



## About Radio Humsafar

Radio Humsafar is the largest 24 hour, seven days a week source for South Asian radio programming in North America. We are available on different frequencies in Northern California – broadcasting from San Francisco & San Jose catering to 400,000+ South Asian listeners in the Bay Area as well as in Canada to over 500,000 in Montreal, Toronto, Vancouver and Winnipeg.

Radio Humsafar provides excellence in Punjabi, Hindi, Urdu and English programming. We have a dedicated and qualified team of broadcast professionals and our features range from Punjabi and Hindi musicals to Classical and Ghazal programs, live talk shows, weather and current issues, news in different languages, children's programs, programs of high interest to the community and different religious flavors, addressing each and every need in the South Asian community.

We currently reach around 1 million listeners throughout the world.

## Why advertise on Radio Humsafar?

**“The South Asian market is one of the most sought after consumers in the US today.”**

**Radio Humsafar** is operated by South Asians for South Asians. The music, news, talk shows and entertainment programming is targeted for this fast growing population segment. The South Asian community is very well educated, with over two thirds of North American South Asians having achieved a bachelor's degree or higher. They have the greatest per capita household income of any ethnic group with over 70% enjoying home ownership status.

**Radio Humsafar** is the most effective way to reach this educated and affluent audience. South Asians have a deep love for their music and tradition and are a market of interest for most major consumer product segments. Delivering your sales message within the context of our highly targeted programming is an extremely powerful and effective platform.



## Who advertises on Radio Humsafar?

There is virtually no business which cannot benefit from advertising on Radio Humsafar. Every business, however big or small, government agencies, telecom giants, professionals - doctors, engineers, accountants, lawyers, chiropractors, dentists, naturopaths etc, real estate agents, travel agents, insurance agents, driving schools, car dealers, computer and electronic stores, restaurants, grocers, clothiers, sports stores, hardware & home improvement stores, builders and construction companies, national and multi-national companies can all take advantage of our unique reach and valuable market.

All businesses need to advertise and Radio is the only media which still has the farthest reach, is direct and far more cost effective than any other form of advertisement available today.

### Some of our advertisers include:

AAA	Bay Development	IMC 6
American Dream Property	Bayer Inc	Moneygram US
Air India	Hummer Pleasanton	Radio Shack
Bharat Matrimony	Lufthansa	Skylite TV
Bay Area Cultural Assoc	Shaadi.com	Western Union
Direct TV	Doctors & Dentists	Lawyers & Estate Agents

## South Asian Demographics

According to the 2000 US Census, the South Asian population is in excess of 2 million people. Of this roughly 90% are Asian Indian, 7% Pakistani, 2% Bangladeshi and 1% Sri Lankan. If undocumented immigrants and historical undercounting are considered, the number of South Asian households is estimated to be 750,000.

With an average annual income of \$70,708, the South Asian community in the US is among the most affluent with a very high disposable income. This community also lays a very high stress on education with a high percentage of graduates in the community. Their professions are very wide ranging: business, professors, engineers, doctors, consultants, taxi and lorry drivers and. 75 percent are skilled workers and the community is young and vibrant, constantly growing, with over a third of the population under the age of 24.



## Data: Indian and South Asian listeners in the Bay Area, CA

Asian Indians in the Bay Area	143,306 *
Increase in Asian Indians in the Bay Area from the year 2000 to 2005	214,959 †
Listeners from other South Asian Countries (from a total of 78,992*)	39,000
Average increase in the number of other South Asians in the Bay Area from the year 2000 to 2005	58,500

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<b>GRAND TOTAL OF INDIANS AND OTHER SOUTH ASIANS IN BAY AREA</b>	<b>455,765</b>
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**NOTE:** The figures shown above comprise only the Bay Area. **Radio Humsafar** covers a much wider footprint, extending much beyond the Bay area.

