

## The Group

Desi Media Group (DMG) with Sandesh and hi INDiA Weekly, the two newspapers that reach the spectrum of Asian Ethnic community in general, provides news that connects to the South Asian community all over the Midwest region and particularly Gujaratis all over the USA. DMG is backed by one of India's largest news wire agencies, which provides news to more than 200 newspapers, web portals, foreign Embassies, various Ministries and Government Agencies.

We are affiliated to Sandesh Group of Publications, the largest publication group from India and the world-renowned IANS news agency. The core purpose of our endeavor is to create, collect and distribute high quality news, information and entertainment about South Asia and the Diaspora. We publish Sandesh edition - Gujarati news weekly, in North America, hi INDiA Weekly – English News Weekly in Chicago, Chicago Suburbs, St. Louis, Milwaukee and Indiana, and also operate internet property [www.hiindiaweekly.com](http://www.hiindiaweekly.com).

## Our Publications...

### Sandesh edition in North America

Sandesh is a Gujarati newspaper with over 4000 reporters in widely spread over all major cities in India. About 1,800,000 copies are published concurrently from Ahmedabad, Rajkot, Surat, Bhavnagar and Baroda. For millions of Gujaratis, the name 'Sandesh' arouses a feeling of reliance for independent journalism since the last 75 years in India.

Sandesh edition in North America (SENA) is a weekly newspaper, an affiliate newspaper of Sandesh, India, has been in publication for more than 15 years and has developed a close emotional bonding with colossal Gujarati population in North America. We have been able to grow and sustain the relationship with our continuing efforts of connecting the community with roots and providing them with rich mix of news about politics, entertainment, sports, community events and plaudits for members of the community. It shall be no tall claim to mention here that we have been very successful in achieving the exalted status Sandesh enjoys with Gujarati community in India. Sandesh Edition in North America with circulation of 17,000 is distributed throughout North America by paid subscription.

### hi INDiA Weekly in Chicago

The publication targets the South Asian Community in Chicago, Chicago Suburbs, St. Louis, Milwaukee and Indiana. The distribution is 20,000 copies every single week. Since our paper is free it is available in Indo-Pak grocery stores, restaurants, banquet halls, temples, mosques, gurudwaras, libraries and various other locations. A progressive, proactive and interactive weekly newspaper provides leisure reading, current affairs, with featured pages covering people's opinion, national news on USA, India, International news, sports from India, Pakistan & Pakistani Diaspora, tours & travels, Bollywood and special interactive pages, to engage the very heart of the family.

# hi INDIA WEEKLY

## સંદેશ

### RATES

#### Hi INDIA (CHICAGO-ST.LOUIS - MILWAUKEE)

Full Page	Half Page	Qtr. Page	Bus. Crd.
\$900	\$450	\$225	\$50

#### SANDESH (GUJARATI PUBLICATIONS) (U.S. EDITION)

Full Page	Half Page	Quarter Page
\$1400	\$700	\$350

#### COMBINATION RATES

(Hi INDIA Chicago & Sandesh\*)

Full Page	Half Page	Quarter Page
\$2000	\$1000	\$500

#### CLASSIFIED:

Minimum 20 words \$35  
Each Additional word \$1.00  
Box Number \$10.00 extra

#### DISPLAY CLASSIFIED:

- The use of borders or different type changes regular classified advertisement to display classified. They are limited to one column. Rate \$50 for one column inch. Can accommodate up to 25 words in one column inch.
- The above classified and display classified rates apply for one edition only.

#### COLOR ADVERTISEMENT:

Full page and Half page are available for a 25% surcharge.

#### RATES ARE QUOTED IN US\$

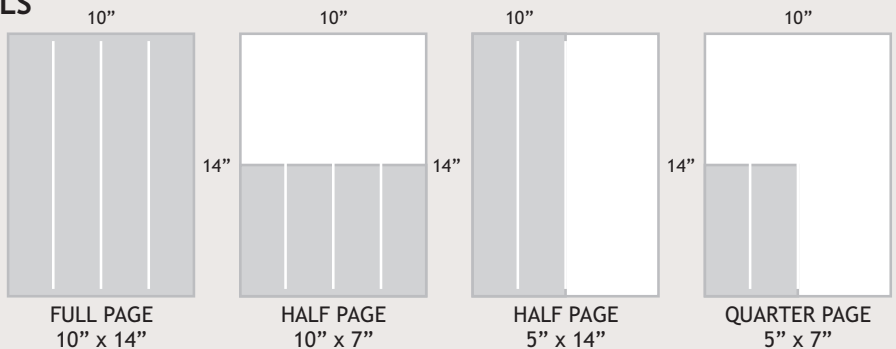
\* Sandesh is brand that Gujaratis recognize most. Launched in August 1996, Sandesh fills a need for Gujaratis who want to stay connected to their motherland in this part of the globe

#### MECHANICAL DETAILS

Five columns to a page  
• Column width 1.88"  
• Column Depth 14"

PUBLICATION DATE  
Every Friday

CLOSING DATE  
Preceding Friday



Full Remittance must accompany all advertisement orders.

'Hi INDIA' reserve the right not to accept an advertiser's order. All ads are subject to editing.

# hi INDIA WEEKLY

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# RATES

# Advertising