

**RATE CARD - NEWSPAPER**

SCCM	COLOUR	MONO
	£19	£14.50
Full Page	COLOUR	£4,104
A4		£2,850
Half Page		£2,052
Quarter Page		£1,026
Full Page	MONO	£3,132
A4		£2,175
Half Page		£1,566
Quarter Page		£783
<b>SERIES DISCOUNT</b>		
6 Insertions		5%
13 Insertions		10%
25+ Insertions		15%
Agency Commission		10%

Booking Deadline: Friday 6pm  
Copy Deadline: Monday 6pm

**MECHANICAL DATA - NEWSPAPER**

<b>PRINT AREA</b>			
	HEIGHT	X	WIDTH
Full Page	360mm	x	253mm
A4	297mm	x	210mm
Half Page (Horizontal)	177mm	x	253mm
Half Page (Vertical)	360mm	x	124mm
Quarter Page	177mm	x	124mm
Eighth Page	85mm	x	124mm
<b>COLUMN MEASURE</b>			
Column	Length	360mm	
Column	Width	38mm	
2 Columns	Width	81mm	
3 Columns	Width	124mm	
4 Columns	Width	167mm	
5 Columns	Width	210mm	
6 Columns	Width	253mm	

- Screen 85 lpi Colour/Mono (Dot Gain 35% at 50% tint and 20% at 75% tint)
- All artwork should be supplied on CD only. File Formats PDF, JPEG, TIFF or EPS 200 Resolution
- A hard copy proof must accompany all discs.

**RATE CARD - A4 MAGAZINE**

**Advertising Rates**

Full Page	£4,500
Half Page	£2,500
Quarter Page	£1,500

Rates are Excluding of VAT  
Agency Commission 10%

**MECHANICAL DATA - A4 MAGAZINE**

	HEIGHT	X	WIDTH
FULL PAGE (A4) (add 5mm bleed for bleed advert)			
Type Area	277mm	X	190mm
Trim Area	297mm	X	210mm
HALF PAGE (Horizontal)	126mm	X	179mm
HALF PAGE (Vertical)	257mm	X	87mm
QUARTER PAGE	126mm	X	87mm
EIGHTH PAGE	61mm	X	87mm

- Screen 150 lpi Colour/Mono
- All artwork should be supplied on CD only. File Formats PDF, JPEG, TIFF or EPS 300 Resolution
- A hard copy proof must accompany all discs.

**How to send Advert Artwork**

We accept artwork by CD-ROM, email and FTP  
Please compress email attachments (WinZip/Zip or Stuffit).  
File formats accepted are: **Adobe PDF (v1.4) and no layers, Quark documents and EPS.**

We also accept high res **TIFF** or **JPEG** files, but this is not recommended as the quality of any embedded text will be poor, and we always recommend vector artwork.

Please ensure all files, whichever format, are in **CMYK**  
Other modes will not print correctly.

**Quark Documents:** Please supply all fonts, and images.  
Bitmap image resolution as below.

**PDF and EPS:** Please ensure all fonts are embedded.  
Bitmap images resolution as below.

**Bitmap images: Newspaper** CMYK (uncoated SWOP).  
Image resolution: 200 dpi for colour or grayscale, 1270 (maximum) dpi for mono lineart.

**Bitmap images: Magazine** CMYK (coated SWOP).  
Image resolution: 300 dpi for colour or grayscale, 2000 (maximum) dpi for mono lineart.

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www.abplgroup.com



**Gujarat SAMACHAR**

The Voice of British Gujaratis



**BRITISH ASIANS - Key Demographics and Distribution**

South Asians make up just over 3.5% of the total UK population - about 2,084,000 out of nearly 58,800,000. Of these nearly 1.8% are Indian - 1,054,000 and 1.25% are Pakistani - 747,000. Just under 0.5% are Bangladeshi - 283,000

Over 96% of all Asians in the UK live in England itself - over 2 million. Over 43% live in London and the South-East alone. Outside London, the single region with the most Asians is the West Midlands (365,000)

The 2001 census revealed that the age profile in most Asian communities is much younger than the profile for the country as a whole. This means that the community will grow in size, both proportionately and absolutely, over the next 10-15 years.