\* as per US Census Bureau 2000

† based on increase percentage during 1990 – 2000 as per US govt. data source

## Buying Power

Indian-Americans have moved ahead as the most vibrant Asian minority in the US, garnering the highest levels of income, education, professional job status and fluency in the English language, even though 75% were foreign-born, according to the US census data. They have the highest per capita annual household income in both the United States and Canada.

South Asians are employed in varying fields, excelling in computers, software, communications and medicine. It is in the area of education and professional achievement that they come out on top.

According to the census study (We the People), 63.9% of the United States' Indian population has a bachelor's degree or higher, contrasted to 44% for Asians and 24.4% for the country as a whole. Indians were also the most likely to be employed - 79.1% of Indian men and 54% of Indian women were part of the US labor force. Indians have the highest percentage of people (60%) in management, professional and related services, compared with 44% overall for Asians and 34% nationwide. The study also supports the long-standing claim that Indians are among the top earners; Indian men had the highest year-around full-time median earnings (US\$51,900), more than the Japanese (\$50,900) and well ahead of the national average (\$37,057) and the Asian average (\$40,650).



Most of them are family oriented, home owners and spend a major share of their incomes on housing, cars, their children, entertainment, home, food, products and services like most other Americans and a fair amount on savings and investments.

The estimated buying power of the 2 million South Asians in the U.S. is 20 Billion Dollars (based on the year 2000 census) and with their growth rate poised to double in the next 10 years; this is a market one just cannot afford to ignore.

**One third of all South Asians in the United States live in California.** About 60 per cent of our listeners have 4 or more members per household and over 65 per cent are married. More than 70 per cent own homes and vehicles

## Programs & Advertisements

**Radio Humsafar** is the South Asian connection to the homeland offering a wide variety of programming; current and traditional musical hits as well as the most up to date news and the latest from Bollywood. Humsafar is the only source for music, live news, talk and entertainment twenty-four hours a day, seven days a week in North America, and the largest 24/7 provider in Northern California.

