



BOLLYWOOD MAGAZINE

Media Kit

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TABLOID SIZE

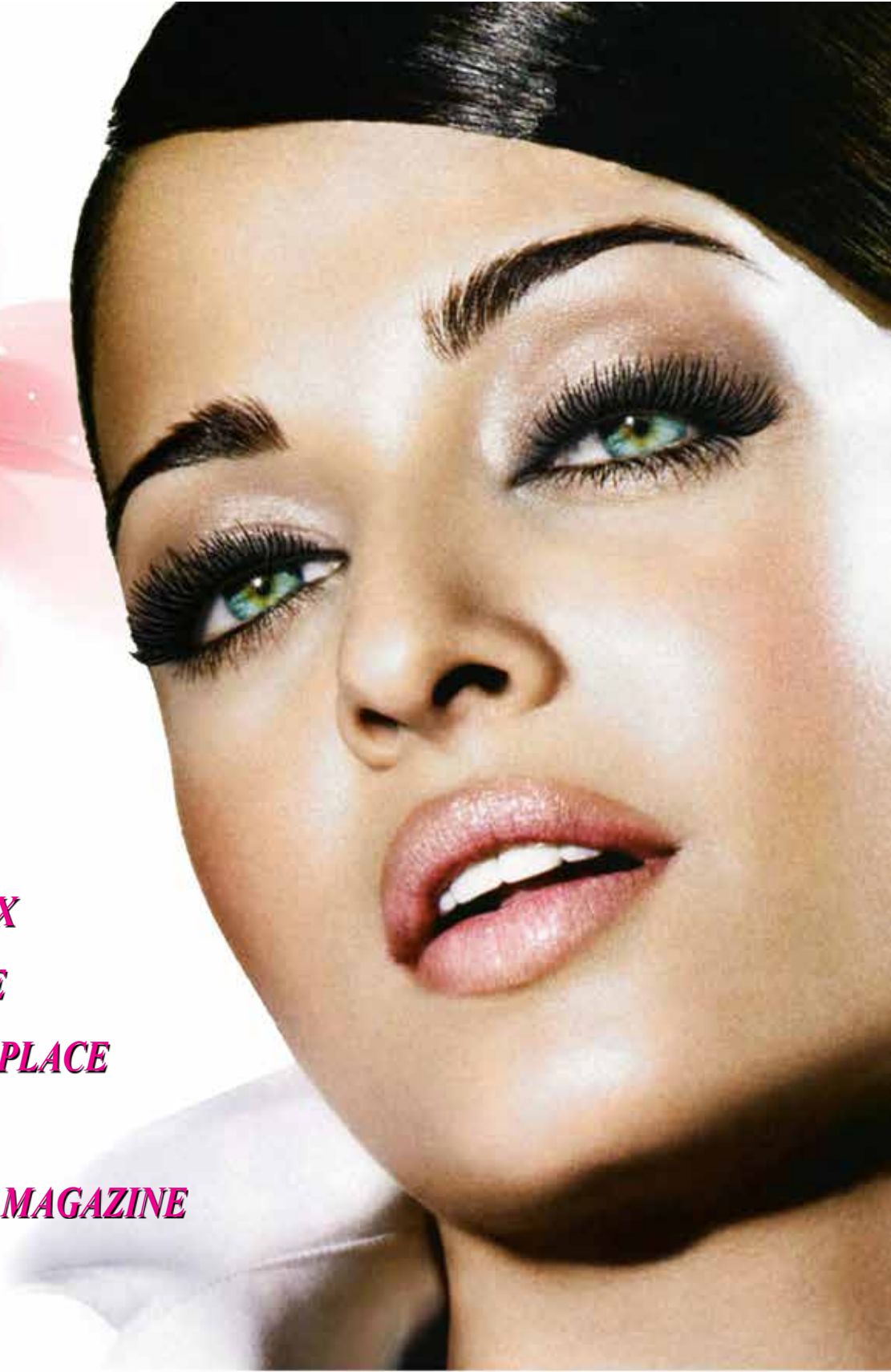
ADVERTISERS INDEX

RESTAURANT GUIDE

B MAG MARKETING PLACE

FREE PUBLICATION

LUXURY LIFESTYLE MAGAZINE



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BOLLYWOOD MAGAZINE

ADVERTISERS





BOLLYWOOD MAGAZINE





REACH THE FASTEST GROWING AND MOST AFFLUENT GROUP IN THE US

HIGH EARNERS

- South Asians (People from India, Pakistan, Bangladesh, Nepal and Sri Lanka) are the fastest-growing and most affluent ethnic group in the United States, with a median annual household income of \$66,000, which is almost 50% higher than the national average. Their estimated annual Buying power exceeds \$50 billion.
- South Asians own 50% of all economy lodges and 35% of all hotels in the country, which have a combined market value of almost \$40 billion.
- They are the single largest foreign physicians group in the country, accounting for 15% of all foreign medical graduates and nearly 5% of all US physicians.
- South Asians fuel America's technology sector. A University of California, Berkeley, Study, reported that one-third of the engineers in Silicone Valley are of South Asian Descent, while 7% of valley high-tech firms are led by South Asian CEOs.
- DFW is a smaller version of the national picture. While Texas remains the third largest recipient of Immigrants coming into the US.

SECOND LARGEST IMMIGRANT GROUP AFTER MEXICANS

- The South Asian population in the United States presently tops 2 million and they are among the fastest growing ethnic group in the country. It is estimated that the population of South Asians in the DFW area exceeds 300,000.
- South Asia is the second largest source of immigration to the United States, second only to Mexico, and it is by far the largest source of non-immigrant H1 visa professionals, equal almost to the rest of the world. South Asia is also the largest source of foreign students in the United States, overtaking China, which has traditionally held the spot. The South Asian foreign student population is the fastest growing student segment in the country, rising 22% in 2002.

GROWING IN STRENGTH

- South Asians are among the fastest growing ethnic groups in the United States. Between 1990 to 2000, the South Asian Population grew 133%, which is 10 times the national average of 13%. They are the third largest Asian group, behind only Chinese and Filipinos, and are growing at a far faster pace --- 5 to 7 ---- than the two groups. If current levels hold, South Asians are set to become the largest Asian group by the end of this decade.



