

community

local NEWS

entertainment

sport

British Asian

ABOUT THE ASIAN TODAY



'The Asian Today' was launched in September 2002 as a free monthly community publication serving the Midlands region. The newspaper is published by The Asian Today Ltd, who also run the UK's leading entertainment website, DesiXpress. As the Midlands premier English language Asian read, 'The Asian Today' filled a much-needed gap in the publications marketplace. 'The Asian Today' was created to inform, educate and enlighten the British South-Asian population offering local, national and international news, and offering a platform for the community to voice their views and concerns. The newspaper has received a great deal of support from local communities, political personalities, community and faith leaders and second generation Asian readers - support which is vital for the success of all involved from the team to potential advertisers.

'The Asian Today' is available across the Midlands, namely Birmingham, Leicester, Nottingham, Wolverhampton, Walsall and Coventry, as a free monthly, distributed widely amongst the South-Asian community. It is made available via community centres, commercial businesses, libraries, charities and stocked by major retailers including Asda. The current readership is over 150,000 every month.

'The Asian Today' has led the way with exclusive news stories which have been echoed by mainstream local and national press and continues to bring the most diverse, innovative and representative news stories and features to readers. This ensures a generous combination of content to reflect the lifestyle, culture, identity and faith of the wider Asian community. 'The Asian Today' aims to promote a new dimension to the British Asian community by exploring subjects and topics affecting second and third generation Asians whilst maintaining content of interest for elder members of the community. Support for this publication is reflected through public and freelance contributions.

'The Asian Today' offers maximum potential for advertisers who wish to increase their customer base and are keen to promote their services amongst a vibrant and economically prosperous community who are open to experiencing new products and commercial innovations to enhance the quality of their lifestyle.

Previous & regular advertisers include: West Midlands Police, Central Office of Information, The Army, The Royal Navy, British Telecom, Eros International, Floors 2 Go, Eastern Birmingham Primary Care Trust, Birmingham City Council, Matthew Boulton College, South Birmingham College, Josiah Mason College, Mushtaq's Sweet Centre, ASDA, Aldi, The Islamic Bank of Britain, Birmingham Symphony Hall, The Carphone Warehouse, STAR TV, National Blood Service, The University of Central England, Shropshire County Council, Toyota World, West Midlands Fire Service, Warwickshire County Cricket Club, Cousins Furniture Stores and many many more.

ONLINE AT www.theasiantoday.com

E-Editions Online Every Month



The Asian Today Limited, Sheldon Shopping Centre,
2162 Coventry Road, Sheldon, Birmingham, B26 3JB
Tel: 0121 314 2892 Fax: 0121 261 0213
Email: sales@theasiantoday.com

Derby

Wolverhampton

Leicester

coventry

Birmingham

walsall

DISTRIBUTION INFORMATION



THE NO 1 ASIAN NEWSPAPER IN THE MIDLANDS

FREE

• NOTTINGHAM

DERBY • DERBY

WALSALL

WOLVERHAMPTON • WALSALL

LEICESTER

LEICESTER

LEICESTER

DUDLEY • SANDWELL

BIRMINGHAM

BIRMINGHAM

BIRMINGHAM

• COVENTRY

Alum Rock	Normanton
Aston	Oldbury
Bearwood	Quarry Bank
Belgrave	Parkfields
Bilston	Penn
Black Heath	Perry Barr
Bordesley Green	Pleck
Burton Upon Trent	Radford
Cape Hill	Sattley
Cradley Heath	Selly Oak
Darlington	Small Heath
Dudley	Smethwick
Edgbaston	Sparkhill
Ettingshall	Sparkbrook
Foleshill	Stechford
Hall Green	Stirchley
Handsworth	Stoke Heath
Harborne	Tipton
Highgate	Twidale
Kings Heath	Tyseley
Ladywood	Ward End
Langley	Washwood Heath
Littleover	West Bromwich
Lenton	Winson Green
Lye	Yardley
Moseley	Plus many more...
Nechells	

To Advertise in The Asian Today, please call our friendly sales staff on:

T: 0121 314 2892

F: 0121 261 0213

150,000

READERSHIP MONTHLY

60,000 COPIES DISTRIBUTED THROUGHOUT THE MIDLANDS, Now distributing in Asda stores across the Midlands, including Small Heath, Perry Barr, Great Bridge & Wolverhampton.

The first and only monthly newspaper aimed at the vast Asian population in the Midlands.

Representing the diverse Asian Population from 1st to present generations.

The main source of news for Asian communities who want to maintain their identities as British Asians.

Bringing unique coverage of major stories including Politics, Health, Education, The Arts, Entertainment, Sports, IT and Employment & many other topics which cater for the Asian community.

A true Asian British newspaper recognising diversity across nationalities, religion, cultures and promoting equal opportunities.

