

## Happy 2<sup>nd</sup> Birthday Indoor Media

specialists in ethnic marketing  
**indoormedia**

July, 2009

I guess you could say we're feeling pretty pleased with ourselves. Against all the odds and with some major doubters, today (7<sup>th</sup> July) we are celebrating our 2<sup>nd</sup> birthday.



As you will know only too well, for a start up SME to succeed past their first anniversary is an achievement in its' own right. To weather the storm to the landmark of year 2 (and during the alleged credit-crunch) is nothing short of miraculous. Forgive us, we are all allowed to congratulate ourselves once in our business life.

Our celebrations would not be complete without saying a big **Thank you** to those clients and their agencies who have recognized the commercial value of our audiences. They all know who they are. If you have not used us yet, the question you should be asking is "why haven't I taken a closer look at Indoor Media, their niche audiences and the new customer potential they can offer me or my clients?"

Year-on-year business has improved as more people embrace the need to be inclusive to the diverse audiences that we represent. If you don't know the unique differences but want to find out and think differently, then you should get in [touch](#).

Smug – no. Pleased – yes. Happy in the knowledge that our message is getting through and that we are getting more supporters of the AdMasala™ network.

Finally, an even bigger **Thank you** to our publishers without whom we would not have a business proposition.

**Jay Rai & Murly Tiwari – co-founders & Directors –  
Indoor Media Ltd**

### Indoor Media Ltd

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+44 (0) 20 7125 0007  
[www.indoormedia.co.uk](http://www.indoormedia.co.uk)

### Some of our satisfied clients:

..T..Mobile..



Mercedes-Benz

Lycamobile



IG MARKETS



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### What our Publishers say

Lopa Patel [RedHotCurry.com](http://RedHotCurry.com) founder  
awarded MBE

Indoor Media congratulate Lopa on this award and look forward to hearing about her day with the Queen.

"I have worked with Murly & Jay at Indoor Media for over a year now and share their vision for unifying disparate Ethnic Media sites into one single, valuable advertising channel for the mutual benefit of advertisers, publishers and consumers - I think their idea is revolutionary.



Personally, I have found them both to be professional, reliable with a high level of integrity and a great deal of fun too. Jay and Murly are advertising's equivalent of Ant and Dec and more handsome to boot!"

You too could win an award just by working with Indoor Media. Not sure if it would be an MBE but a fantastic campaign is worth almost as much.

### What our Clients say

#### Testimonial – National Blood Service

As most of you will you know getting money from an Indian is like getting blood - Indoor Media even helped do this.

"Thank you Indoor Media for a great campaign. The campaign performance was second to none.

Reports were readily available and showed the MPU's out performing the landscape banner on yield.

Very professional team and I look forward to running more campaigns with you.

Thanks again."

**Lynn Barsi, Procters**

For case studies [click here](#).



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### Mission Statement

“To build a bespoke niche network (AdMasala™) of premium content sites to capitalise on these ever-growing and commercially lucrative diverse audiences via one single buying point. To deliver successful, cost-efficient campaigns to those advertisers, national and international, who wish to target Ethnic Minorities.”

### Indoor Media – Operational Remit

- Established relationship with 300 websites
- All sites are named including flagships like Times of India and The Economic Times
- No blind sites represented
- Working with major agencies and their blue chip clients and have run over 200 campaigns to date
- Sectors of business carried include recruitment, communications, cars, finance, charities, public sector and technology
- Full-time account managers to optimise campaign results via fully-audited and accountable ad-serving technology
- We look forward to working with all of you during the next year

So if you would like some more information on our audiences which include South Asian, Eastern European, Chinese, Black African, Black Caribbean, Latin American, South African and Mainland Europe; please contact us on 0207 125 0007 or visit our website [www.indoormedia.co.uk](http://www.indoormedia.co.uk)

Some of our satisfied clients

You will be surprised to know how much we know about EMG's. To find out more call:

**020 7125 0007**



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Your email address details were sourced from direct contact with our staff. If you do not wish to receive any future newsletters please reply from your email address with REMOVE in the subject line.

Please send any questions and comments to [natalie@indoormedia.co.uk](mailto:natalie@indoormedia.co.uk)