In 2003 the Department for Education and Skills reported that currently 12.5 per cent (one in eight) of all pupils in English schools are black or Asian. The Department expects the proportion to rise to 20 per cent (one in five) by 2010.

9.1% of Asians are in higher managerial and professional occupations compared with the national average of 7.7%.

Overall the industry groups which employ the largest proportion of people are Wholesale and Retail trade (14%). Over 45% of high street pharmacies and CTN stores are owned by Asians.

Source: 2001 Census, Office of National Statistics and ABPL Survey.

FIRST & FOREMOST ASIAN WEEKLY IN EUROPE



**Britain's Leading Gujarati news weekly**



**Established in 1972.** Asian Business Publications Ltd. (ABPL Group), publish Asian Voice (English) and Gujarat Samachar (Gujarati), premier news weeklies for British Asians – one of the UK's most progressive and enterprising ethnic groups. The combination of two highly influential national news weeklies together with a portfolio of informative and vibrant theme based special issues covering key topics such as Health, Property, Finance, Banking, Insurance, Education, Diwali, Travel & Tourism, gives us the leading edge within the UK's ethnic press.

The key to our success has been our abiding and uncompromising commitment to the interest of our readers. Over the three decades we've learned an immense amount about their likes and dislikes, their changing lifestyles, their interests and their priorities. Equipped with this invaluable insight we offer the latest news with in-depth reports and analysis on issues of particular importance to British Asians.

Our readers have a unique relationship with our titles and they expect a depth of coverage, a level of insight, that they simply won't get elsewhere, despite the recent entry of other ethnic titles, media websites, television channels and pages devoted in the national press. We have not compromised on the crucial elements that our readers expect from us; therefore we continue to be the most informative; our columns the most definitive; our analysis the most incisive; and our comment the most thought provoking.

Besides, we champion the cause of our readers, report on their successes and their failings, understand their concerns and influence their thinking. We have always covered the diverse interests of the Asian community with the depth and insight they deserve and for that reason we've designed Asian Voice and Gujarat Samachar along the lines of a serious quality newspaper.

Every issue brings together news and developments, both national and international, from the world of politics, business, finance, social & community issues, sport, fashion and Bollywood.

**OUR VISION**

*Our vision is that we will continue to inform, inspire, entertain, and enlighten the community. We will safeguard the trust that our readers have invested in us and consolidate our reputation as a source for reliable, independent and above all, enjoyable reading material.*

Email: gssales@abplgroup.com  
www.abplgroup.com



**WHAT OUR CLIENTS SAY**

"Asian Voice and Gujarat Samachar are well established print channels that facilitate highly targeted access to their respective audiences. Over time, both titles have evolved strongly, presenting useful advertising vehicles to reach key ethnic markets. They have been front line contenders in appropriate media plans".

**Sanjay Shabi**  
Director of CultureCom, a division in MediaCom

"The Asian community in the UK constitute an important customer group for Allied Irish Banks. Asian Voice and Gujarat Samachar publications together with their related events such as the Asian Achievers Award provide an effective platform to address this key target audience".

**Colette O'Neill**  
Relationship Manager, Allied Irish Banks

"I think the whole event (Asian Achievers Awards) was a tremendous success. You and the whole team and what you do are a true inspiration to the Asian community."

**Karan Bilimoria**  
Founder & Chief Executive Officer, Cobra Beer Ltd & Co-Chairman of Indo-British Trade and Investment

"We have been in the travel business for over two decades and have found Asian Voice and Gujarat Samachar to be very effective advertising vehicles to reach the Asian community in the UK."

