



MEDIA KIT
2025

RADIO ZINDAGI

1310 AM | **96.7 FM** | **540 AM**
PARSIPPANY NJ | EDISON NJ | NY-NJ-CT

AMERICA'S #1 & LARGEST SOUTH ASIAN RADIO NETWORK

Tune in now
CONNECTICUT • NEW YORK • NEW JERSEY
Also available on : App iOS, Android, Alexa & Live Stream

Jive Ja!

www.RadioZindagi.com

BOLLYWOOD
TOP 20
with **Sharma G**
Sat
4-6pm

ZINDAGI NA MILEGI TERBARA
WITH **GLEN & RUCHI**
5 TO 7 PM EST > MON TO THU • 4 TO 6 PM EST > FRI

POWERED BY **Fever FM**
10:30am-12pm
Fri
10am-12pm
THE BRAND NEW SHOW
Morning Super Drive Time Show
LOVE YOU
with **RJ Manasa**
COME... FALL IN LOVE... WITH LIFE

POWERED BY **Fever FM**
KHEL-KHEL MEIN BANO SIKANDAR
AA GAYA BRAND-NEW FILMY CALENDAR.
A SHOW BY **SATISH KAUSHIK**
EVERY **SAT**
2-3PM

DISCUSSION POINT
TALK SHOW
WITH **SANJIV PANDYA**
SATURDAY
1 pm - 2 pm ET

CLUB 30
RJ Abhi
Fri
4-7pm ET

• News From Cricket World
• Latest update on USA
• Cricket and Local Leagues
• Celebrity Interview
HAT TRICK
SUNDAY
3-4pm EST
HOST **Sanjay Saxena**

VOICES
SUNDAY
1PM TO 2 PM EST
and
LIVE on FACEBOOK

RADIO ZINDAGI

1310 AM

PARSIPPANY NJ

96.7 FM

EDISON NJ

540 AM

NY-NJ-CT

ALSO AVAILABLE ON :

Online - **Radio Zindagi website**
App - **Radio Zindagi, on iPhone and
Andriod, Hindi Radio, Tunein**
Smart TV - **Yupp TV**
Tesla Car - **App**
Google Home
Amazon Echo and Alexa

www.RadioZindagi.com

Jiye Ja!

RADIO ZINDAGI APP

on **iPhone** and **ANDRIOD**

10:15 📶 📶 📶 🔋

RADIO ZINDAGI *Jiye...Jaa!*

America's #1 South Asian Radio Network

1550 AM | **540 AM** | **96.7 FM** | **1310 AM**

SAN FRANCISCO-SAN JOSE | NJ-NY-CT | EDISON, NJ | PARSIPPANY, NJ



RADIO ZINDAGI
Jiye...Jaa!

LIVE STATIONS

| | |
|--|---|
| 1550 AM SFO-SJC <small>LIVE Radio</small> | 540 AM NJ-NY-CT <small>LIVE Radio</small> |
| DC-VA-MD <small>LIVE Radio</small> | 96.7 FM-1310 AM NJ <small>LIVE Radio</small> |
| Toronto <small>LIVE Radio</small> | Dallas-Austin-Houston <small>LIVE Radio</small> |
| Chicago <small>LIVE Radio</small> | Portland-Seattle <small>LIVE Radio</small> |

NON STOP FAVORITES

| | |
|---------------|------------|
| Unplugged | DJ/CLUB |
| Retro | Ghazals |
| Sizzling 90's | Devotional |
| Romance | Classical |