A specialised section on learning opportunities across the Midlands (Education Today), lifestyle, fashion, property, business & much more!

Full Colour and Multi-lingual advertisement, and the most direct access to the Asian community in the Midlands.

ADVERTISING RATES & DATA

Display Rates

DOUBLE PAGE SPREAD	35cm x 12 Columns	£1260.00
FULL PAGE	35cm x 6 Columns	£840.00
HALF PAGE (Landscape)	17.5cm x 6 Columns	£420.00
HALF PAGE (Portrait)	35cm x 3 Columns	£420.00
QUARTER PAGE (Portrait)	17.5cm x 3 Columns	£210.00
QUARTER PAGE (Banner)	8.8cm x 6 Columns	£210.00
EIGHTH PAGE	8.8cm x 3 Columns	£105.00

Prime Position Rates

FRONT PAGE BANNER	3.5cm x 6 Columns	£400.00
BACK PAGE BANNER	3.5cm x 6 Columns	£300.00
BACK PAGE QUARTER	17.5cm x 3 Columns	£400.00
FULL PAGE SOLUS (Inside Front, Page 3, Inside Back)	35cm x 6 Columns	£1200.00
HALF PAGE SOLUS (Inside Front, Page 3, Inside Back)	17.5cm x 6 Columns	£600.00
QUARTER SOLUS (Inside Front, Page 3, Inside Back)	17.5cm x 3 Columns	£300.00

Classified Rate

BUSINESS CARD SIZE	5cm x 2 Columns	£44.00
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Series Discount Rates

2 INSERTS	10%
3 INSERTS	15%
6 INSERTS	20%
12 INSERTS	30%

Full Colour please add 30%
Spot Colour please add 15%

Translations of Advertisements into other languages, the rate is an extra 30% per language. (Setting and Layout is at no extra cost)

Agency Commission for Completed Artwork 10%

Classified ads: notices, entertainment, sales and wanted, property, motors, holidays, births, marriages, thank you notices and general announcements, (minimum size; 4.4cm x 1 column).

Credit Terms: 7 days from invoice date: Advertisers without accounts will be charged one third more than the rate unless the amount is settled within seven days.

Artwork: electronic files are preferred on either ZIP disk or CD. All files must be a font embedded EPS from Quark Xpress or Adobe Photoshop or a press optimized PDF along with a proof (in colour where possible) of the ad.

Deadline: Complete artwork: 3 days prior to insertion.

Copy where setting is required: 7 days prior to insertion.

Colour advertisement: 3 days prior to insertion.

Mechanical Data

Columns	1	2	3	4	5	6
Width(mm)	44mm	88mm	132mm	176mm	220mm	264mm

Page type area: 350mm x 264mm

Column length: 350mm

Column per page: 6

Full Page: 350mm x 264mm

Half page: 175mm x 264mm

Qtr Page: 175mm x 132mm

Cancellations for ads must be 3 days prior to insertion (excluding Sundays and Bank Holidays).

Conditions and acceptance of advertisements

The Asian Today Ltd reserve the right to decline to publish anything which they do not approve, whether an order has accepted or not, and without notice, to reject or omit in their absolute discretion, any advertisement, even though they may have previously agreed to publish it. No responsibility is accepted for damage to, or loss of artwork however caused. While every precaution is taken to ensure accurate printing and insertion of all advertisements, no responsibility is accepted for non-insertion of any advertisements, or for any consequences arising thereof. Although every advertisement is carefully checked, occasionally some mistakes do occur. No reinsertion, refund or adjustment will be made where the error, misprint or omission does not materially detract from the advertisement. All space orders accepted at the rates operative at the date of insertion. It is the advertisers responsibility to ensure that the copy conforms to all the Government legislation. Cancellation must be received three days before deadline. All prices on the Rate Card are subject to VAT. Credit accounts must be settled within seven days.

run of the paper display series discount rates
 classified rates mechanical data
ONLINE ADVERTISING RATES & DATA



Online Advertising Rates
www.theasiantoday.com



LEADER BOARD
728 x 90 Pixels

BANNER (Full Horizontal)
468 x 60 Pixels

SKYSCRAPER
120 x 600 Pixels

BUTTON
125 x 125 Pixels

Rates & Technical Specifications

	Rates			Technical Specifications		
	1 Month	3 Months	6 Months	Dimensions (WxH in Pixels)	Max File Size	Format
Leader Board Ad	£300	£810	£1530	728 x 90	20k	Gif animated Gif or JPEG
Skyscraper Ad	£250	£660	£1140	120 x 600	20k	
Banner Ad	£175	£465	£810	468 x 60	20k	
Button Ad	£120	£330	£600	125 x 125	20k	

All Adverts will also appear on our sister Website www.desixpress.co.uk **DESI XPRESS**

For More Information Contact:
Ajmal Hanif 0121 314 2892
ajmal@theasiantoday.com



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