

## Importance of South Asian Audience

The South Asian market has exploded as the consumer audience has become one of the most lucrative in the U.S., representing the most affluent, highly educated multi-cultural markets in America. For top brands, South Asians are a new untapped and highly desirable market with significant incremental revenue and branding opportunities.

Equally, South Asians are reaching a new pinnacle in U.S. popular culture and are increasingly a part of top U.S. media, marketing, and entertainment companies in America. From top agencies and brand companies to Hollywood and Bollywood, South Asians are at the forefront of marketing, media & entertainment.

We can help you reach this market effectively since many South Asians are computer-savvy and do not read newspapers or magazines on a regular basis.



The banner features the WOWNOW logo on the left, which includes the text "Georgia's #1 South Asian Information Source .com". To the right of the logo are three bullet points: "Huge Audience", "Creative Design", and "Affordable Rates". On the far right, the text "Let Us Help Your Business Reach Its Potential" is displayed in a large, bold, red font.

### Strategic advantages for advertising on WOWNOW

- Reach more South Asians in Georgia than any other media: Hundreds of thousands hits per month with thousands of page views and unique visitors. And growing.
- Reach computer-savvy users: many don't read magazines or newspapers.
- Great demographics and high household income (check out the numbers).
- Drive new customers for your business.
- Marketing and creative assistance to help you receive consistently positive results.
- Design services by professional design team available or use your own creative.

### WOWNOW is aggressively promoted to reach a huge audience

- [WOWNOW EVENTS weekly newsletter](#) Weekly email summarizing upcoming events targeted to Georgia's vibrant South Asian community sent to thousands of people.
- Cross-marketing with many web sites to reach significant South Asian and mainstream audience.
- We are media sponsors/partners of many professional and social organizations in the community.

### How your advertising is featured on WOWNOW

#### OPTION 1

- Banner on ALL pages of site for maximum exposure and results. Banner size: 728x90 pixels.
- Special page with URL to your website. Size: 750 pixels width.
- Banner on weekly e-newsletter with link to special page. Banner size: 300x37 pixels.
- Two solo email broadcasts per month of your ad or flyer to our newsletter database.

**Investment/month: \$395.00**

#### OPTION 2

- Mini-banner on ALL pages of site for maximum exposure and results. Banner size: 160x32 pixels.
- Special page with your offer and URL to your website. Size: 750 pixels width.
- Mini-banner on [Special Offers](#) page with link to special page and your website. Banner size: 300x37 pixels.
- Mini-banner on weekly e-newsletter with link to special page and your website. Banner size: 300x37 pixels.

**Investment/month: \$125.00 (minimum 3 months for best results)**

#### OPTION 2A

- **Everything in OPTION 2 plus**
- One solo email broadcast per month of your ad or flyer to our newsletter database.

**Investment/month: \$175.00 (minimum 3 months for best results)**

Each additional solo email is \$50.00

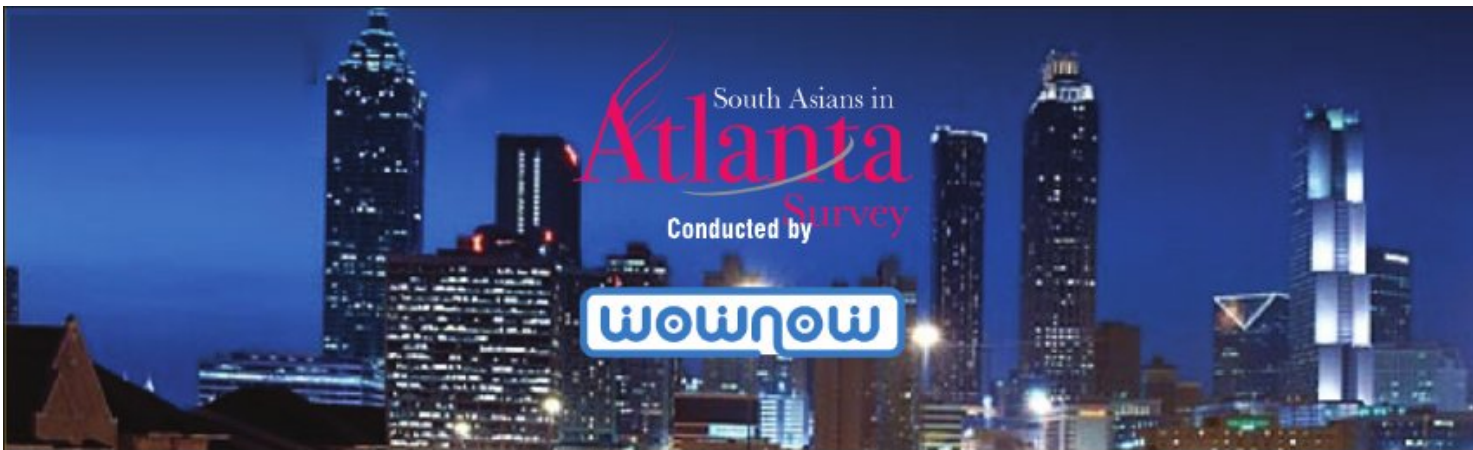
Contact for more information



Phone: 770.972.6061 | 404.786.5392

Email: [wownow@bellsouth.net](mailto:wownow@bellsouth.net)