BOLLYWOOD MAGAZINE

REACH THE FASTEST GROWING AND MOST AFFLUENT GROUP IN THE US

HIGHLY EDUCATED AND VALUED IN THE WORK PLACE

- South Asians have the highest educational attainment of all ethnic groups, including Anglo-Americans. Almost 67% of all South Asians have a bachelor's degree (Compared to 28% nationally). Almost 40% of all South Asians have a Master's, doctorate or other professional degree, which is five times the national average.
- Of the South Asian work force, almost 50% are employed in managerial and professional specialties. Another 33% work in technical, sales, and administrative support occupations.
- Nearly 8,000 South Asian Americans serve as faculty members at colleges and universities through the United States.

B MAGAZINE BIG ON SOUTH ASIANS

- B Magazine is published once a month. B Magazine is by far the most extensively distributed South Asian magazine in the DFW area. B magazine has the highest penetration of all South Asian print media in its target markets, typically 13 times that of any other South Asian print medium. B Magazine is distributed on a weekly basis, from their own stands. These stands are in locations that are frequented by the members of the community. Currently there are over 180 locations in the DFW metroplex.

EXCEPTIONAL READERSHIP

- Readers love the glossy magazine with state of the art graphics. Superior quality content and compelling reading material is what makes readers prefer B Magazine.
- All B Magazine readers are loyal and prefer B Magazine over other South Asian print magazines for Bollywood information.
- Almost two-thirds of B Magazine readers own their homes, 55% hold a master's professional or doctoral degree.
- 66% have a household income greater than \$65,000.
- B Magazine readers spend far more time with the publication than typical readers of South Asian publication.

ADVERTISING VEHICLE WITHOUT PEER

- Hundreds of regular corporate and retail advertisers are testimony to the enduring editorial and advertising strengths of the fastest growing South Asian publication in the DFW area.
- B Magazine has the widest and most efficient distribution reach among South Asian media.
- B Magazine has a expansive system of attractive indoor and outdoor distribution racks through its target markets.
- B magazine offers a wide range of advertising choices and geographic reach to fit every advertising budget.
- Hundreds of retail and corporate advertisers turn to B Magazine as their primary marketing vehicle and a majority of them do so year after year.



