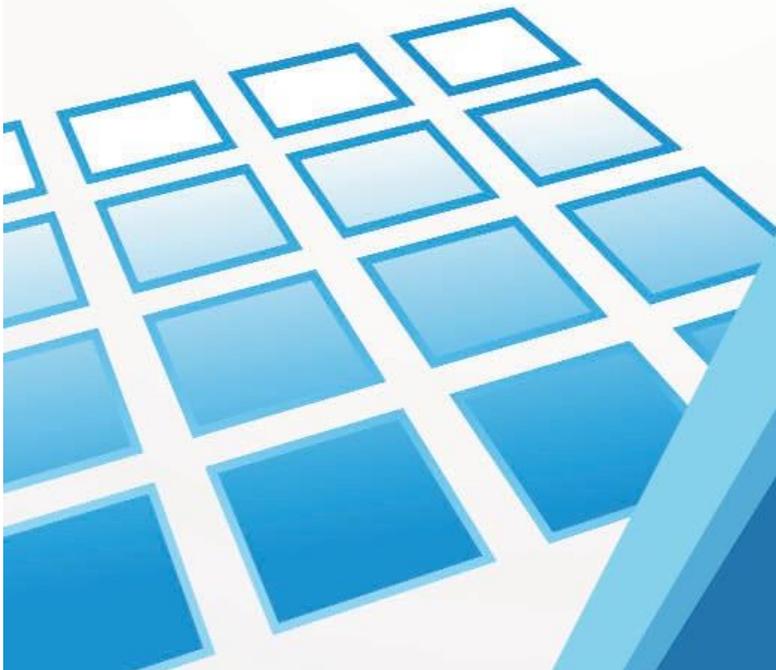


Media Kit 2016

INDIA AMERICA TODAY

www.indiaamericatoday.com





About Us

With the prosperous Indian American population crossing the three million mark, there are approximately one million registered voters from the community and the rest are lawful permanent residents (also known as “green card holders”).

Compared to the overall foreign- and native-born populations, Indian immigrants are significantly higher educated, more likely to be employed, and have a higher household income. They are among the wealthiest communities in the US, with a median annual household income of \$88,000 compared with the national median of \$49,800, according to one study. Indian Americans are also becoming increasingly visible in US politics, journalism, academia, and business.

Bilateral trade between India and the US is growing exponentially as US exports to India increase and India is targeting to increase its bilateral trade with the US to \$500 billion from current levels of over \$100 billion. India's potential, fueled by a young, optimistic, dynamic, educated population, can provide lasting areas of collaboration and exchange, with the US as the focus on innovation and technology becoming the biggest story of the twentieth century.

While covering India and Indian American related subjects from Washington, DC, it becomes increasingly clear that there is lopsided coverage and a lack of cultural cognizance on both sides, with detachment on the part of both federal governments due largely to unavailability of information and unawareness of issues.

There are constant reports of exploitations of H1B visa holders by unscrupulous companies and a difficult path to citizenship while laboring under contracts. As these green-card holders are not voters, they lack the opportunity to reach the ears of elected representatives in the same way as citizens whose votes count in the elections. There are also burning issues like domestic violence, mental illness and racial viewpoints among others which need an urgent intervention and highlighting in the open.

We raise these issues with appropriate authorities. As an independent media organization and news provider, Indian American Times (India America Today) strives to empower and unlock the potential of the Indian American community. This is achieved through the teamwork of professionals who are dedicated to truth, quality, and the highest ethical standards to produce a compendium of news, objective coverage of events and eclectic professional viewpoints.

With a constant value addition based on feedback from our valued readers, Indian American Times (India America Today) is tirelessly pursuing a path of excellence in journalism.

The print edition uses recycled newsprint and caters to the needs of businesses and personal readers alike.

We stand for TRUTH, TRANSPARENCY AND SUSTAINABILITY!



Why you should advertise with India America Today Online/Print

- ✓ ONLY Indian American media in the US, with a daily presence in the labyrinth of powers in Washington DC, accredited to the White House, the State Department, the Pentagon, and Congress
- ✓ All news, events and features are timely, topical and focused on Indian Americans
- ✓ Opportunity to advertise in our print edition and on the website with one affordable rate.
- ✓ Highly educated, mobile readership in the US and abroad
- ✓ Experts available to assist in ad creation and design, with ad changes at no additional cost.
- ✓ Attractive frequency discounts and free classifieds
- ✓ Excellent customer service

THE NEWSPAPER AND WEB PAGE

Newspaper Published monthly and distribution month ending.

Web site updates 24X7 online.

Sending files by email

Please email files to ads@indiaamericatoday.com

In the subject line include the name of the company and product.

The best solution is to create a PDF (Portable Document Format) file, which is cross-platform compatible and has all fonts and artwork included in one file.



INDIA AMERICA TODAY

www.indiaamericatoday.com