

**OVERVIEW**

Innovative and forward thinking brands have realized the lucrative value of marketing directly to UK's estimated 5 million ethnic minority consumers. They know that in an increasingly diverse market, brands must recognize the cultural and socio-economic drivers of the purchasing decisions of these communities.

Since inception, Indoor Media has built up an open ad network of over 400 quality websites for marketers looking to advertise their products and services to all of UK's largest ethnic minority groups (EMG).

The South Asian Diaspora represents half of all of the UK's EMGs – 2.4million in the 2001 Census. They are affluent, aspirational, highly educated and early adopters. Furthermore, they are at the forefront of digital take up with highest rates of broadband, digital tv and mobile phone usage.

- We now reach the following ethnic groups
- Indian
  - Pakistani
  - Bangladeshi
  - Sri Lankan
  - Polish
  - Chinese
  - Vietnamese
  - Indonesian
  - African
  - Caribbean
  - South African
  - Australian
  - New Zealander

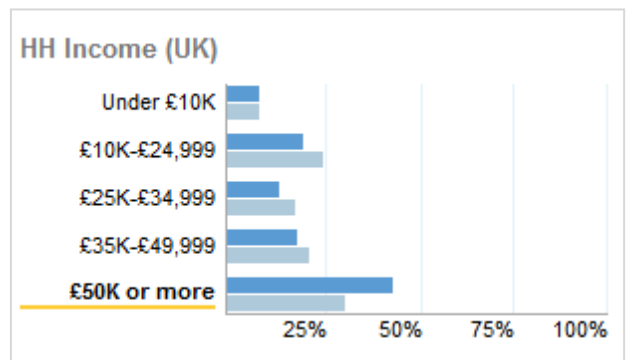
**ADMASALA NETWORK**

With our AdMasala portfolio with a higher than average reach of ABC1 users\*, you can access 1.2million online consumers that are recognised as the largest and most affluent ethnic minority community in the UK. This provides access to Indian, Pakistani, Sri Lankan and Bangladeshi consumers.

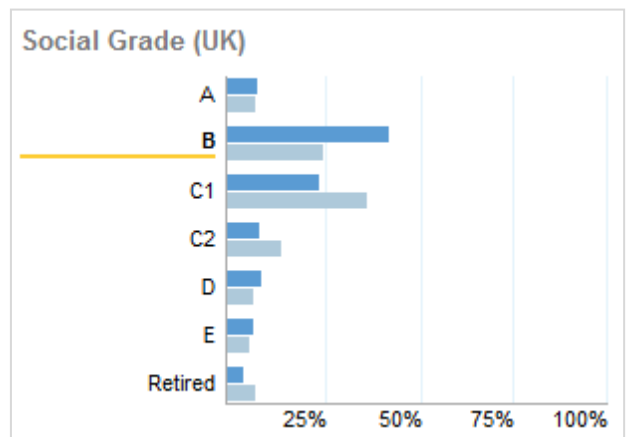
Key Audience segments available

- Asian 16-25 year olds
- Asian Women
- Asian Business owners
- British Muslims
- Economic Migrants

Featured publishers



Indoor Media - Potential Reach  
 Total Internet



\*Source: comScore Aug

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