

MEDIA KIT 2024

WWW.INDIACURRENTS.COM

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Dynamic. Engaging. Trusted.

IndiaCurrents

Your Stories. Your Community.

TRUSTED PARTNER

At India Currents, we are your trusted bridge to a thriving demographic of Indian Americans, offering advertisers an unparalleled opportunity to connect, brand, and promote their products or services. Unlike mainstream media, we provide a personalized and laser-focused message to your intended audience, tapping into our 36 years of trust as a community messenger. We lead the digital landscape as the first South Asian nonprofit in the US, driven by our unwavering mission. Choose India Currents to unlock the power of precision, trust, and community influence for your advertising needs.

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DIGITAL REACH

55K+	UNIQUE MONTHLY WEBSITE VISITORS	70K+	SOCIAL MEDIA
10K	NEWSLETTER SUBSCRIBERS	43%	NEWSLETTER OPEN RATE
350K	PAGEVIEWS THROUGH MSN	3K	APPLE NEWS USERS IN 1ST 4 MONTHS!
50K	PAGEVIEWS THROUGH SMARTNEWS	#1	SEARCHED RESULT FOR INDIAN AMERICAN MAGAZINE ON GOOGLE

CONTACT US



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INDIAN AMERICANS IN CALIFORNIA

**MEDIA KIT
2024**

**California is home to 829,000
Indian Americans!**




**There are 453,000 Indian Americans
living in the 6 main
Bay Area Counties.**

**Santa Clara County alone is
home to 189,000
Indian Americans.**

page source: U.S. Census 2020, American Community Survey 2021

WHY TARGET THE INDIAN AMERICAN CONSUMER?

**The USA is home to 4.3 million
Indian Americans.**



**This is a 57% population
increase
in one decade!**

page source: U.S. Census 2020, American Community Survey 2021

- **INDIAN AMERICANS HOLD OVER \$381 BILLION IN BUYING POWER**
- **THE MEDIAN FAMILY INCOME OF INDIAN AMERICANS IS \$134,000.**
- **76% OF INDIAN AMERICANS HOLD AT LEAST A BACHELOR'S DEGREE.**
- **74% OF INDIAN AMERICANS WORK IN THE FIELDS OF MANAGEMENT, SCIENCE, BUSINESS, AND THE ARTS.**

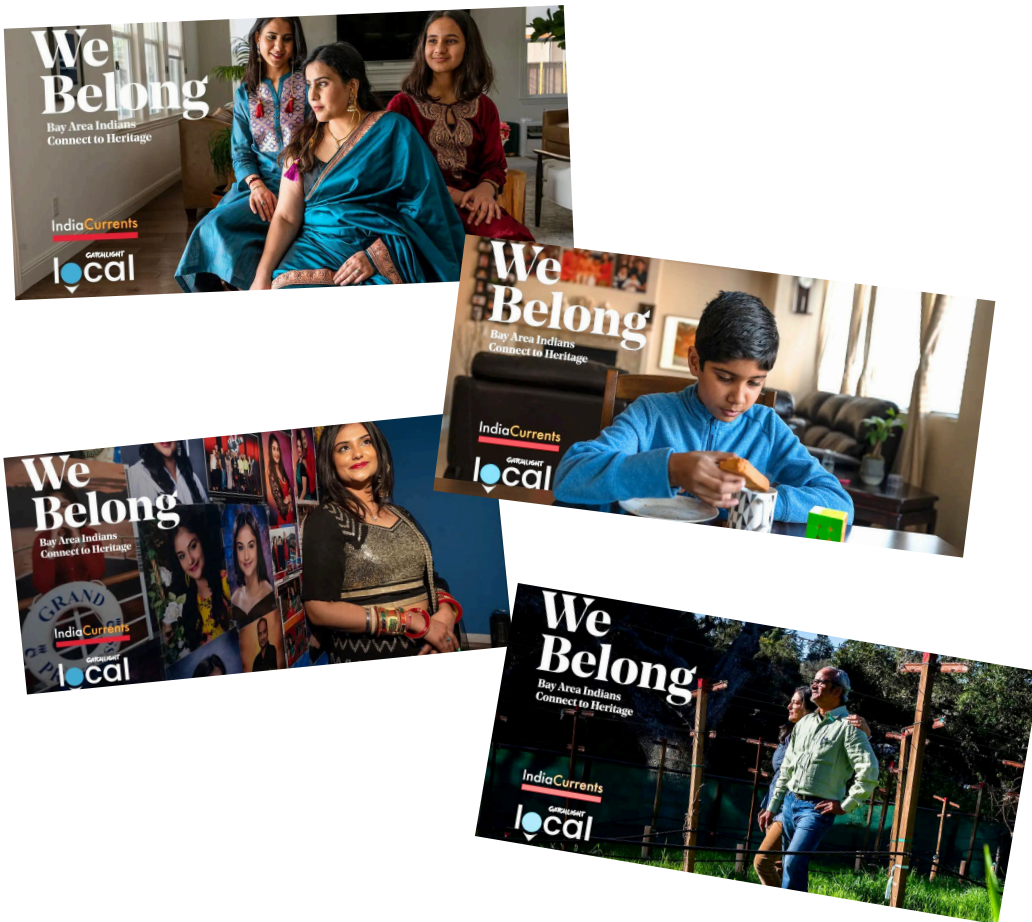
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"We Belong"

