLIONAIRES. ESTIMATED ANNUAL BUYING POWER OF \$20 BILLION.



Education

71% have a Bachelor's degree or higher, boasting the highest educational attainment of all ethnic groups in the US - professionally employed in medicine, law, finance, education, engineering, and technology.



Median Age

Median Ages:

Indians:	32
Pakistanis:	29
Sri Lankans:	36
Bangladeshis:	31



Home Owners

56% of Indians
55% of Pakistanis
61% of Sri Lankans
and 44% of Bangladeshi Americans are homeowners.



Consumer Habits

Consumer choices include frequent trips overseas (54%), dining out (54%), and purchase of high-price electronics (92%).



Reasons to Partner with The South Asian Times

Engagement

Research by the Asian American Advertising Federation shows that 43% of Indian Americans engage better with advertising which is displayed alongside culturally relevant content.

Spark Interest

Forty-five percent of Indian Americans are “likely to pay attention when ads included celebrities or people with Indian or Asian origins”, the research says.

Legacy

The award-winning publication, also known as coffee table news magazine of upscale households, it is the most consistent print-publication since its inception in 2008.

Reputation

The south asian times has immaculate reputation for its excellence in journalism and value-based content, display, and advertising. It is most read and admired print & digital weekly newspaper serving new york city metro areas and east coast USA.



Pricing - Print

PRINT - Color Display Ads

Front Page: 10x10	\$3,750
Front Inside: 10x14	\$3,000
Back Cover: 10x14	\$2,750
Back Inside: 10x14	\$2,400
Full Page: 10x14	\$2,000
Half Page: 10x7	\$1,100
Quarter Page: 5x7	\$600
Business Box	\$90
Wrap Around(4 Pages): 21x14	\$10,000
Wrap Around(2 Pages): 21x14	\$6,000
Center Spread (2 Pages)	\$6,000
Front Page Banner: 10x2	\$400
Inside Banner: 10x2	\$300
Sticker (Per 1000)	\$200
Flyer Insertion (Per 1000)	\$300

20% discount for Black and White AD



Pricing - Digital

Our popular website as well as social media platforms offer you an even greater reach and impression into the south asian community.

Web Inventory

Online placement is available on our homepage, category homepage, category stories and e-paper.

Ad type	CPM (cost per 1000)
Standard Banner - Homepage	\$4
Standard Banner - ROS	\$3
In-Banner Video	\$7
Rich Media: Page Takeovers, Pushdown	\$8
Site Takeover/Sponsorships	\$1500/day
Mobile Banner - Homepage	\$4
Mobile Banner - ROS	\$3
Advertorials/Sponsored Content	\$1500/piece
Email Blast	\$750/piece



The South Asian Times, **Advantage India**

All sorts of entities having interest in American markets recognise the high value of Indian American diaspora, and the disposable incomes they spent on the Indian produce & products.

India is a preferred trading partner in trade with USA, nearing \$100 Billion imports

Walmart imports \$3 billion Indian products and plans to increase to \$10 billion by 2027.

Indian spice & other commodities export to USA was tagged over 10 billion in 2022-23. Indian Jewellery export was \$14.9 billion in 2022-23.

Disposable Income

Real Estate investments from USA was over couple of Billion in 2022-23.

Given the clout that Indian Americans are developing on multiple fronts - economic, social, and political, among others - building a niche to target Indian Americans is an idea worth adopting.



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