**Ashok Patel**  
Chairman, Travelpack Marketing and Leisure Ltd.

**OUR EVENTS AND PUBLICATIONS**

Throughout the year we offer several outstanding advertising and targeting opportunities. Besides our flagship titles, Asian Voice and Gujarat Samachar, we publish a varied range of theme based special issues and host the distinguished Asian Achievers Awards. Each of these issues, distributed to all our readers, offers exclusive reviews, interviews and critical analyses of the market sectors they cover.

By advertising in these publications, or sponsoring a category at the AAA awards you reach the very heart of the Asian community and its decision makers.

**CIRCULATION**

Distributed nationally, our publications embrace the major centres of London, the Home Counties, the Midlands and other areas comprising Asian households. Copies are distributed by Royal Mail strictly on a paid-for subscription basis therefore limiting wastage. Additionally, copies are sold through newsagents across the UK. The immediacy of weekly frequency is a major benefit for strategic advertising campaigns.

**JANUARY**

**CAREERS IN PHARMACY**

A career in pharmacy whether high street pharmacy, NHS, company pharmacy, R&D or academia offers challenging and rewarding opportunities. It is widely acknowledged that UK Asians have made a significant all round contribution to this crucial healthcare sector. This special issue will therefore inform readers, especially those in their final school/university years or planning a career change about why pharmacy might be an exciting prospect.

**FEBRUARY**

**TRAVEL & TOURISM**

According to National Statistics Travel Trends 2004, over a five-year period between 2000 and 2004, total spending by UK residents on visits abroad increased by nearly a quarter over those years, from £24.3 billion in 2000 to £30.3 billion in 2004, an average annual growth of 5.7 per cent. Reflecting the trend, the Asian Diaspora, now spread around the globe, spend a substantial amount of their income on travel. Be it visiting friends and family, domestic holidays, short breaks, family holidays, business or simply shopping, overseas - travel is an essential part of their lives.

TRAVEL & TOURISM provides a comprehensive picture covering hotel groups, tour and web-based operators, travel agents, tourist boards, listings of venues and attractions, airports, airlines and ground operators and those who service the travel market throughout the world. If you are looking to promote and facilitate increased travel through your services, the Travel & Tourism magazine is an excellent medium to reach our readers.

**WEDDING & BANQUETING**

British Asian weddings are some of the most vibrant and colourful. A lot of careful and detailed planning and preparation goes into selecting a venue, picking the right photographer, choosing appropriate jewellery and dishing the right menu. Traditionally hotels, banqueting suites, restaurants, community centres, leisure centres and school halls have been used as wedding venues. Nowadays some prefer something a little different such as galleries, marquees, country mansions and even theme parks. Whatever the choice, traditional or modern, this magazine will showcase various venues, location, features & facilities and a host of issues that need careful consideration whilst planning an Asian wedding.

**MARCH**

**BRITISH INDIAN ORGANISATIONS**

A compilation of the contribution made by contemporary British Indian organisations towards preserving the linguistic, religious and cultural heritage of one of Britain's prominent ethnic communities. It will provide detailed information on the various organisations serving the community including names of organisations, their specific activities, key members, a diary of important events, website address and contact details.

**DUBAI SHOPPING BONANZA**

Be it cars, haute couture clothing, jewellery, electronics, furnishing, sporting equipment, and any other goods one is likely to find it all under the same roof in Dubai at unbeatable prices. This is a comprehensive coverage of the bonanza awaiting shoppers travelling to the shopping capital of the middle east

**APRIL**

**PCTs AND PHARMACIES - Caring for the Community**

The National Health Service in the UK is undergoing several changes and the role of Primary Care Trusts is becoming more and more important in managing healthcare for local communities. Working with local authorities and other agencies that provide health and social care, they ensure that the local community's needs are being met. Similarly the remit of local pharmacies is increasing and they now offer key NHS services. This A4 magazine will look closely at the various services offered by these healthcare providers and give readers an insight into the impact they make on their well being.