wownow0610-MediaKit



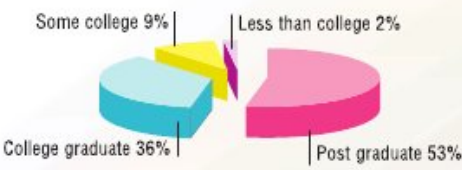
# Demographics

Atlanta continues to be a vibrant and attractive city for South Asians who arrived from India, Pakistan, Bangladesh, Sri Lanka and other world-wide locations.

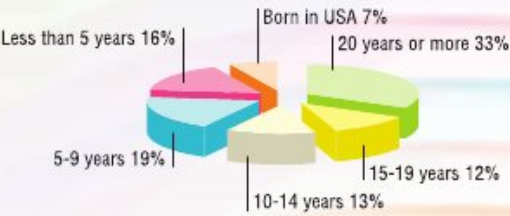
Over the past 10 years, Atlanta's South Asian population has significantly increased due its international airport, low cost of living, premier educational institutions, pleasant weather, potential business opportunities and overall quality of life. Growth will continue!

## Median Age - 32 Years

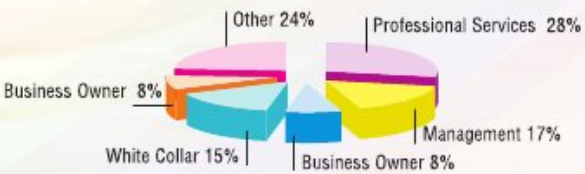
### Education



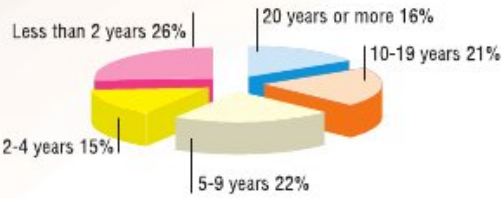
### Lived in USA



### Profession



### Lived in Georgia



### Household Income



### Primary Language Preferred: English



With Co-workers	95%
With Friends	55%
With Family	27%
<b>Other languages</b>	
Gujarati	18%
Hindi	18%
Tamil	7%
Telugu	7%

### Most Popular Websites Visited Within Past 7 Days

AccessAtlanta.com | ajc.com | CNN.com | Google.com | Khabar.com | Yahoo.com | wownow.com



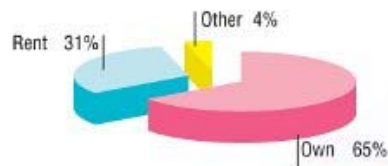
# South Asians in Atlanta Survey

Conducted by

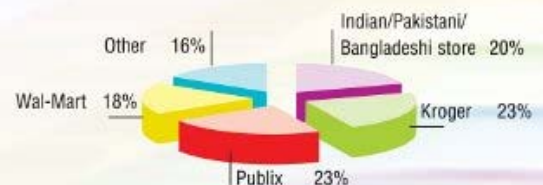


## Consumer Preferences

### Home Ownership



### Grocery Shopping (most popular)



### Cable/Satellite Subscription



Comcast	44%
Charter	8%
Dish Network	38%
DirectTV	13%
Other	10%

More than 100% due to multiple subscriptions (cable and satellite)

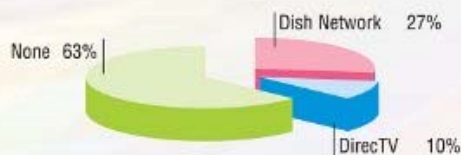
### Restaurant Visited in Past 7 Days



Indian	63%
American (casual)	42%
Mexican or Tex-Mex	36%
American (fast food)	34%
Chinese	27%
Thai	24%

More than 100% due to multiple visits

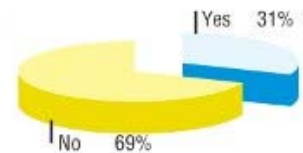
### Subscription To Ethnic Entertainment



### Cellular/Wireless Subscription



### Rupee Checking Account



For more information contact

Raju Kotak | WOWNOW, INC. | 770.972.6061 | 404.786.5392 | [wownow@bellsouth.net](mailto:wownow@bellsouth.net)



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South Asians in Atlanta Survey was conducted by WOWNOW, Inc. as an online survey between Fall 2006 and Spring 2007.