

ASIAN **LITE** MEDIA PACK 2014

UK's No.1 Newspaper for the Asian
Business & Professional Community



ASIAN
LITE

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'British Asians constitute about 7.5 percent of the UK population'

The UK's No. 1 weekly newspaper for the Asian Business & Professional Community

A *Asian Lite*, published by New Asian Media Ltd was launched in 2007, is now the No 1 weekly newspaper for the British-Asian community. Asian Lite is the first publication in the country to identify the potential and promote the contributions of British-Asian professionals.

Asian Lite offers multi-task facilities like print, web, and internet television at a single platform. Asian Lite has adopted modern publishing technologies and market trends to cater to the news and information demands of British-Asian professionals. They are in an age group defined less by time than by their commonalities of professionalism, ambition, upward mobility and a relationship with modern technology and trends.

The majority of Asian Lite readers are from South Asia– India, Pakistan, Bangladesh, Nepal, Sri Lanka, Afghanistan and Burma. The paper is in full colour and contains features and pictures interesting to every segment of the community. There are separate sections for fashion, Bollywood, business and sport.

Asian Lite is closely associated with Asian professional forums like Institute of Asian Businesses (IAB), Asian Business Development Network (ABDN) and National Asian Business Association (NABA).

We uphold the core values of honesty and integrity which defines the essence of journalism. We strive to build bridges between the Indian subcontinent and its former citizens. We keep them updated of their roots which they hold dear to their heart. As a principle to maintain our family and community friendly image, we will never carry adverts from psychics or sex chat lines.

We inform, educate and entertain.

Asian Lite is the best medium to communicate with British Asians.

'Asian Lite reaches about 20,000 British-Asian households every week'

Format:	Tabloid 338mm x 265mm
Number of pages: 40	Number of columns: 9
Columns in mm's	29-59-88-118-147-206-235-265

Advertising Display / ROP Rates - £10 SCC

Full Page ROP 338mm H x 265mm W	£2750
Double Page Spread 338mm H x 548mm W	£5000
Half Page (H) 165mm H x 265mm W	£1500
Half Page (V) 321mm H x 141mm W	£1500
Quarter Page 180mm H x 130mm W	£750
Front Page Banner 40mm H x 265mm W	£500
Front Page Banner 100mm H x 265mm W	£1000
Back Page Advert 338mm H x 265mm W	£5000

Classifieds: £5 SCC

Minimum 80mm x 58mm – Notices, Property, Motors, Holidays, Sales etc.

Special Positions

Front & Back inside pages: Additional 40%, Page 3: 25%

Britain's ethnic minorities are younger than the rest of the country. They are more urban, they are keener to buy and use new technology and their purchasing power is growing. The BME purchasing power is now £300bn.

All the prices refer to mono adverts. Please add 25% for colour adverts and 10% for spot colour. Agency commission for complete artwork is 10%. Cancellation of advertisement must be five days prior to insertion.

Credit terms: Seven days from invoice date. New advertisers must pay in advance. Complete artwork can be supplied on CD/ZIP disk or via e-mail.

Advertising discount for series booking: 25% (for 12 issues), 15% (for 6 issues) and 10% (for 3 issues)



Please feel free to contact us for details:

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Distribution Network

Total copies: 20,000

Digital Edition: 25,000

Readership: 125,000 (Average 5.1 per copy)

Asian Lite is a partly free and partly paid weekly newspaper. To reach out to every Asian habitat, we utilise the services of local Asian newsagents. We provide a 50% commission to newsagents for providing us the shelf space. Copies are available at selected newsagents in London, Birmingham, Leicester and Manchester.

Main distributor: Self-Select Distributors (SSD)

SSD distributes about 20,000 copies through SSD Kiosks placed at leading supermarkets for free pick up. The spots were selected based on Census data available.

Local Access Points

Copies are available at community centres like libraries, GP surgeries, temples, mosques and gurudwaras in predominantly Asian areas across the country. The core distribution areas are London, Harrow, Brent, Wembley, Hounslow, Southall, Slough, Ilford, Luton, Bedford, Reading, Oxford, Bristol, Plymouth, Southampton, Portsmouth, Coventry, Wolverhampton, Leicester, Derby, Birmingham, Smethwick, Walsall, Norwich, Nottingham, Sheffield, Manchester, Oldham, Rochdale, Bolton, Preston, Bury, Ashton Under Lyne, Chester, Liverpool, Huddersfield, Bradford, Leeds, Durham and Newcastle.