www.RadioZindagi.com

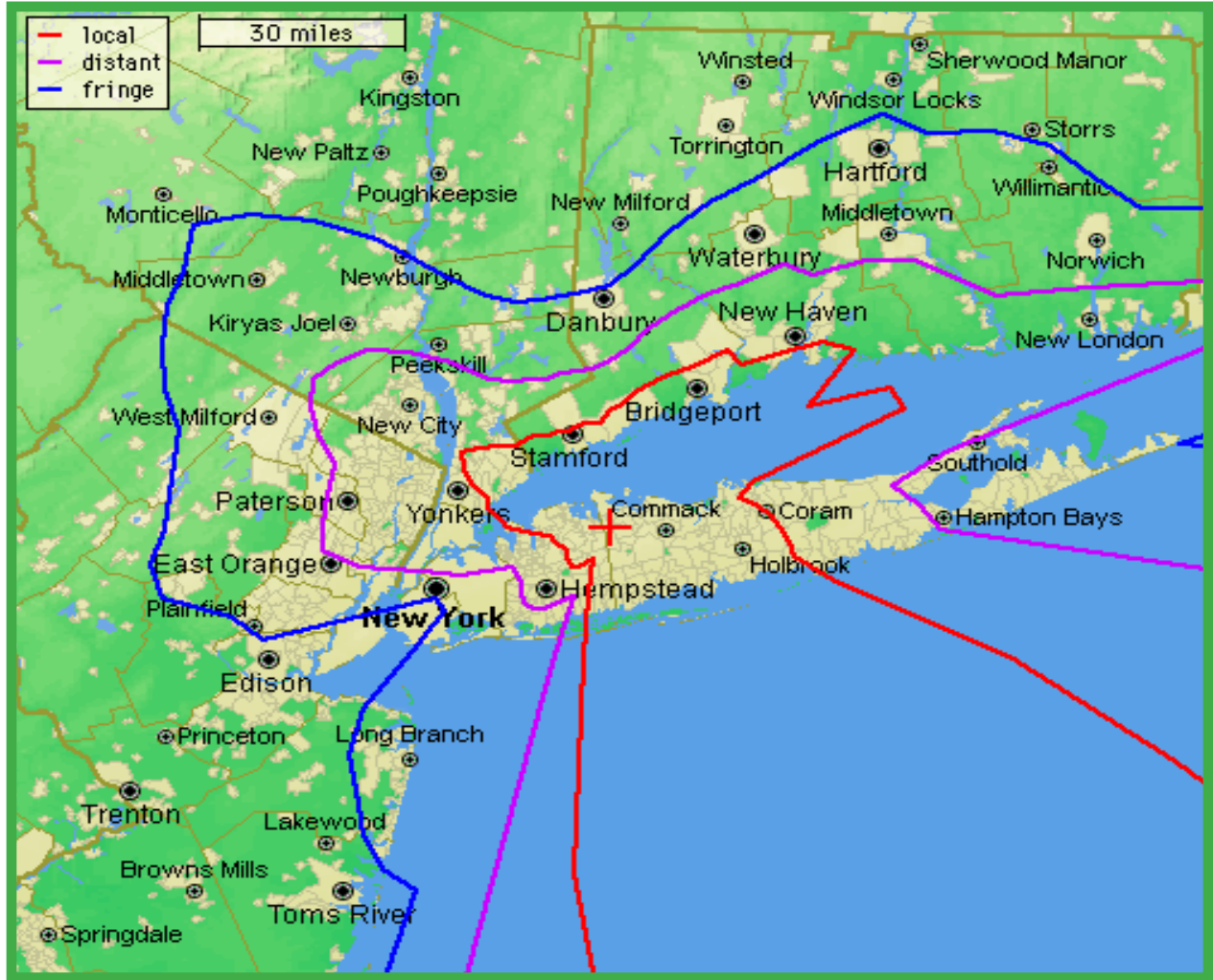


- We are **America's # 1 '24x7 South Asian Radio Network'** from east to west coast.
- The most powerful radio network in New York, New Jersey & Connecticut with **biggest coverage area.**
- Network which covers the large 'South Asian' Community in the Greater NY area region. We cater to over 1.2 million+ Indians, Pakistanis, Indo-caribbeans, Bangladeshis and Nepalis.
- Our radio is not just Bollywood, rather it happens to be multilingual. We cater to the entertainment needs of our niche sub-ethnic communities. Apart from **Hindi and English**, we host shows in languages like **Punjabi, Telugu, Tamil, Kan-nada, Gujarati, Marathi, Bengali, Malayalam, and Urdu as well as Bangla.**
- A fascinating experience for our listeners - We provide Entertainment as well as Infotainment which means Music and Talk. We offer a diverse range of programming- From Bollywood Music for all genres and generations, to shows featuring News, Current affairs, Money, Sports, Wellness, Travel, Food, Fashion, Health & Beauty, Arts Culture, Kids & Teens, Home & Garden, Technology, Business, Spiritual & Astrology to name a few.
- We offer Live Interactive Talk Shows where listener participation is Key. We encourage listeners to call in to express their views, questions & concerns as well as participate in raffles & contests and other giveaways
- Community Shows, Public Service announcements which affect New York, New Jersey & Connecticut residents, especially in areas of Housing, Economy, & Public Safety as well as provide a platform to the various Non Profit Organizations to support them and help spread social messages



Jiye Ja!

COVERAGE MAP - WBWD 540AM (NY-NJ-CT)



NY

- Long Island
- Queens
- Brooklyn
- Staten Island
- Bronx

NJ - County

- Bergen
- Passaic
- Morris
- Essex
- Hudson
- Union
- Middlesex
- Ocean
- Warren