**HEALTH WATCH**

Health and wellness issues among the Asian community do not seem to get as much attention as they deserve. Health Watch therefore highlights a number of concerns facing the Asian community with a view to helping them lead healthier lives. The emphasis is on medical issues and how sociological concerns and circumstances are sometimes linked.



**AUTOMOTIVE**

The latest motoring news and in-depth car reviews including information on new cars, used cars, car prices, photographs, auto parts & accessories, motor finance & insurance, breakdown cover and related services.

**CAREERS IN RETAIL**

Career opportunities within retail are endless. The sheer size and scope of the sector means that one can look to enormous variety together with diverse opportunities. Whether retail management, logistics, finance, pharmacy or IT the avenues are several. This special issue will cover supermarkets as well as symbol groups serving this sector.

**MAY**

**FINANCE BANKING AND INSURANCE (FBI)**

With growing affluence within the community, news, views and analyses from the world of finance, banking and insurance are of particular interest to our readers. FBI covers a range of financial products and services including Personal Banking, Business Banking, Financial Advice, Loans, Mortgages, Pension Services, Personal Investment, Savings/SAs, Stocks, Debt Services, Insurance (health, home, motor, etc), Money Transfer Services, Legal Services, Accountancy Services and Motor Finance. Every year the magazine is launched at an exclusive venue by a leading industry figure and attracts a host of blue-chip sponsors.



**FASHION HEALTH AND BEAUTY**

The magazine provides a comprehensive coverage of fashion and beauty. Readers are informed on all the news on health and fitness, beauty tips and secrets from the pros, coverage of the latest in hair, nails, skin care, fashion's do's and don'ts, clothes, makeup, complementary therapies, meditation, natural alternatives and dieting.



**BRITISH GUJARATIS**

Today the economic clout of the 700,000 British Gujaratis extends into billions of pounds and they are key contributors to the UK economy. Their amazing saga from struggle to prosperity dates back to humble beginnings when their forebears made painful sacrifices to overcome heavy odds. This special issue will pay tribute to a generation that has made the name 'Gujarati' synonymous with an indomitable spirit.



**JUNE**

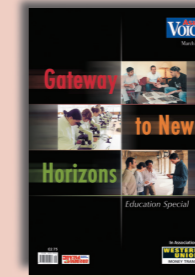
**PROPERTY WATCH**

Published twice every year it has become a book of reference and record offering an in depth analysis and evaluation of the property market, both domestic and overseas. It provides a comprehensive and incisive coverage of property hotspots, mortgage information, various service providers, overseas currency transfers, risk management, price monitoring and several other key issues vital to making a wise and profitable property investment.



**EDUCATION**

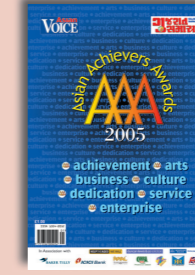
Asians constitute a growing number of pupils in schools, colleges and universities in the UK. The last census revealed that they are likely to outperform all other communities and go into higher education. Although the US is the most attractive student destination, the UK is fast becoming a leading contender. This special issue on education is a guide and a point of reference for students. It covers university ratings and listings, funding and sponsorship options, visa guidance notes, travel & accommodation advice, and a host of other useful information.



**JULY**

**ASIAN ACHIEVERS AWARDS (AAA)**

Instituted to recognise, honour and reward the wealth of talent and success within the Asian community, these highly prestigious awards are presented at a high profile black-tie event and held at an exclusive venue. It attracts a host of eminent personalities from the world of business, sport, music and TV and the professions, who gather to celebrate merit and achievement among British Asians. The event is covered extensively in Asian Voice and Gujarat Samachar and a AAA commemorative magazine is also published.



