

# New India Abroad<sup>®</sup>

# 2024

# Media

# Kit

*We are offering free one year newsletter subscription to members of community. Names and emails along with organizational details to be added to the list can be sent to [info@newindiaabroad.com](mailto:info@newindiaabroad.com)*

# New India Abroad<sup>®</sup>

## A Warm Welcome From the Editor-In-Chief

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New India Abroad serves as a vital link connecting 32 million Indians across the globe. Our digital platform bridges distances, keeping the Diaspora informed about India, global affairs, and their local communities.

At New India Abroad, we believe in the power of connectivity. Our platform is more than just a news outlet—it's a vibrant hub where voices unite, ideas flourish, where cultures and sub-cultures come together.

With a commitment to unbiased journalism, we strive to inspire positive change and foster informed discourse. From news updates to thoughtful commentaries, our platform offers a unique perspective on issues that resonate with the Indian Diaspora worldwide.

Above all, we believe in journalism free from sensationalism. Our content reflects the authentic voices and concerns of our readers, who live in nearly every country around the globe.

Join us in shaping the narrative, building connections, and celebrating the rich diversity. If you're looking to connect with the Indian Diaspora in new and impactful ways, you've come to the right place.

**Thank you for your support,**  
**Dr Sridhar Krishnaswami**  
**Editor-in-Chief, New India Abroad**



# New India Abroad<sup>®</sup>

## OUR MISSION

- » New India Abroad is the premier media platform for the global Indian diaspora.
- » We publish a weekly digital newspaper, a daily newsletter, a 24/7 web content in English, Hindi, Punjabi, and Gujarati.
- » Our coverage spans business, politics, sports, entertainment, spirituality, local news, classifieds, and more, keeping in mind the diaspora perspective.

## Our Audience

The readers of New India Abroad are diverse, engaged, and successful members of their communities. It's no secret that overseas Indians thrive both economically and culturally in their new homelands, and we offer a unique link to these talented, curious readers.

That said, we do not target one single type of reader; rather, we welcome readers of every age, region, religion, income, and background. Our shared cultural heritage unites our diverse community, enabling us to reach many vibrant audiences, all at once.

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## Why New India Abroad?

India has the most people living abroad of any country worldwide. 32 million across the world is our target audience, and with us, you can reach them, too.

- » New India Abroad's extensive readership reaches every corner of the globe, including speakers of the many languages of India like English, Hindi, Punjabi, and Gujarati.
- » New India Abroad offers a direct link to engaged and successful members of the Indian diaspora, giving advertisers an edge with a vast, influential audience.
- » New India Abroad has no hidden agendas. Readers trust us to share vital community news and information, regardless of political affiliation.

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## Content Categories

Our globally distributed content is as diverse as our readers. No matter your industry, you are represented in our coverage. Categories include:

- » Diaspora News
- » Global Business
- » Immigration
- » Technology
- » Film
- » Food
- » Lifestyle
- » Op-Ed
- » Sports
- » Celebrities
- » Elections
- » Politics
- » Video
- » Podcast

In addition to this editorial content, we also feature important community sections:

- » Classified
- » Directories of temples, gurdwaras, grocery stores, & restaurants
- » Events listing for local and global diaspora centric events
- » Job postings for any industry
- » Matrimonials
- » Obituaries

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## Partnering with New India Abroad

We strive to streamline the partnership process for our advertisers. Details for advertisement submissions are as follows:

### Advertising Opportunities

We welcome advertisement inquiries for our daily, weekly, and special edition publications.

### Website Banner Rates:

- ◇ Header Top: \$600 per week or \$2,000 per month
- ◇ Header Left and Right Sides: \$500 per week or \$1500 per month
- ◇ Front Page and Story Page: \$350 per week or \$1,100 per month
- ◇ Category Pages: \$250 per week or \$800 per month

### Dimension for Website Ads:

- ◇ Top Header Ad: 1000px \* 200px
- ◇ Header Left and Right Side: 265px \* 75px
- ◇ Rest: 300px \* 250 px

**Note: Ad rates can change anytime, without prior notice.**

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## Newsletter Rates:

◇ \$350 per week or \$1,000 per month

## Dimension for Newsletter Ads:

◇ 265px \* 75px

## E-Newspaper Advertisement Rates (Weekly):

- ◇ Front Page Stripe: \$1000
- ◇ Full Page: \$1,500
- ◇ Half Page (Horizontal): \$1000
- ◇ Half Page (Vertical): \$1000
- ◇ Quarter Page: \$550
- ◇ 1/8th of a Page: \$300

## Dimensions

- ◇ Full Page: 10" X 13"
- ◇ Half Page (Horizontal): 10" X 6.5"
- ◇ Half Page (Vertical): 5" X 13"
- ◇ Quarter Page: 5" X 6.5"
- ◇ 1/8th of a Page: 5" X 3.25" or 2.5" X 6.5"
- ◇ Stripe Ads: 10" X 1.5"

**Note: Ad rates can change anytime, without prior notice.**

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## Our Partners

Our network includes an array of media groups and cultural organizations to extend our reach, including:





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## Our Team

When you collaborate with New India Abroad, you are working with a passionate group of experienced media and technology professionals. Get to know our leadership team:



**Rajeev Bhambri**

CEO

[rajeevb@newindiaabroad.com](mailto:rajeevb@newindiaabroad.com)

Rajeev Bhambri brings over 35 year experience in digital print and media excelling in merging financial expertise with functional skills. A University of Delhi finance postgrad, he has shaped start-ups, business strategies, and holds advisory roles in Indo-American organisations. Passionately committed to philanthropy in the United States and India.



**Dr. Sridhar Krishnaswami**

Editor-in-Chief

[sridhar54k@newindiaabroad.com](mailto:sridhar54k@newindiaabroad.com)

Dr. Sridhar Krishnaswami is the Editor-in-Chief of New India Abroad with a three decade journey in Journalism, principally with The Hindu in Chennai, Singapore and Washington. He holds a Ph.D. from Miami University of Ohio and Masters from Ohio University and the University of Madras. A Professional Fellow of the Japan Foundation in Tokyo he is currently Distinguished Professor of Journalism at SRM University, Sikkim.



**Om Jha**

Director, Design and Development

[omjha@gatech.edu](mailto:omjha@gatech.edu)

A Computer Science major at Georgia Tech Class of 24, Om Jha is Director (design) at Atlanta-based Startup Exchange. An art and design fusionist, he is skilled in VR, System Interface Design, and iPads with a portfolio boasting user-centric designs and news branding, his artwork masterfully balancing digital precision with handcrafted finesse.

## Contact Us

We look forward to collaborating! For further inquiries and tailored advertising opportunities, reach out to our marketing team anytime.  
Email: [info@newindiaabroad.com](mailto:info@newindiaabroad.com)

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## Our Advertisers



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