CT

- Stamford
- Bridgeport
- New Haven
- Norwalk
- Stratford
- Westport
- Milford



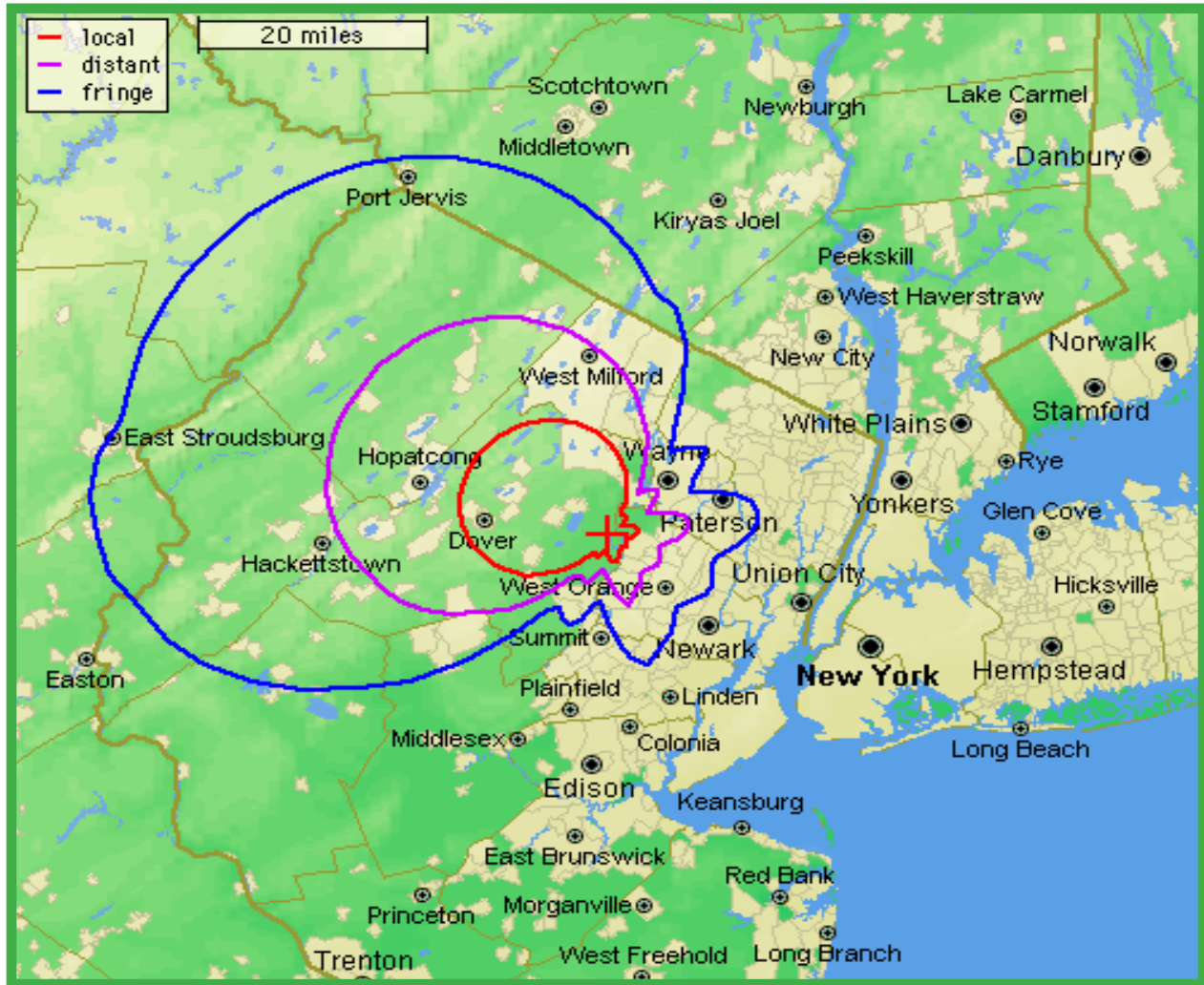
COVERAGE MAP - 96.7 FM (EDISON, NJ)



- Edison
- Iselin
- Fords
- Perth Amboy
- Wood Bridge
- Carteret
- Avenel
- Rahway
- Colonia
- Metuchen
- Highland Park
- New Brunswick
- East Brunswick
- East Brunswick
- South Plainfield
- Dunellen
- Piscataway
- Plainfield
- Scotch Plains
- Clark
- Linden
- Roselle
- Somerset
- Bound Brook
- Bridgewater
- Manville

Jiye, Ja!

