

New India Abroad 2025

MEDIA KIT



New India Abroad[®]

Our Mission

- New India Abroad is the premier media platform for the global Indian diaspora.
- We publish a weekly digital newspaper, a daily newsletter, and 24/7 web content in English, Hindi, Punjabi, and Gujarati.
- Our coverage spans business, politics, sports, entertainment, spirituality, local news, classifieds, and more, keeping in mind the diaspora perspective.

Our Audience

- The readers of New India Abroad are diverse, engaged, and successful members of their communities. It's no secret that overseas Indians thrive both economically and culturally in their new homelands, and we offer a unique link to these talented, curious readers.
- That said, we do not target one single type of reader; rather, we welcome readers of every age, region, religion, income, and background. Our shared cultural heritage unites our diverse community, enabling us to reach many vibrant audiences, all at once.

New India Abroad

Why New India Abroad?

India has the most people living abroad of any country worldwide. 32 million across the world are our target audience and with us, you can reach them, too.



01

New India Abroad's extensive readership reaches every corner of the globe, including speakers of the many languages of India like English, Hindi, Punjabi, and Gujarati.

02

New India Abroad offers a direct link to engaged and successful members of the Indian diaspora, giving advertisers an edge with a vast, influential audience.

03

New India Abroad has no hidden agendas. Readers trust us to share vital community news and information, regardless of political affiliation.

New India Abroad

Content Categories

Our globally distributed content is as diverse as our readers. No matter your industry, you are represented in our coverage.

Categories include:

- » Diaspora News
- » Global Business
- » Immigration
- » Technology
- » Film
- » Food
- » Lifestyle
- » Opinion
- » Sports
- » Celebrities
- » Elections
- » Politics
- » Video
- » Podcast

In addition to this editorial content, we also feature important community sections:

- » Classified
- » Directories of temples, gurdwaras, grocery stores, & restaurants
- » Events listing for local and global diaspora-centric events
- » Job postings for any industry
- » Matrimonial
- » Obituaries

New India Abroad

Partnering with New India Abroad

We strive to streamline the partnership process for our advertisers. Details for advertisement submissions are as follows:

Advertising Opportunities

Website Banner Rates:

- Header Top: \$720 per week or \$2,400 per month
- Header Left and Right Sides: \$600 per week or \$2,000 per month
- Front Page and Story Page: \$430 per week or \$1,320 per month
- Category Pages: \$300 per week or \$800 per month



Dimension for Website Ads:

- Top Header Ad: 1000px X 200px
- Header Left and Right Side: 265px X 75px
- Rest: 300px X 250px

Note: Ad rates can change anytime, without prior notice.

New India Abroad

Newsletter Rates

- Header Top \$700/ week or 2200/month
- Other Placements: \$420/ week or 1,350/ month
- Video Placement: \$550/ week or 700/month

Dimension for Newsletter Ads:

- Header Top: 600px X 200px
- Other Placements: 265px X 75px

E-Newspaper Advertisement Rates (Weekly)

- Front Page Stripe: \$1,200
- Full Page: \$1,800; Page 3: \$2,500
- Half Page (Horizontal): \$1,200
- Half Page (Vertical): \$1,200
- Quarter Page: \$660
- 1/8th of a Page: \$360

E-Newspaper Advertisement Dimensions

- Full Page: 10" X 10.48"
- Half Page (Vertical): 5" X 10.48"
- Half Page (Horizontal): 10" X 5.24"
- Quarter Page: 5" X 5.24"
- 1/8th of a Page: 5" X 3.25" or 2.5" X 6.5"
- Stripe Ads: 10" X 1.42"

Note: Ad rates can change anytime, without prior notice.

New India Abroad

The ad rates for the classified section of the e-paper are

\$3 per word, 20 word minimum per week.

For display ads in the classified section, it's \$150 per week.

Special Monthly Print Edition

- Front Page Stripe: \$1,500
- Full Page: \$2,200
- Page 3 and Inside Last Page: \$3,000
- Last Page: \$5,000
- Half Page (Horizontal/ Vertical): \$1,200
- Quarter Page: \$660
- 1/8th Page: \$360

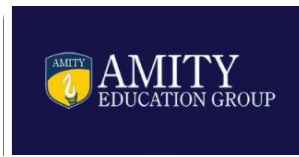
Special Monthly Print Edition Dimensions

- Special Monthly Print Edition:
- Front Page Stripe: 10" x 1.42"
- Full Page: 10" x 10.48"
- Pg 3 and Inside Last Page: 10" x 10.48"
- Last Page: 10" x 10.48"
- Half Page Horizontal: 10" x 5.24"
- Half Page Vertical: 5" x 10.48"
- Quarter Page: 5" x 5.24"
- 1/8th Page: 5" x 3.25" or 2.5" x 6.5"
- Stripe Ad: 10" x 1.42"

Note: Ad rates can change anytime, without prior notice.

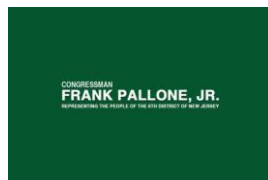
New India Abroad

Our Advertisers



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Contact Us



Info@newindiaabroad.com