



## About Radio Humsafar

Radio Humsafar is the largest 24 hour, seven days a week source for South Asian radio programming in North America. Our head office is based in Montreal and our programming is available on different frequencies in Toronto, Montreal, Winnipeg, Calgary, Edmonton, Vancouver and Northern California.

Radio Humsafar provides excellence in Hindi, Punjabi, Urdu and English programming. We have a dedicated and qualified team of broadcast professionals and our features range from Hindi and Punjabi 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 1.2 + million listeners throughout the world.

## Why advertise on Radio Humsafar?

**“The South Asian market is one of the most sought after consumers in Canada 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 Canadian 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 clients include:

Air Canada	City of Montreal	Provigo
Arrow Trucks	Forum Travels	Public Works Ottawa
Auto Sood	Govt. of Canada	Radio Shack
Club Entrepot	Lufthansa	Sternon New York
Canadian Career College	Metro	Western Union
Fido	Montreal Employment	Zellers
Rogers	Moneygram	

## South Asian Demographics

The South Asian population in Canada will be roughly 1.8 million by the year 2010, with a steady growth rate over the next decade.

Their professions are very wide ranging: business, professors, engineers, doctors, taxi and lorry drivers and consultants. 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.

The average household income of South Asians in Canada is \$54,291 and is almost 16 percent higher than the national median household income of \$46,752.

The fast growth of the South Asian community in Canada between now and 2017 will put it on equal terms with the Chinese, the visible minority group with the largest population in 2001, according to the latest census information.



The South Asian group has higher fertility than the Chinese and almost as big a share of immigration. Approximately one-half of all visible minorities in Canada will belong to two groups by 2010: South Asian or Chinese, according to Statistics Canada. The projections show that the population of each group would be around 1.8 million.

## Buying Power

The South Asian community in Canada plays an important role in the economy. They have the highest per capita annual household income in both Canada and the United States.

South Asians are employed in varying fields, excelling in computers, software, communications and medicine. In Canada a majority of them are small business owners and franchisees while many others enjoy excellent jobs. 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 Canadians and a fair amount on savings and investments.

The estimated buying power of the 1.7 million South Asians in the U.S. is 20 Billion Dollars (based on the year 2000 census) and is a very good indicator of how the Canadian market will look like in the near future potential, the two demographic profiles being alike.

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 provider in Canada.

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**

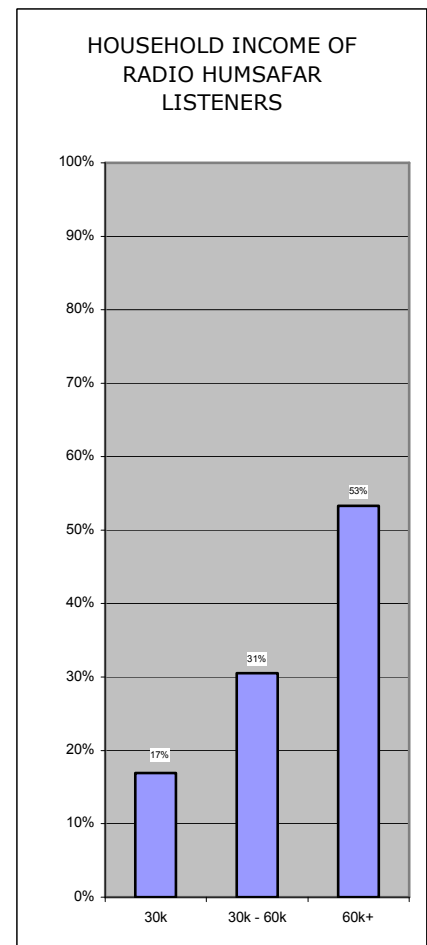
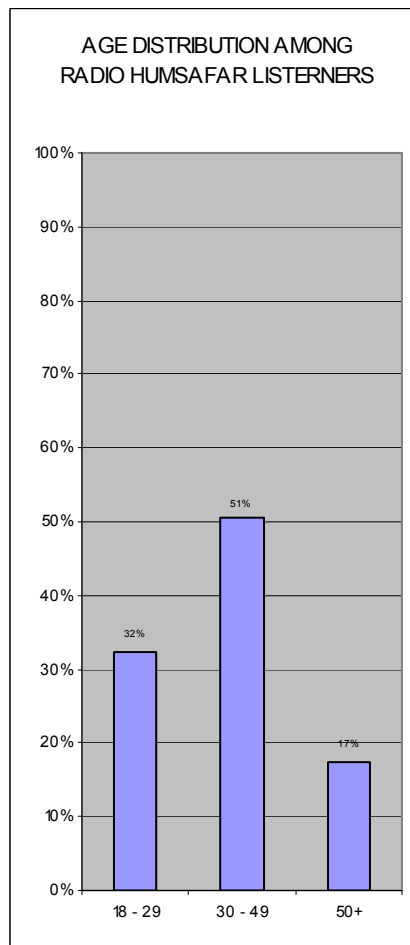
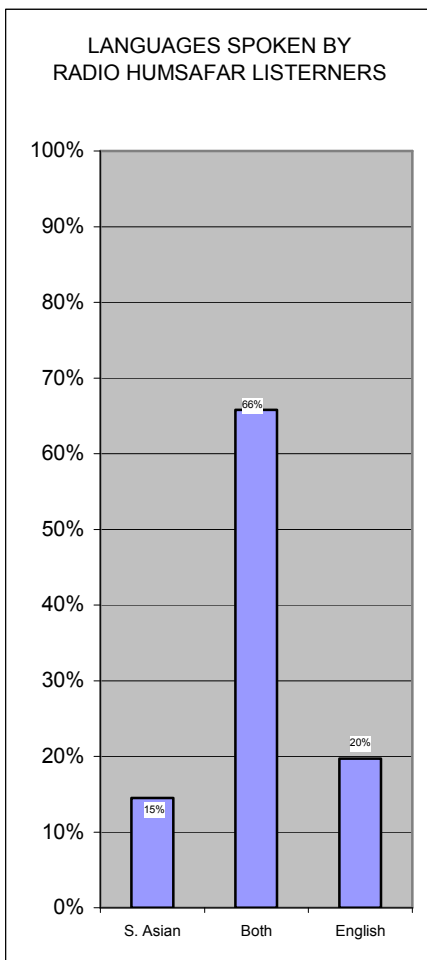
We broadcast in four major South Asian Languages as our listeners are from different ethnic backgrounds. Our brand marketing and creative team is able to guide our advertisers on how to produce a particular ad campaign to address the desired target audience most effectively. We often translate the ad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

## **Radio Humsafar'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.



## Radio Humsafar Listeners data





## Contact Us

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