Demography

Most of our readers are in the age group of 15-40. We are a new media and popular among the second and third generations. Our layout and contents are attractive to the younger generation. Most of our readers belong to the ABC1 category.





JANUARY EDITIONS

6TH JANUARY - PBD EDITION
13TH JANUARY
20TH JANUARY - INDIA REPUBLIC DAY SPECIAL EDITION
27TH JANUARY

FEBRUARY EDITIONS

3RD FEBRUARY - PBD EDITION
10TH FEBRUARY - VALENTINE'S DAY EDITION
17TH FEBRUARY -
24TH FEBRUARY
HEALTH MAGAZINE - FOCUS ON STROKE

MARCH EDITIONS

3RD MARCH - PBD EDITION
10TH MARCH - MOTHER'S DAY EDITION, EVENT TO MARK MOTHER'S DAY
17TH MARCH - HOLI SPECIAL EDITION, PAKISTAN DAY ARTICLES
24TH MARCH - BANGLADESH INDEPENDENCE DAY EDITION
31ST MARCH - TELUGU UGADI FESTIVAL

APRIL EDITIONS

7TH APRIL - HEALTH DAY SPECIAL
14TH APRIL - VAISAKHI/BAISAKHI/VISHU SPECIAL EDITION
21ST APRIL
28TH APRIL
HEALTH MAGAZINE

MAY EDITIONS - INDIA ELECTIONS, MEP ELECTIONS (22ND MAY)

5TH MAY -
12TH MAY -
29TH MAY - WEDDINGS SUPPLEMENT
26TH MAY -

JUNE EDITIONS

2ND JUNE
9TH JUNE - 7TH ANNIVERSARY SPECIAL EDITION,
EVENT 14TH JUNE
16TH JUNE -
23RD JUNE - AHLAN RAMADAN
30TH JUNE - RAMADAN KAREEM
ASIAN LITE DOCTOR

JULY EDITIONS

7TH JULY -
14TH JULY -
21ST JULY - EID MUBARAK, COMMONWEALTH GAMES SPECIAL
28TH JULY - EID MUBARAK II
HEALTH MAGAZINE

AUGUST EDITIONS

4TH AUGUST - RAKSHA BANDHAN ARTICLE
11TH AUGUST - INDEPENDENCE DAY SPECIAL
18TH AUGUST - SREE KRISHNA JAYANTHI
28TH AUGUST - GANESHAOTSAV

SEPTEMBER EDITIONS

1ST SEPTEMBER - ONAM SPECIAL
7TH SEPTEMBER -
15TH SEPTEMBER -
22ND SEPTEMBER - NAVARATRI/DUSSEHRA SPECIAL
29TH SEPTEMBER - EID MUBARAK
HEALTH MAGAZINE - HEART DAY

OCTOBER EDITIONS

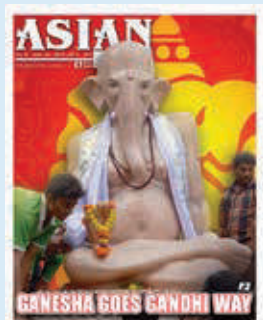
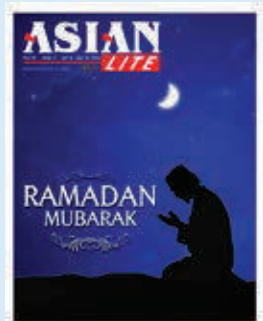
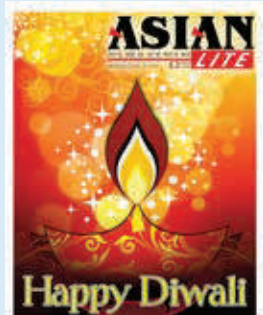
3TH OCTOBER -
13TH OCTOBER - **EVENT 18 - CELEBRASIANS**
20TH OCTOBER - DIWALI SPECIAL EDITION
27TH OCTOBER -

NOVEMBER EDITIONS

3RD NOVEMBER - ADOPTION WEEK SPECIAL
10TH NOVEMBER - HEALTH SPECIAL
17TH NOVEMBER -
24TH NOVEMBER -
HEALTH - DIABETES SPECIAL

DECEMBER EDITIONS

1ST DECEMBER - GIFTS/RESTAURANTS EDITION
8TH DECEMBER -
15TH DECEMBER -
22ND DECEMBER -
29TH DECEMBER -



For bookings please contact Azeez on 0787 736 0663, 0161 2287 362

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