**BRITAIN'S UNIFORMED SERVICES**

Britain can truly boast of one of the best uniformed services in the world. The professionalism, sacrifice and dedication of our uniformed Forces is demonstrated again and again in the operations they conduct during peace time and at war, whether home or beyond our borders. A number of Asians have served and continue to serve in all branches of the uniformed services. In this special issue we salute the men and women who risk their lives to guard the nation and who have risen up the ranks.

**AUGUST**

**INDO BRITISH TRADE & INVESTMENT**

Trade and commerce between India and Britain is centuries old. With India's rapid rise as an economic power and its integration with the globalising world economy, changes of immense significance and fresh opportunities for mutually beneficial partnerships and alliances are imminent. This is an exclusive report by experts on the burgeoning prospects of co-operation across the entire spectrum of economic activity from agriculture to manufacturing, services and the knowledge-based sector.



**SEPTEMBER**

**ICC CHAMPIONS TROPHY**

Cricket, the numero uno sport in the Indian sub-continent, is keenly followed by the Asian Diaspora around the globe. Games are played to packed stadiums and top international brands clamour to be associated with the game. Naturally readers of Asian Voice and Gujarat Samachar will closely monitor the course of this biennial eight nation tournament. All matches will be covered by our inhouse team and a colourful glossy A3 poster displaying match fixtures will be distributed to all our readers - a terrific branding opportunity!

**ETHNIC FOOD LINES**

With literally hundreds of vibrant masalas (spice blends) and readymeals vying for shelf space there's little need to improvise or start a meal from scratch. Making a 'curry' is no more a culinary challenge, Britain now boasts of an amazing array of top quality ethnic food lines at surprisingly low prices. Aimed primarily at women and housewives this exclusive review will scan the market for the latest on the menu.

**OCTOBER**

**DIWALI**

Diwali – the Festival of Lights – is by far the most glamorous of Asian festivals. To mark the festivities, we publish the much sought after Diwali Special Issue – a glossy magazine rich in well-written, informative and superbly illustrated articles meant to inspire, entertain and inform readers. The issue is an essential read for British Asians and is distributed to all subscribers and sold through newsagents.



**NOVEMBER**

**TELECOMMUNICATION SERVICES**

This highly competitive market now offers customers a wide range of choice in services and prices. This special report will cover telephone services, internet broadband, mobile phones, leading service providers and the various products on offer.

**PHOTOGRAPHY**

The photography sector is fast evolving and consumers are now spoiled for choice with a camera to match every occasion and pocket. Asians are an important target market due to the number of colourful festivals, solemn ceremonies, elaborate weddings and frequent family get togethers. Whether you are a manufacturer, dealer or provide a service such as photoprocessing this is an excellent place to address our readers.

**EID**

Eid is celebrated in the UK with much enthusiasm and fervor. Muslims from all strata of life can be seen adorned in beautiful new clothes, visiting mosques to attend Eid prayers and exchange greetings of "Eid-Mubarak" or "a blessed Eid". A comprehensive report is published to mark the festivities.

**DECEMBER**

**CHRISTMAS**

We join in with the spirit of the festive season by publishing a very well illustrated magazine replete with lively articles and exclusive photographs. An ideal platform to bond with our readers through a special greeting or to showcase your brands.

**THE ABPL CALENDAR**

Now in its third decade the ABPL Group calendar published and distributed once a year is a must in every Asian home. It is unique in that it is ingeniously based on both the sun and the moon. The calendar is a ready reference for dates and the significance of major festivals, auspicious times for marriages, inaugurations, groundbreaking ceremonies, buying, selling, etc.

**WHITE GOODS AND FURNISHINGS**

A vast majority of Asians are homeowners and are therefore an important target market for furniture, furnishings and consumer durables such as vacuum cleaners, fridge-freezers, irons, cookers, televisions and radios, washing machines, and dishwashers. Featuring the latest brands this special report is an in-depth guide to help people make informed buying decisions about a vast range of products.