COVERAGE MAP - 1310 AM (PARSIPPANY CENTRAL JERSEY)



- Parsippany
- Pine Brook
- Boonton
- Montville
- Caldwell
- Fairfield
- Wayne
- Livingston
- Verona
- Morristown
- Madison
- Whippany
- Hanover
- Bernardsville
- Danville
- Dover
- Florham Park
- Rockway



- We are America's # 1, 24x7 South Asian Radio Network available in Big Apple (NY, NJ, CT) to Silicon Valley (CA) to Capitol Hill (DC, VA, MD).
- Management and operation is efficiently run by the most successful professionals with unmatched experience of more than two decades in south Asian media and entertainment business in north America.
- Technology consultant and advisory board includes industry professionals and individuals with extra ordinary track record.
- First and only radio network in the region with dedicated studio and stream 24x7 on **540AM (NY-NJ-CT), 96.7 FM (Edison, NJ) and 1310 AM (Parsippany Central Jersey)** with widest coverage in NY, NJ, CT.
- Our shows are hosted by extremely popular and highly skilled Radio Announcers/ Radio Jockeys
- Apart from Hindi and English, we also cater to the niche clusters of sub community through in-language programming: Punjabi, Telugu, Tamil, Kannada, Gujarati, Marathi, Bengali, Malayalam and Urdu as well as Bangla.
- Listening to us is not restricted by radio sets anymore. Apart from popular frequencies with highest reach in three regions New York, New Jersey & Connecticut, our listeners can hear us online on **www.RadioZindagi.Com**, and on **Radio Zindagi free app** on all smartphones. Also available on Yupp TV. This provides our listeners with an opportunity to listen to us wherever they are and using whatever technology they use.
- We are omnipresent on most social networking websites, like Facebook, twitter, YouTube, Ustream, LinkedIn. This gives our listeners a chance to interact with us. Listeners can also watch our shows live on the Radio Zindagi Facebook Page. This gives out listeners to chance to interact with us.

Website: <http://www.RadioZindagi.com/>

Facebook: <https://www.Facebook.Com/pages/radio-zindagi/229981363713430>

Schedule : <http://www.RadioZindagi.com/schedule/>

Jiye Ja!



Over 5.5 million South Asians live in the United States



1 out of 10 Asian Indians living in America is a millionaire & 85% of Asian Indians hold at least a 4-year college degree and more than 60% have advanced degrees.



According to the **2010 United States Census**, the Asian Indian population in the United States grew from almost **1,678,765 in 2000** (0.6% of U.S. population) to **2,843,391 in 2010** (0.9% of U.S. population), a growth rate of **69.37%**, one of the fastest growing ethnic groups in the United States



MOST AFFLUENT MARKET

- The median Household Income of an Asian Indian is **\$60,093**



MOST EDUCATED MARKET SEGMENT

- POST-GRADUATE EDUCATION - ASIAN – **58%**



WHY PARTNER WITH RADIO ZINDAGI?



- We are the largest and only **Coast to Coast** South Asian Media Platform in the USA.
- Radio Zindagi on **540 AM, 96.7 FM and 1310 AM** reaches the **most educated market segment in the country**, including Indians, Pakistanis, Indo-Caribbeans, Nepalis and Bangladeshis.
- Radio Zindagi covers all regions of NY, NJ & CT with highest population of South Asians.
- New Jersey and New York has highest density of South Asian population.
- New Jersey has highest growth of Asian Indians in USA.
- Advertising on Radio Zindagi will instantly connect you, your product or service to one of the most desirable and **highly affluent consumers**, placing your brand at the forefront of today's fastest growing markets
- We can help you launch or sell your product or service or change market perception by providing you with **customized solutions** to promote your brand. We do this by strategically planning and executing your campaign to meet your branding objectives.
- We provide '**More ears for your dollar**' this improving your **Return on Investment** for your business, product or service.
- Maximize network coverage by combining traditional broadcasting with social media and events.
- Brand Recall - **Trust, familiarity and Brand Recall** are the three tools we use to sell your product or to get your message across to the community.
- We provide you with a **direct platform to interact with your consumers** and your target audience through live talk and interviews.

Jiye Ja!

HOW DO WE ACHIEVE THIS?



Our success lies in yours. We zealously want you to succeed and achieve your goals. We are here not just to sell you airtime. We are here to partner with you.

1. Understand the purpose of advertising (launch a new brand, generate leads, sell a product/service, maybe even change market perception).
2. Identify your target market – what's their age, gender, proximity to business, employment status etc.
3. Align these findings with our current listenership, shows, time slot, events.
4. Ensure that your brand gets maximum listenership in the requisite shows and time.
5. Frequency is the key – hence we ensure that your advertisement hits the mark and will get the consumer's attention the first time, every time.
6. If need be, we will go one step further and launch a new customized show based on your product / service to ensure captive listenership by your target audience.
7. We will even organize events around your brand to ensure maximum visibility and brand recall.

If this doesn't put you on tenterhooks,
we are sure our **attractive advertising pricing** will.

Developing a project or idea? Planning an event? Seeking to elevate your business? Interested in hosting your own radio program? **Radio Zindagi** can help plan your marketing campaign. Let us have a meeting with you and we will customize the brand advertising plan for you.



RADIO ZINDAGI

Contact us

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Available on :

540AM (NY-NJ-CT)

1310 AM (Parsippany, Central Jersey) • 96.7 FM (Edison, NJ)

Also available on - Android, i-Phone, smart TV, online &

www.RadioZindagi.com