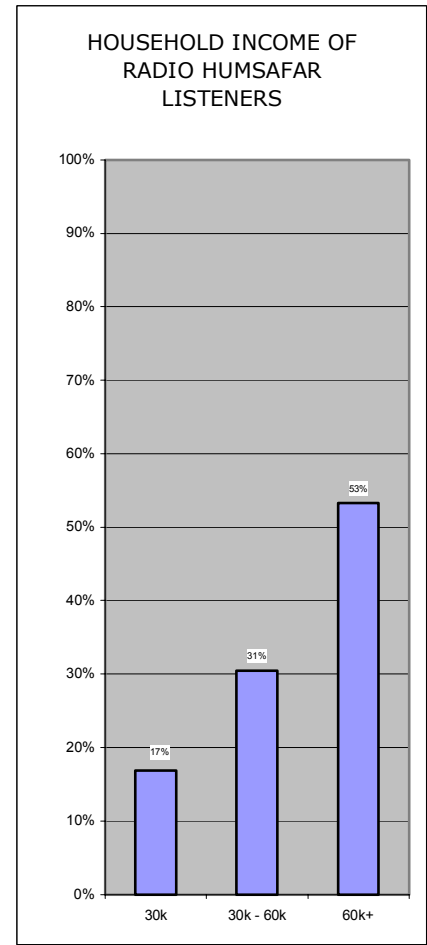
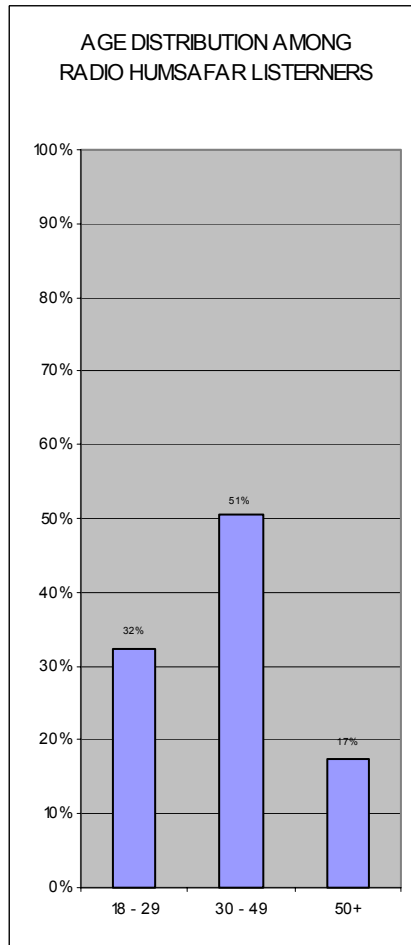
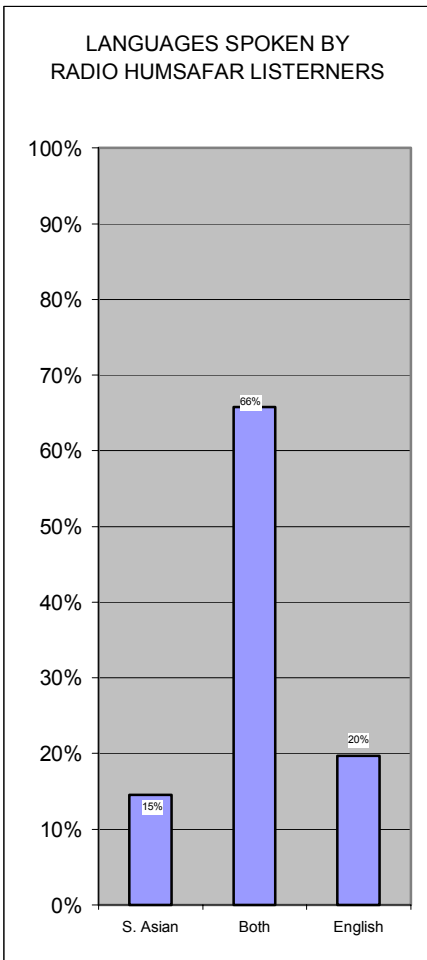
The radio station is equipped with state of the art digital audio transmission facilities and is managed by an experienced and talented team of professionals.

### **We act as guides to our advertisers**

We broadcast in four major South Asian Languages as our listeners are from different ethnic backgrounds. Our brand marketing and creative team is able to guide our advertisers on how to produce a particular ad campaign to address the desired target audience most effectively. We often translate the ad into the ethnic language of our listeners to derive maximum results.



## Radio Humsafar Listeners data





## Radio Humsafar's Exclusivity

- ✓ The only 24/7 South Asian Radio Station to offer stimulating music, live talk shows, breaking global news, important South Asian and local events, weather, traffic and much more.
- ✓ The only 24/7 South Asian Radio Station to have a loyal listener base of 200,000 people in Montreal and Ottawa, 500,000 in Northern California and another million plus spread across Canada, the US and the rest of the world.
- ✓ Advertisers can tap this valuable, hidden South Asian market directly and in a language and manner which appeals to the consumer best.
- ✓ We are the only 24/7 South Asian Radio Station in the region and hence have no competitors. Your ads are destined to bring you successful results.
- ✓ The only 24/7 South Asian Radio Station listened to by Indians, Pakistanis, Bangladeshis, Nepalese, SriLankans and other South Asian Communities besides a small portion of Fijian, West Indian, African, Arab and English listeners who have a passion for Indian and Bollywood music.



## Contact Us

### United States & Canada

#### **Radio Humsafar**

Ad Department  
7655 Cordner, Lasalle  
H8N 2Z2 Quebec  
Canada

Telephone: 1800 906 6191  
514 367 5555

Fax : 1888 408 4555  
514 368 0565

Email: [ym@radiohumsafar.com](mailto:ym@radiohumsafar.com)

Website: [www.radiohumsafar.com](http://www.radiohumsafar.com)