

Happy 3rd Birthday to us

indoormedia specialists in ethnic marketing

July 2010



Well... another year and another milestone for us at Indoor Media Ltd. **7th July** 2010 will be our **3rd** anniversary and we intend to celebrate in style this year! Those of you that have followed our progress will know that we started in a loft with just four employees. Now we operate from a fabulous converted, Victorian cinema, overlooking a river stocked full of ducks and geese, and our headcount has doubled, with the original four employees still on board. Our resident dogs (see pics below) Rocky, Chubba & Taz only add to the working environment, lowering blood pressure (fact) and bringing harmony to the workplace.

The last year has been tough for many media owners and sales houses but all our hard work in the previous two years saw our revenue grow by more than **40%** year on year – no mean feat in a recession. This is proof-positive that more clients and agencies are waking up to the value that our ethnic audiences represent to their businesses. This would be an appropriate time to say a big thank you to our loyal supporters during this time, they **know** who they are and we wouldn't want to embarrass them by naming names.

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The numbers guys



Murly – It's all about the numbers!

Murly has 26 years in advertising, 11 years online, 3 years running Indoor Media. 40 years of being a Leeds United Supporter and 44 years of hurt. Yet still I keep on Dreaming.



Ajay – I completed my Business Management Degree in 2007 and joined Indoor Media in the same year to become their first ever employee. I'm coming up to my third year at the company having first started in sales and have moved into Campaign Management. Outside work I'm a diehard Man United supporter, love playing sports particularly Football and tennis. In the office I am known as the Marathon Man having completed both Barcelona and Paris Marathons in April for the RSPCA..

The wise guys



Jay – I have a football analogy for everything... The Captain of the Sales team, my mission, like my idol Bobby Moore to lead by example. With a favoured 4-2-3-1 sales formation my 15 years experience playing the media game. An Arsenal fan since their famous FA cup triumph over Utd in '79, Jay and Ajay are forever at odds over who has the best club team.



Karen – I'm the veteran of the outfit at 56 – yet on the inside, I still feel 32. I arrived here via the usual routes of Haymarket, Emap & Future (amongst others) and still find this business a challenge. A famous old contact of mine, who worked in TV, was renowned for saying “selling media is the best fun you can have with your clothes on!” First person to let me know who said it wins a bottle of bubbly.

And, best of all, I live next door! **Carpe Diem**



Neel - I have been working for Indoor Media for 9 months. My role as an online sales executive involves liaising with media planners and buyers to make sure they know how effective the Indoor Media portfolio is. As an experienced recruitment consultant I now specialize in recruitment advertising and educational establishment marketing. Whilst the rest of the team spend the days arguing who is the best football team I instead try and educate everyone that pro-wrestling is the only real sport.

The marketing & money girls



Natalie – I started here in 2008 as part of a one-year university internship and have stayed on since, working part-time to finish off my degree in Business and Marketing. Now that I have graduated I'm still here making sure that the team get their research, that these emails are sent and that the cups of tea are made! And if you want some statistics, give me a shout.



Rani – I'm fairly new to the operation and I'm responsible for reconciling the books and getting the money in, to pay the wages and keep Natalie in a steady supply of tea bags! When I am not at work, I'm either walking Taz or making plans for my daughters impending wedding.....and if any of you know anything about Asian weddings you'll know what that entails!

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And finally our little office mascots Chubba, Rocky and the not so Little Taz. Aren't they gorgeous!

Chubbs, Rocky and Taz



The unashamed plug bit

- We have over 400 open sites that we represent
- We are comScore rated
- We use ABCe auditing third party technology
- We can geo-target campaigns to a three digit postcode, a TV Region, nationally, by country or globally
- We provide excellent customer service with complete transparency
- We are good guys!

And if you want to find out what we can do for you, just dial the number and speak to any one of us.... we're waiting and so are our **2.7 million** aggregate unique users (comScore May '10). Give us a call – 0207 125 0007. Or visit our website for more details: www.indoormedia.co.uk



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