

Market samachar

"Currents of the Ethnic Trade"

INTRODUCTION

It is with great respect and pride that we introduce a monthly trade magazine "Market samachar," the only trade magazine developed for the south Asian businessmen that includes Indian, Pakistan, Bangladeshi, Srilankans, and several other groups in North America.

Mr. Bharat K. Joshi is not a new name in the ethnic food business, after 25 years of flourishing success in the market; he has launched Market samachar to help overseas manufacturers, exporters, importers, distributors, airlines & service providers to reach out to one of the most influential and well- established group in North America.

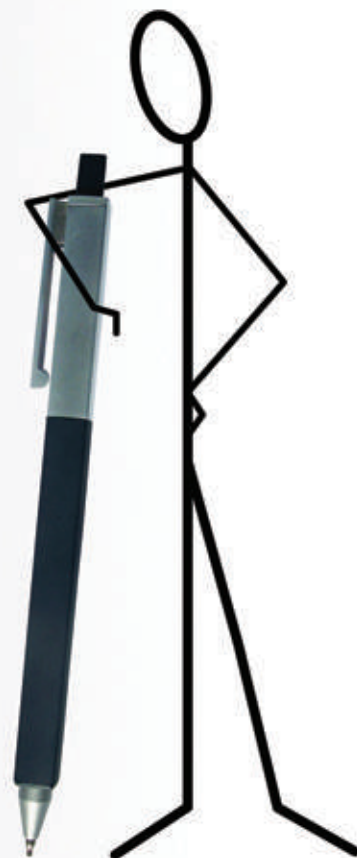
Among many reasons for launching this magazine, the paramount reason was that there was a need of an information source that can help entrepreneurs to promote their goods & services in the international market.

Our vision is to inspire, help and motivate traders to make smart decisions in their professional life, and to provide an open platform where they can introduce their products and feel the pulse of the market.

We are trying to fill the gap between importers and exporters. It is an effort to build a bridge between retailers and distributors. Market Samachar is the source of information regarding market activities, and a one-stop destination for anyone who is interested in knowing about what's happening in the south Asian market place and the south Asian milieu.

We are providing a platform to the south Asian business persons & service providers to introduce and promote their products & services in the market, not only in the tri-state area, but also all over the USA, and Canada.

We hope that you will appreciate the energy, commitment and vision we have invested toward putting forth a respectable and responsible publication.





What is MARKET SAMACHAR?

Market Samachar, 'Currents of the ethnic trade' in simplest terms, is a Trade Magazine - with a specific focus on the South Asian business community. Primarily, we intend our magazine to be a link between the exporters and the Importers; a link between the wholesalers and the Retailers; a source of information regarding new and upcoming products and services in the Market; and, a one-stop destination for anyone who is interested in knowing about what's happening in the South Asian Marketplace, and the South Asian Milieu.

Why MARKET SAMACHAR?

I've been in the ethnic Food Industry for over 25 long and eventful years. Yet, for all this time, there never has been a single good source of information devoted solely to the South Asian marketplace. There, indeed, never has been a single interface – where both businessmen, South Asian and North American alike - find pertinent, important, up-to-date, and essential information regarding the South Asian marketplace. We launch Market Samachar to fill, first and foremost, this pressing void.

Why should you read MARKET SAMACHAR?

If you are a vendor looking to expand, a manufacturer looking for distributors, a retailer looking for the latest hot products – Market Samachar is the news magazine for you. If you are a grocery store owner, restaurant owner, a travel agent, or a just a plain businessman looking for new markets and new opportunities – Market Samachar is the source of information for you. Or, even if you are none of the above, but just a person curious to know about something South Asian – Market Samachar is the magazine for you.



STRENGTHS

We're the first south Asian trade magazine in the market that fills the gap between the retailer-restaurants / wholesaler-importer-exporter, airlines/travel and tourism agents.

We publish approximately 7,000 copies every issue.

Our magazine reaches directly to the target audience

Through our distribution network; not only tri-state region, but also all of North America e.g. US, Canada.

We have sections dedicated to the particular industries that enable us to cover the wide range of businesses.

