



# 2027 Media kit



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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.

# Why It Matters.

Reach a high-value, influential audience across the Bay Area.

|                                                                                                                                                                                                             |                                                                                                                                                                                                          |                                                                                                                                                                                                          |                                                                                                                                                                                                                 |                                                                                                                                                                                                                        |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <br><b>Influential Community</b><br>Indian Americans are highly educated and economically influential across the Bay Area. | <br><b>High Engagement and Trust</b><br>India Currents delivers trusted, relevant journalism rooted in the community. | <br><b>Bay Area Focus</b><br>Bay Area targeting helps your message reach relevant audiences in the right geographies. | <br><b>Measurable Campaign Performance</b><br>Track campaign delivery and click-through performance throughout the campaign. | <br><b>Brand Safety and Quality</b><br>Your message appears across trusted India Currents content and premium digital environments. |
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# One of the most educated, highest-earning audiences in American media, and among the hardest to reach at scale.

Indian Americans are one of the fastest-growing populations in the country. They are also a small share of the total U.S. audience, roughly 5.1 million people, which makes concentrated, efficient reach difficult to assemble through general channels. India Currents has been this community's trusted messenger since 1987. One publication reaches a deeply networked audience with precision.

**78%**

BACHELOR'S DEGREE  
OR HIGHER

**76%**

MANAGEMENT, BUSINESS,  
SCIENCE, OR THE ARTS

Sources: U.S. Census 2020, American Community Survey, Indiaspora. Behavioral indices: Google Analytics affinity segments, rolling twelve months.

# A publication this audience seeks out.

India Currents' reach is earned. Search and the newsletter carry the attention : newsletter readers engage at twice the site average and return at more than twice the site-wide rate, on a deliberately opted-in base.

|      |        |     |                                                             |
|------|--------|-----|-------------------------------------------------------------|
| 237K | 11,000 | 36% | 44s<br><small>SITE AVERAGE ENGAGED TIME PER SESSION</small> |
|------|--------|-----|-------------------------------------------------------------|

## REACH BY CHANNEL

| CHANNEL        | SHARE OF U.S. READERS |
|----------------|-----------------------|
| Organic search | 29%                   |
| Newsletters    | 10%                   |
| Direct         | 49%                   |
| Referral       | 6%                    |
| Organic social | 5%                    |

## BEYOND THE SITE

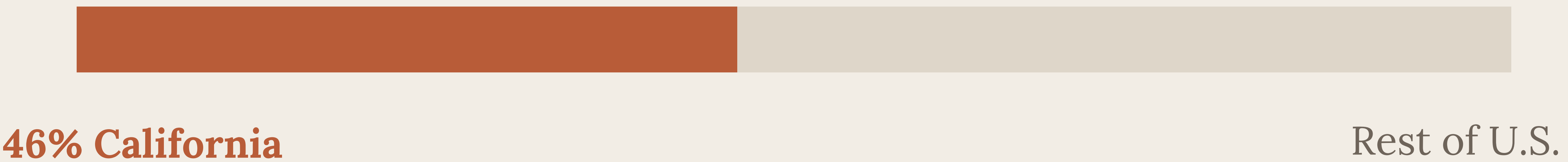
India Currents journalism is syndicated across MSN, Apple News, SmartNews, and Newsbreak. That readership sits outside the figures above, which count onsite readers only.

# Nearly half the U.S. audience is in California, and the most engaged readers are in the South Bay.

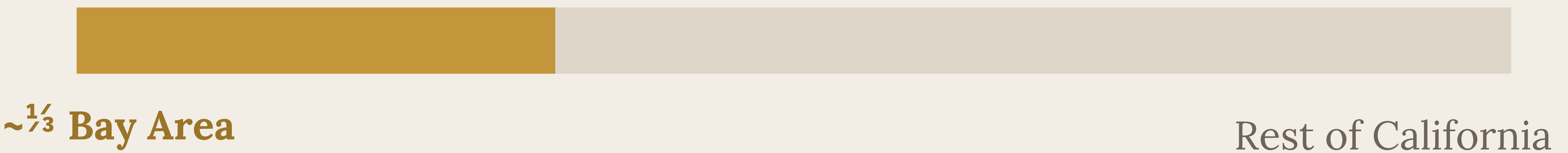
For acampaign built around this community in California, India Currents' foot print sits exactly where the market is densest, with especially strong engagement in the South Bay.

## WHERE THE READERSHIP SITS

### ALL U.S. READERS



### CALIFORNIA READERSHIP



829K INDIAN AMERICANS IN CALIFORNIA (CENSUS)

## The South Bay is the engaged core.

Across the South Bay's heart,Fremont,Sunnyvale,Santa Clara, Cupertino, Palo Alto, Mountain View, and Milpitas, returning-reader rates run roughly three times the site average and engaged time runs well above it. San Jose anchors the largest South Bay readership by volume. This is concentration and loyalty in the same place, in the counties where the Indian American market is most dense.

# WHY INDIA CURRENTS?



## Highly educated, affluent audience

Advanced degrees and high household incomes



## Professionals and decision makers

Technology, healthcare, engineering, finance, entrepreneurship, and more



## Influential in key life decisions

Healthcare, education, financial services, travel, real estate



## Global mindset, local influence

High international travel and global connections



## Difficult to reach elsewhere

Engaged, trusted, and loyal community

## India Currents Audience vs. General Bay Area Population

| Characteristic                  | India Currents Audience | General Bay Area Population |
|---------------------------------|-------------------------|-----------------------------|
| Household Income (\$150K+)      | Very High               | Moderate                    |
| Advanced Degrees                | Very High               | High                        |
| Tech/Engineering Professionals  | Very High               | High                        |
| Healthcare Professionals        | High                    | Moderate                    |
| Entrepreneurs / Business Owners | High                    | Moderate                    |
| International Travel            | Very High               | High                        |
| Investment & Wealth Engagement  | Very High               | High                        |



# 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.



**Stronger Connections. Meaningful Reach.**

Partner with India Currents to reach, engage, and inspire the Bay Area.

## OUR PARTNERS



COUNTY OF SANTA CLARA  
**DIVISION OF EQUITY  
AND SOCIAL JUSTICE**



Santa Clara County  
Office of Education



Craftsmanship. Dedication. Trust.

**FLORSHEIM**  
HOMES