

Media Kit 2016

AMERICA'S BIGGEST SOUTH ASIAN RADIO NETWORK

RADIO ZINDAGI

JIYE... JA!

Tune in now

SAN FRANCISCO | SAN JOSE | NEW YORK | NEW JERSEY | CONNECTICUT
WASHINGTON DC | VIRGINIA | MARYLAND

South Asian's Voice

Jiye Ja!

www.RadioZindagi.com



Rocking Retro with RJ Chitra
Monday - Friday
1 pm - 3 pm
A TRIBUTE OF OLDFIE GOLDIE SONGS!!

Dhyaan Rata Chalaan Kata
with RJ Anshu

TGIF
WITH RJ IRA

CHALTI KA NAAM GAADI-2
with RJ ISHA

Chalti ka naam Gaadi
with RJ Syd & Abhishek
Monday - Friday
7 am to 10 am
HARATE HASATE AUP KO
LE CHALAN AAPKE OFFICE

CITY LIGHTS
by RJ Shradha

HOKA DUM
Bollywood Ke
Top Ke Buster Songs

Good Morning Sindagi
with RJ ISHA

Horn OK Please
with RJ

RUK NA MANA HAIN
with RJ Vidhi

SHALU ke BOL GANE

Tuesday Tamasha
with RJ Khyati

RADIO
ZINDAGI
JIYE... JA!
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RADIO
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Tune in

NEW YORK | NEW JERSEY | CONNECTICUT

1600 AM

SAN FRANCISCO | SAN JOSE

1550 AM
99.7 FM HD3

WASHINGTON DC | VIRGINIA | MARYLAND

950 AM

Also available on
Android, I-Phone

www.radiozindagi.com

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ABOUT RADIO ZINDAGI

We are the biggest **24x7 South Asian Radio Network in USA**. From east to west coast

We want our listeners to have a fascinating experience. We strive to entertain, engage, en-lighten and inform our listeners and also make a positive difference in their lives. Everyday

New York, New Jersey & Connecticut - Big Apple

San Francisco to San Jose, North California - Silicon Valley

Washington DC, Virginia and Maryland - Capital

In everything we do, we believe in challenging the status quo. We do not believe in doing different things, rather in doing things differently. We achieve this by providing our listeners with a broad range of vibrant Indian programming: Music, Entertainment, Talk, News, Money, Sports, Wellness, Travel, Food, Fashion, Art, Culture, Kid Shows, Ideas and much more. We keep them connected to their roots, while seamlessly helping them blend into the american way of living - in style. We just happen to play excellent music too.

Some of our shows are based on a wide array of **Bollywood Music from all genre and catering to old to current generation, bollywood updates, live star interviews, events, latest news-politics, community, market & cricket. Spiritual, health, informative talk shows** unique to our community such as - **Astrology and Vastu**.

Our radio is not all about 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, Kannada, Gujarati, Marathi, Bengali, Malayalam, and Urdu** as well as **Bangla**.



- We are the **America's Leading and Biggest 24x7 South Asian Radio Network** - available in all three "big markets" – **Big Apple, Silicon Valley & Capital**. From east to west coast
- We cater to around 1.7 Million+ South Asians in United States of America. 1.2 Million plus in New York, New Jersey & Connecticut , 300,000+ in North California; 200,000+ in Virginia, Washington DC and Maryland.
- Management and operation is efficaciously run by the most successful professionals with unmatched experience of more than two decades in south asian media and entertainment business in north america.
- First and only south asian radio station as recorded on the arbitron ratings in North California.
- First and only radio network in three regions with highest south asian population with separate streams and local live studios. **1600 AM in New York, New Jersey & Connecticut, 1550 AM & 99.7 FM HD3 in North California and 950 AM in Washington DC, Virginia and Maryland.**
- Listening to us is not restricted by radio sets anymore. Apart from popular frequencies with highest reach in three regions, our listeners can hear us online on **www.RadioZindagi.Com**, and on **Radio Zindagi free app** on all smartphones and even on their phones by dialing +302.240.3333. 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.
- Our shows are hosted by extremely popular and highly skilled radio announcers/ radio jockeys (RJs)
- 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, malaylam, and urdu as well as bangla.

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

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

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

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AMAZING FACTS ABOUT SOUTH ASIANS

According to American Community Survey of 2010 data



South Asian comprise about 3.38 million people, or ~1.0% of the U.S. population.



Comparing Census data from both 2000 and 2010, the South Asian community as a whole grew 81% over the decade.



The country's third largest Self reported Asian Ancestral group



71.1% of Indians have a bachelors degree and above.



An Average household income of \$88,538



223,000 Asian Indian-owned firms in the U.S generating more than \$88 billion in revenue.



WHY PARTNER WITH RADIO ZINDAGI?



We not only want to create and sustain affinity for your brand but also reach out well beyond the pure power of commercial advertising. We provide you with customized solutions to promote your brand, product and service with us.

We ensure that we will have a **long-term strategic partnership with you.**

We are the only and largest south asian media platform in usa

This means that we ensure that your experience with us is rewarding and memorable, you get more **ears for your dollar**, drastically **improve your return on investments**, high reach, **high target ability**, and **low cost**.

