

Make a date with your TV next Wednesday! **indoormedia** specialists in ethnic marketing

November, 2009

**The Family – Wed Channel 4 9pm**

This week, Channel 4 made British TV history with the first reality TV show starring an Indian family, aptly titled 'The Family'. This new series, in its 2nd year, features a British Punjabi family residing under the Heathrow flight path.



The TV critics have loved it so far, and we think you will too. It's on Wednesdays at 9 pm on Channel 4 and if you want to watch the first episode, you can log on and watch at:

<http://www.channel4.com/programmes/the-family/4od>



Indoor Media is proud to be running the online display campaign for Channel 4, planned and bought by OMD, promoting this groundbreaking programme. We strongly recommend you watch it. Not just because it'll up our response rates (!) but also because you'll learn a huge amount about British Asian families.

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**Some of our satisfied clients:**



Mercedes-Benz



# The British Chinese Community

specialists in ethnic marketing  
**indoormedia**

April 30<sup>th</sup> 2010



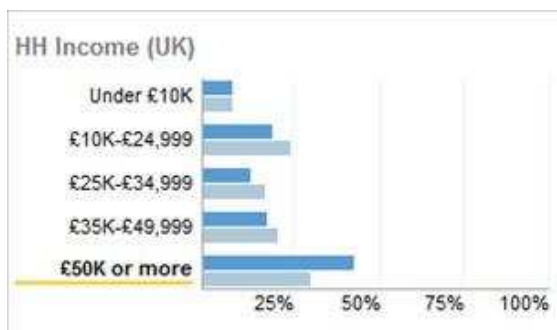
ComScore is considered one of the leading research tools for measuring user behaviour. In July of this year, we decided to subscribe to this service to legitimize even further, the Indoor Media portfolio.

As this research is conducted independently it is widely accepted as the industry benchmark for good practice when it comes to evaluating online media selection. Below, we draw your attention to our performance in September 2009.

- Reached 2.3 million unique users
- 206 million page views
- 350,000 daily visitors
- An average user spends 6 minutes on our sites
- 7.8 visits per visitor

In many cases the demography of our audience is above the UK average giving advertisers reach to a cash-rich, time-poor target market

Indoor Media - Potential Reach  
Total Internet



Our level of overlap/duplication with mainstream media is small, meaning that we offer a predominantly untapped audience. If you want to know more about EMG audiences get in contact –

**020 7125 0007**

**Coming up soon**  
**Chinese New Year • More EMG statistics • 2010 Diary Dates**

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

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