A Storytelling Series

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India Currents is excited to present a unique sponsorship opportunity with "We Belong". "We Belong" is a visual exploration highlighting the different experiences of South Asian identity. Sponsor the "We Belong" series for increased brand visibility and to connect with our engaged Indian American community.



Chai & Chat Event Series

India Currents is pleased to announce the launch of "Chai&Chat" a new community engagement series. India Currents aims to foster meaningful conversations on vital community topics, promising memorable experiences throughout the year. Creative sponsorship opportunities are available to introduce your brand to our audience.

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A proven media company that
gets results for our clients

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WEBSITE: 55,000+ USERS EVERY MONTH

India Currents is the first South Asian nonprofit organization to reach the fastest-growing immigrant population in the country. Display your product/service to engaged readers. Your banner ads have high visibility to our audience.



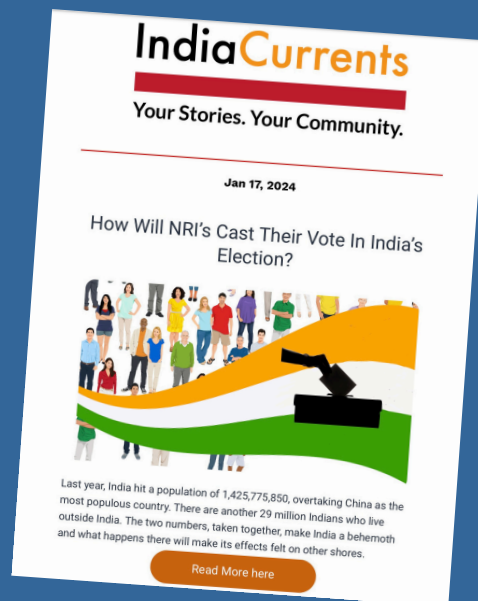
INDIA CURRENTS

INDIA CURRENTS : DAILY & INDIA CURRENTS: THIS WEEK

MEDIA KIT
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NEWSLETTER: 10,000+ EMAIL LIST SUBSCRIBERS
OPEN RATE: 43%

Our daily weekday newsletters have a niche and engaged readership. If your product or service aligns well with the interests and demographics of our audience, you have a better chance of reaching potential customers who are more likely to convert. Newsletters on Monday - Thursday feature one main article per day. The Friday newsletter is a week summary edition.



IndiaCurrents

Your Stories. Your Community.

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INDIA CURRENTS: SOCIAL MEDIA

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SOCIAL MEDIA: 70,000+ FOLLOWERS

Our stories are readable because we make complex topics easy to understand. We publish stories, reels and videos, to reach and interact with our multigenerational audiences on Facebook, Instagram, LinkedIn, YouTube, TikTok and WhatsApp.



SPONSORED CONTENT: 1,000,000 VISITORS TO WEBSITE IN 2023!
Advertisers have the opportunity to describe their brand story, and value of products or services to a targeted demographic of Indian Americans. Publish company news and products, industry news, and its impact in a visible format.

INDIA CURRENTS



GENERATIONS OF IMPACT IN THE INDIAN AMERICAN COMMUNITY

India Currents is an award-winning, nonprofit, nonpartisan, ethnic media organization focused on the Indian American community. Our mission is to tell critical, relevant, and investigative stories for and about the Indian diaspora and serve as an incubator for a new generation of storytellers. As conveners of the community, we play a distinctive role in connecting Indian Americans to each other, transcending cultural silos, and promoting civic engagement to support broader social justice issues.



PARTIAL LIST OF PARTNERS

