

# MEDIA KIT 2025

[www.indiacurrents.com](http://www.indiacurrents.com)

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**India**Currents

Your Stories. Your Community.

**Dynamic. Engaging. Trusted.**

# TRUSTED PARTNER

**MEDIA KIT  
2025**

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.

## OUR TEAM



**VANDANA KUMAR**

**PRIYA LAVA**

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**INDIA CURRENTS**

# INDIAN AMERICANS IN CALIFORNIA

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**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 5.1 million  
Indian Americans.**

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

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

- **INDIAN AMERICANS HOLD OVER \$381 BILLION IN BUYING POWER**
- **THE MEDIAN FAMILY INCOME OF INDIAN AMERICANS IS \$134,000.**
- **78% OF INDIAN AMERICANS HOLD AT LEAST A BACHELOR'S DEGREE.**
- **76% OF INDIAN AMERICANS WORK IN PROFESSIONS RELATED TO MANAGEMENT, BUSINESS, SCIENCE OR ARTS.**

**INDIA CURRENTS**

## Digital reach

indiacurrents.com ranks as the **top** result for Indian American Magazines on Google!

**1M+** Views on Syndications - MSN, Apple News, SmartNews, Newsbreak

**500k+** unique visitors to the website per year

**55k+** social media followers

**15k** Engaged email subscribers

## 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.

# WWW.INDIACURRENTS.COM

**A proven media company that  
gets results for our clients**

**MEDIA KIT  
2025**

**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  
Celebrates 37 years of  
Covering the  
Indian American  
Community  
in the Bay Area**



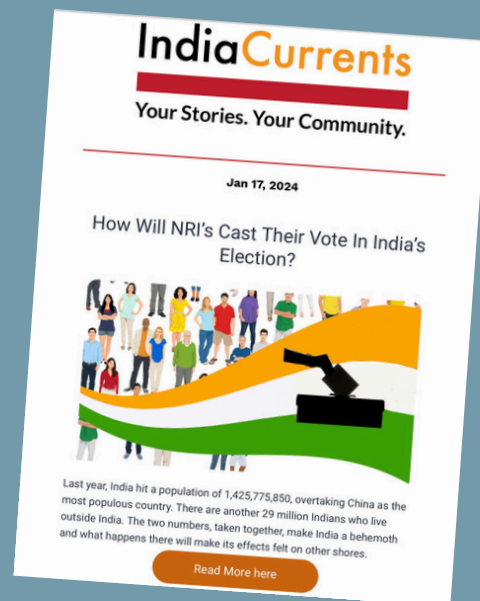
**INDIA CURRENTS**

# INDIA CURRENTS: DAILY & INDIA CURRENTS: THIS WEEK

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2025

**NEWSLETTER: 15,000+ EMAIL LIST SUBSCRIBERS**  
**OPEN RATE: 36%**

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.**

INDIA CURRENTS

# INDIA CURRENTS: SOCIAL MEDIA

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**SOCIAL MEDIA: 55,000+ 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: 2,000,000 VISITORS TO WEBSITE IN 2024!**

**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.



## OUR PARTNERS



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