READER DEMOGRAPHIC PROFILE

LENGTH OF RESIDENCE IN US:

- Up to 5 Years 21%
- 6-10 Years 26%
- 11 Years or Longer 44%
- USA Born 11%

AGE:

- 18 - 35 56%
- 36 - 55 39%
- 56 or Older 6%

HOUSEHOLD SIZE:

- 1 - 2 30%
- 3 - 4 63%
- 5 or More 7%

HOUSEHOLD INCOME:

- Under \$57,000 13%
- \$50,000-\$1,29K 20%
- \$ 200K and over 67%

HOME OWNERSHIP:

- Own Home 80%
- Rent Home 70%

ACADEMIC QUALIFICATION:

- Doctorate 17%
- Masters or Professional 38%
- Bachelors 43%
- High School or less 2%

GENDER:

- Male 52%
- Female 48%



USA



INDIA



PAKISTAN



BANGLADESH



SRI LANKA



NEPAL



WHY NOT THE BEST? GATEWAY TO THE ASIAN AMERICAN MARKET

SOUTH ASIAN AMERICANS – A STORY OF ACHIEVEMENT

- There are now more than 2.15 million people of South Asian origin in America. They reflect the multi-religious and multi-lingual society of India.
- South Asian Americans are represented in many Fields including academics, entrepreneurs, doctors, lawyers, engineers and financiers.
- According to the US Census Bureau, South Asian American medium family income is \$66,000 as against the national median income of \$41,99999994. The high income clearly reflects the advanced educational levels achieved by the community.
- More than 85% of South Asian Americans have completed high school while at least 62% have some college education. As much as 61% of South Asian Americans over the age of 25 hold a bachelor's degree.
- High levels of education have enabled South Asian Americans to become a productive segment of the US population, with 72.3% participating in the work force.
- Of these work force participants, 57.7% are employed in managerial and professional specialties.
- Technical, sales, and administrative support occupations constitute another 29.8% of the work force.
- More than 5000 South Asian Americans today serve as faculty members in institutions of higher education in the US.
- South Asian American families tend to be rather large. The average family is 3.8% per household.
- The estimated annual buying power of South Asian American in the United States is \$30 billion.
- Two South Asian Americans -- Har Gobind Khorana and Subrahmanyam Chandrashekar have been awarded the Nobel Prize in medicine and physics respectively.

Ad Sizes



Full Page No Bleed



3/4 Page Horizontal
10.3"x 9.027"



3/4 Page Vertical
7.697"x 12.074"



1/2 Page Horizontal
10.3"x 6.063"



1/2 Page Vertical
4.9167" x12.074"



1/4 Page Standard
5.8"x 6.02"



1/4 Page Vertical
2.375"x 12.074"



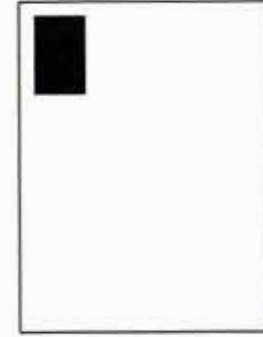
1/4 Page Horizontal
10.3" x 3.15625"



1/8 Page Horizontal
4.9167" x 3.15625"



1/8 Page Vertical
2.375" x 6.4375"



1/16 Page Vertical
2.375" x 3.15625"



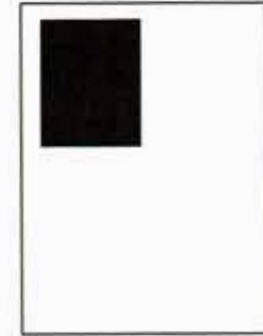
1/16 Page Horizontal
4.9167" x 1.15625"



1/3 Page Regular
7.75" x 5.923"



1/3 Page Wide
10.3" x 4.5"



1/6 Page Regular
5.08" x 4.24"



AD RATES

Full Page No Bleed	10 x 12	\$1000
3/4 Page Horizontal	10 x 8.90	\$700
3/4 Page Vertical	7.40 x 12	\$700
1/2 Page Horizontal	10 x 5.5	500
1/2 Page Vertical	7.5 x 9.5	\$500
1/3 Page Regular	7.75 x 5.92	\$450
1/3 Page Wide	10 x 4	\$450
1/4 Page Standard	5 x 5.90	\$400
1/4 Page Vertical	2.37 x 12	\$400
1/4 Page Horizontal	10 x 3.15	\$400
1/6 Page Regular	5 x 4.25	\$275
1/8 Page Horizontal	5 x 3	\$250
1/8 Page Vertical	2.30 x 6.5	\$250
1/16 Page Vertical	2.375 x 3.15	\$150
1/16 Page Horizontal	5 x 1.50	\$150

25% up charge for Premium Positioning

AD FILE REQUIREMENTS

All Ad should be 300 dpi, and color as CMYK, Please send in PDF Format to thebmag@gmail.com