Our advertisement doesn't sell products – trust, familiarity and brand recall does. This is the extra value proposition that your advertisement, through us, would provide to your brand. Actually, the advertisement would be targeting the subconscious level of your target market. People remember the advertisement as they hear a familiar voice, which makes listeners feel like they “know” us. This further ensures that they can trust us.

Partnering with us, your campaign is **strategically on target and tactically executed** to meet your **branding objectives**. Whether it is to **launch your new brand** or **generate leads** or **sell a product/service** or even to **change market perception**. Radio zindagi provides the most effective solutions.

Apart from an advertisement slot, sponsorship, RJ talk and interviews on radio zindagi, we also offer you a platform to directly interact with your target audience. This will be via our regular events. Be it a music concert, a theatrical play, celebrating a festival with the community or just karaoke night, we will ensure that your brand is seen, heard, and it seamlessly blends into the life of your customers. **You can partner with us via endorsements, event sponsorships, web site advertising and promotions.**



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HOW DO WE ACHIEVE THIS?

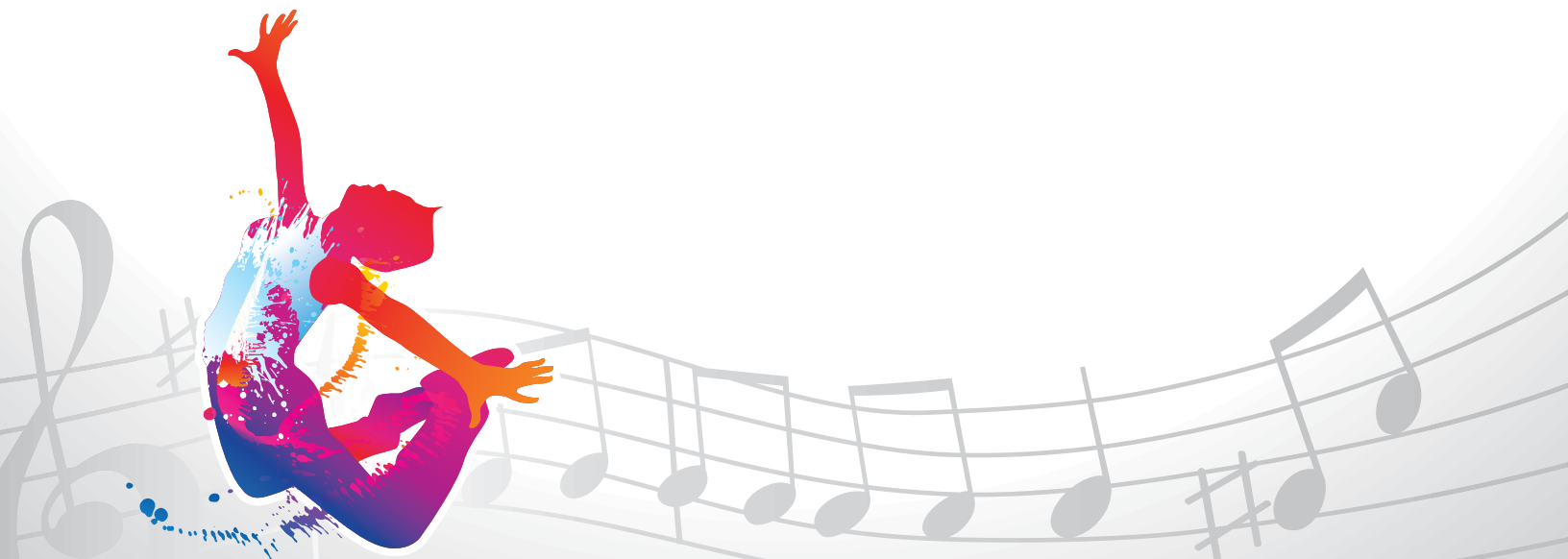
Our success lies in yours. We zealously want you to succeed and achieve your goals. We are here not just to sell you a airtime. We are here to partner with you.

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 listnership 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.

Let us have a meeting with you and we will customize the brand advertising plan for you.

Want to join us?



RADIO ZINDAGI APP on **iPhone** and **ANDRIOD**



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Contact us

NEW YORK, NEW JERSEY & CONNECTICUT

1-347-MUSIC-07

1-347-687-4207

Contact@RadioZindagi.com

1802 Oaktree Road, 2nd floor, Edison, NJ 08820

Available on : 1600 AM

SAN FRANCISCO & SAN JOSE

Sehba - Sales and Marketing

Tel # 1-510-371-9999 (x104)

Contact@RadioZindagi.com

40931, Fremont blvd.,

Fremont, CA 94538

Available on : 1550 AM, 99.7 FM HD3

WASHINGTON DC OFFICE

Praveen Shyamala - Chief Operating Officer - DC Metro

Cell. : 703-999-4629

Contact@RadioZindagi.com

7825 Tuckerman Lane, Suite 217,

Potomac, MD 20854

Available on : 950 AM

INDIA OFFICE

Avanish Mohan - Head - India Operations

Tel # +91-96505-00163

Avanish@RadioZindagi.com

B-86, Sector-60, NOIDA (NCR Delhi)

Also available on - Android, i-Phone

&

www.RadioZindagi.com