



PUNJAB EXPRESS

MONTHLY INDIAN MAGAZINE



INDIA IN AUSTRALIA



Facts you just can't ignore!

- Nearly 2% of the Australian population has Indian origin
- People born in India is the fifth largest group in Australia
- There are nearly half a million people born in India.
- Punjabi is the 10th largest ethnic language in Australia
- Hindi is 8th largest ethnic language in Australia

Punjab Express is your vehicle to reach this market

Punjab Express is a monthly print & online magazine in Australia. We provide ethnic news, information and entertainment from India and Australia to Indians community and South Asians living in Australia. Punjab Express has been around since September 2003 serving one of the fastest growing communities in Australia.

Punjab Express is printed in Sydney but distributed Sydney, Melbourne, Canberra and Brisbane.

Community leaders, entrepreneurs, government employees, cab drivers, international/local students, parents, professionals, workers- South Asians across the board rely on **Punjab Express** as a necessary guide packaged with useful information on community, religious, business and social activities.

Punjab Express is published by Think Brown Media. Think Brown Media is your gateway to emerging & powerful ethnic market of Australia. TBM can help you create and deliver your message to this attractive yet untapped market.

This is an opportunity you can't miss.



Some of the Big Brands which trust us to deliver their message

1. Telstra
2. Singapore Airlines
3. Moneygram
4. Raine & Horne
5. NBN
6. Best & Less Travels
7. Australian Govt
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#MyCensus

9 ਅਗੱਸਤ ਮਰਦਮਸ਼ੁਮਾਰੀ (CENSUS) ਦੀ ਰਾਤ ਹੈ।

ਸਾਡਾ ਰੁਕ ਕੇ ਫਰਕ ਲਿਆਉਣ ਦਾ ਪਲ।

ਸਾਡੀ ਮਦਦ ਨਾਲ ਤੁਸੀਂ ਆਪਣੀ ਜਾਣਕਾਰੀ ਸਹੀ ਤਰ੍ਹਾਂ ਦਿੱਤੀ ਜਾਵੇਗੀ ਅਤੇ ਤੁਸੀਂ ਆਪਣੀ ਜਾਣਕਾਰੀ ਨੂੰ ਸਹੀ ਤਰ੍ਹਾਂ ਦਿੱਤੀ ਜਾਵੇਗੀ।

ਤੁਸੀਂ ਆਪਣੀ ਜਾਣਕਾਰੀ ਨੂੰ ਸਹੀ ਤਰ੍ਹਾਂ ਦਿੱਤੀ ਜਾਵੇਗੀ ਅਤੇ ਤੁਸੀਂ ਆਪਣੀ ਜਾਣਕਾਰੀ ਨੂੰ ਸਹੀ ਤਰ੍ਹਾਂ ਦਿੱਤੀ ਜਾਵੇਗੀ।

9 ਅਗੱਸਤ ਨੂੰ ਸ਼ਾਮਲ ਹੋ ਜਾਓ।

Census

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Format

Published by: **Think Brown Media**

Frequency: **Monthly**

Format: **A4 Magazine High Gloss**

Cover Price: **FREE**

Circulation: **Sydney, Melbourne, Canberra**

Readership: **30-40000 Monthly**

Readership

Punjab Express is tailored for a readership spanning all age groups. It is equally popular among IT professionals, taxi drivers, housewives and students. The magazine dedicates pages for the content suitable for all types of readers.

Our readers are very dedicated readers and wait for the magazine eagerly every month.

Content

For content, **Punjab Express** has a wide network of local and overseas writers. Our readers get quality editorial in every issue. The range of topics covered by **Punjab Express** are Bollywood, Cricket, local issues concerning the community, Indian Night Club news, Taxi news, student news, horoscope, TV gossip and matrimonial services. Keeping the youth and the increasing student market in mind, **Punjab Express** covers students issues and news extensively. **Punjab Express** also show cases local talent, community party and event news, We partnered with a number of local event promoters in Sydney, Adelaide, Brisbane and Melbourne to promote their events.



Punjab Express Digital

So we could continue to reach out to people who do not get our printed copy or want updated news everyday we have punjabexpress.com.au where we update news on regular basis.

To add the value to our clients we advertise businesses on over website as well so you get the maximum exposure.

We also a highly interactive digital edition which can read across all the digital and mobile channels. All ads in the print edition are carried in the digital edition as well.

We use Adobe powered technology for ease of use and excellent user experience.



Our Reach

3-4	...readers per printed copy
10,000	...copies circulated Australia Wide
30-40000	...monthly readers
64 %	...use ads to make purchasing decisions
72%	...use articles to make purchasing decisions
42%	...of our readers are aged between 30-55
53%	...of our readers are Male
47%	...of our readers are Female
44%	...of our readers own their own home
61%	...of our readers annual income is over \$60,000
27%	...of our readers have lived in Australia less then 5 years
12321	...fans on Facebook
5900	...Email subscribers

* Data source, our internal survey.

AMPLIFY YOUR BRAND



ADVERTISING RATES

PAGE SIZE	MONTHLY RATE	YEARLY RATE	SIZE (MM)
FULL PAGE (INSIDE)	\$700+ GST	\$6000+ GST	W196 H 273
HALF PAGE (INSIDE)	\$350+ GST	\$2400 + GST	W196 H 135
QUARTER PAGE	\$200+ GST	\$1200 + GST	W96 H 135
BACK PAGE	\$1000+ GST	\$9600 + GST	W196 H 273
INSIDE FRONT INSIDE BACK PAGE 3	\$800+ GST	\$7200 + GST	W196 H 273
FRONT STRIP	\$350 + GST	\$3000 + GST	W 196 H 38
EDM CAMPAIGN	\$1000 + GST		
WEBSITE	\$300 + GST		
SOCIAL MEDIA POST	\$400 + GST		

TERMS:

1. PAYMENT MUST BE MADE BEFORE PRINTING
2. PAYMENT IN ONE GO FOR YEARLY CONTRACT DISCOUNT.
3. ADS MUST CONFORM TO OUR COMMUNITY STANDARDS
4. CREDIT CARD PAYMENT ACCEPTED.

**ADVERTISING IS THE ONLY MONEY
PLANT YOUR BUSINESS NEEDS.**





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