





INDIA IN AUSTRALIA

Facts you just can't ignore!

- Nearly 2% of the Australian population has Indian origin
- People born in India is the fifth largest group in Australia
- There are nearly half a million people born in India.
- Punjabi is the 10th largest ethnic language in Australia
- Hindi is 8th largest ethnic language in Australia





Punjab Express is your vehicle to reach this market

Punjab Express is a monthly print & online magazine in Australia. We provide ethnic news, information and entertainment from India and Australia to Indians community and South Asians living in Australia. Punjab Express has been around since September 2003 serving one of the fastest growing communities in Australia.

Punjab Express is printed in Sydney but distributed Sydney, Melbourne, Canberra and Brisbane.

Community leaders, entrepreneurs, government employees, cab drivers, international/local students, parents, professionals, workers- South Asians across the board rely on **Punjab Express** as a necessary guide packaged with useful information on community, religious, business and social activities.

Punjab Express is published by Think Brown Media. Think Brown Media is your gateway to emerging & powerful ethnic market of Australia. TBM can help you create and deliver your message to this attractive yet untapped market.

This is an opportunity you can't miss.



Some of the Big Brands which trust us to deliver their message

- 1. Telstra
- 2. Singapore Airlines
- 3. Moneygram
- 4. Raine & Horne
- 5. NBN
- 6. Best & Less Travels
- 7. Australian Govt
- 8. Western Union
- 9. Best & Less Travels
- 10. Optus
- 11. Citibank
- 12. CBA
- 13. ANZ
- 14. Westpac
- 15. NAB
- 16. ECA
- 17. Seven 11

We have helped many brands reach their target audience over the last 15 years.

Lets help your brand reach this upcoming and important audience.

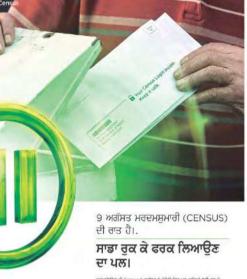


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Visit your local Telstra store telstra.com/iphone Based on combined national average 36/46 mobile speeds.





भागरदेखीन हो Camus S ब्यांस्ड हूं दोन्सी लिय का मॉर्जन की क्यू व भारतदेखीन के प्रेलिस की वार्डस ब्यांद्र हो पूर्व की किस्त दिन्ही के स्वेत बुद्ध है सो वो उड़ा के स्वित Camus किसार किसार किसार किसा के बत्ती, में स्वित के स्वित के स्वार्थ का बाद के स्वार के स्वार के स्वार के सुदे के साथ की कि प्रतान के स्वार की किर प्रेल करना के बाव की बाती के सुदे बेती की प्रतान कि स्वार कुम क्या के दिन्हा कर में कि कार्य वाले की सुदे की बात की प्रतान कि स्वार कुम क्या के तो मुं सुदी मालवारों से सुधवा सुदर्श की की Camus कि साथ कुम कारण है। में सुदायी मालवारों से सुधवा

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Frequency:

Format:

Cover Price:

Circulation:

Readership:



Published by: Think Brown Media

Monthly

A4 Magazine High Gloss

FREE

Sydney, Melbourne, Canberra

30-40000 Monthly

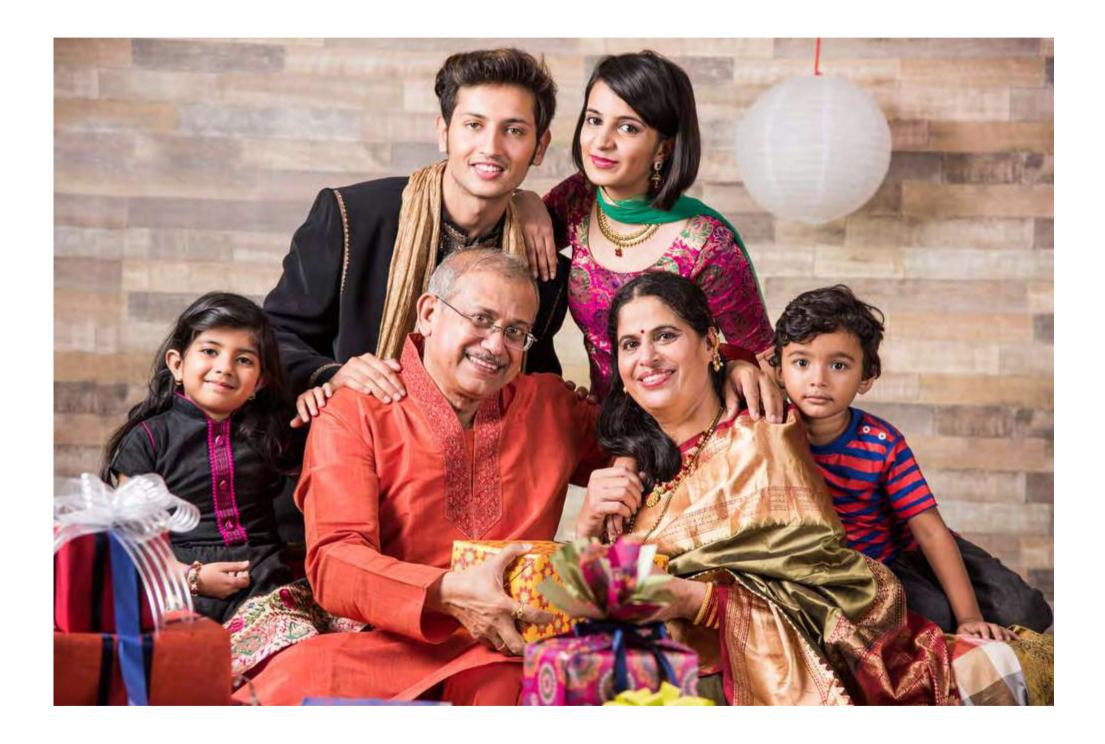
Readership

Punjab Express is tailored for a readership spanning all age groups. It is equally popular among IT professionals, taxi drivers, housewives and students. The magazine dedicates pages for the content suitable for all types of readers.

Our readers are very dedicated readers and wait for the magazine eagerly every month.

Content

For content, **Punjab Express** has a wide network of local and overseas writers. Our readers get quality editorial in every issue. The range of topics covered by **Punjab Express** are Bollywood, Cricket, local issues concerning the community, Indian Night Club news, Taxi news, student news, horoscope, TV gossip and matrimonial services. Keeping the youth and the increasing student market in mind, **Punjab Express** covers students issues and news extensively. Punjab Express also show cases local talent, community party and event news, We partnered with a number of local event promoters in Sydney, Adelaide, Brisbane and Melbourne to promote their events.



Punjab Express Digital

So we could continue to reach out to people who do not get our printed copy or want updated news everyday we have punjabexpress.com.au where we update news on regular basis.

To add the value to our clients we advertise businesses on over website as well so you get the maximum exposure.

We also a highly interactive digital edition which can read across all the digital and mobile channels. All ads in the print edition are carried in the digital edition as well.

We use Adobe powered technology for ease of use and excellent user experience.



Our Reach



3-4	readers per printed copy	
10,000	copies circulated Australia Wide	
30-40000	monthly readers	
64 %	use ads to make purchasing decisions	
72 %	use articles to make purchasing decisions	
42 %	of our readers are aged between 30-55	
53%	of our readers are Male	
47 %	of our readers are Female	
44%	of our readers own their own home	
61%	of our readers annual income is over \$60,000	
27 %	of our readers have lived in Australia less then 5 ye	ears
12321	fans on Facebook	
5900	Email subscribers	

AMPLIFY YOUR BRAND



ADVERTISING RATES

PAGE SIZE	MONTHLY RATE	YEARLY RATE	SIZE (MM)
FULL PAGE (INSIDE)	\$700+ GST	\$6000+ GST	W196 H 273
HALF PAGE (INSIDE)	\$350+ GST	\$2400 + GST	W196 H 135
QUARTER PAGE	\$200+ GST	\$1200 + GST	W96 H 135
BACK PAGE	\$1000+ GST	\$9600 + GST	W196 H 273
INSIDE FRONT INSIDE BACK PAGE 3	\$800+ GST	\$7200 + GST	W196 H 273
FRONT STRIP	\$350 + GST	\$3000 + GST	W 196 H 38
EDM CAMPAIGN	\$1000 + GST		
WEBSITE	\$300 + GST		
SOCIAL MEDIA POST	\$400 + GST		

TERMS:

- 1. PAYMENT MUST BE MADE BEFORE PRINTING
- 2. PAYMENT IN ONE GO FOR YEARLY CONTRACT DISCOUNT.
- 3. ADS MUST CONFORM TO OUR COMMUNITY STANDARDS
- 4. CREDIT CARD PAYMENT ACCEPTED.

ADVERTISING IS THE ONLY MONEY PLANT YOUR BUSINESS NEEDS.





PRINTING. PUBLISHING. SOCIAL MEDIA. ADVERTISING

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