Manufacturers and exporters from south Asia can promote their products and services to importers, distributors, retailers, restaurant owners, supermarket buyers not only in the tri- state area, but in all of North America.

We have a team of professional trade analysts, and a marketing and design department that works day and night to make Market samachar Number One trade magazine in the market.

Our marketing executives and editorial managers are available 24/7 and work proactive for our clients.

DISTRIBUTION AND MARKETING

Market Samachar is expanding its roots in the market by implementing the following distribution methods:

Direct Mail to Corporate

Direct mail to the Importer / Exporter / Distributors

Direct mail to the Retailers / Supermarket buyers / Restaurant owners.

Direct mail to the Airlines & Travel agencies.

We have partnered with prominent distribution companies, which makes it easy for us to reach major south Asian brand owners & exporters.

Distribution and more coverage through our promotional events.

In order to reach the maximum numbers of readers, Market Samachar has proudly launched its web edition:

www.marketsamachar.com



ADVERTISING OPTIONS

- Display Advertising including the following sizes:
- Cover pages – Back cover / inside front / inside back
- Full Page
- Double page
- Half Page
- Quarter page
- Business Card
- Classified Advertising
- Online Advertising @ www.marketsamachar.com



EDITORIAL COVERAGE

Market Samachar desires to cover every aspect of our readers' business activities in these respective fields:

- Food (Grocery retail, supermarkets and restaurant supply)
- Travel (Airlines and Tourism)
- Business Laws
- Taxation

A BRIDGE BETWEEN THE TRADERS :

Market Samachar is the only magazine in the market which is dedicated specifically to the South Asian trade.

We cover not only the market update, but also make the readers aware of the new products and services introduced into the market.

We deliver market samachar directly to our readership to make sure that the information is delivered to the right people at the right time.

We cover not only the tri-state region, but all of North America.

We are the only magazine that covers the gap between importer and exporter, and distributors and retailers. Wherever you are in the world, we provide the platform to introduce your products and services in the international market.

Market samachar is the only south Asian trade magazine that includes topics regarding the business Law & Taxation system.



RATE CARD

	PRICE	SIZE (inch)
Back Cover	\$1500	7.5x10
Inside Front or Back Cover	\$1200	7.5x10
Full Page	\$600	7.5x10
Half Page	\$350	7.5x5
Quarter Page	\$200	3.75x5
Business Card / Classified	\$100	3.75x2.5

***We offer SPECIAL DISCOUNT for multiple insertions.**

Terms & Conditions :

- Layout and design services will be charged extra.
- Get discounted rates on multiple insertions with an advance payment in full.
- Market Samachar is not responsible for any errors after advertiser has approved the ad copy
- Market Samachar assumes no liability for ad reproduction quality for ads are supplied electronically by the advertiser unless accompanied by the matching proofs.
- Market Samachar's liability is limited to equivalent replacement space involved and only in instances of substantial and material errors.
- Advertisers are liable for the full contracted amount. They are liable for collection service charges and legal fees on unpaid bills.
- Notification on ad changes and or cancellation must be received in writing. They become effective only with a written confirmation from Market Samachar.



CONTACT INFORMATION :

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ADVERTISING INSERTION ORDER

From: _____

Address: _____

City, ST: _____

Postal Code, Country: _____

Phone: _____ Fax: _____

Mobile: _____ Email: _____

We authorize **MARKET SAMACHAR** to insert an advertisement as follows:

Back Cover \$ \$1500 x number of issue _____ = \$ _____

Inside front cover \$1200 x number of issue _____ = \$ _____

Inside back cover \$1200 x number of issue _____ = \$ _____

Full page \$600 x number of issue _____ = \$ _____

Half page \$350 x number of issue _____ = \$ _____

Quarter page \$200 x number of issue _____ = \$ _____

Business card /classified \$100 x number of issue _____ = \$ _____

Additional 10% for color ads _____ = \$ _____

*** SPECIAL DISCOUNT FOR MULTIPLE INSERTIONS**

Total Due = \$ _____

Signature: _____ Date: _____

Sign by: _____ as per the terms and conditions of media kit.



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