



Asians in Media magazine is an online-only publication, dedicated to news and commentary on the media industry and current affairs, with a British Asian slant. Editorially this includes reporting on:

- the growing ethnic media
- Asians in the national media industry
- how the industry relates to minority-ethnic communities
- initiatives to promote further diversity in the media
- intelligent commentary and reporting on current affairs

The site also acts as a wire service for journalists by regularly publishing and emailing out press releases from various organisations.

AIM magazine is unique in its editorial remit: there is no other magazine in print or online that reports on how the mainstream media relates to minority groups or reports on ethnic minority media.

Industry credibility

Launched in October 2003 with endorsements from Commission for Racial Equality chief Trevor Phillips, Mayor of London Ken Livingstone and Minister Kim Howells, it has always had industry credibility. It is backed by well known journalists and commentators such as Yasmin Alibhai-Brown (*Independent*), Alpesh Patel (*FT*), Aditya Chakraborty (now at the *Guardian*), Manisha Tank (*BBC*), Parminder Vir OBE (previously at *ITV*).

Editor **Sunny Hundal** is a regular commentator on issues, having been interviewed on *Channel 4 News*, *Sky News* and *BBC News*. He also writes regularly for the *Media Guardian* supplement, and has also written editorials for *The Times*, *Independent*, *Metro*, *Financial Times* and the *Guardian*.

Profile of users

AIM's primary readers are professionals who work in the media industry (journalists, filmmakers, writers, PR etc). Such readers represent most of the major national media organisations such as the BBC, Channel 4, Guardian, Times, Telegraph, ITN, as well as most of


Sonia Deol: up close and personal with the firebrand radio host
 Monday, 1st November

I sit there trying to listen without getting too sucked in but it's not possible. The urge to phone in or email is just too strong. Sonia Deol has this knack of getting people to pay attention and get involved in her chat show in the mornings, specially when there's a controversial issue on, as there usually is..



Two years ago in late October [BBC Asian Network](#) launched as a national digital station with Sonia Deol as the main face of the station. Judging by the government review last [week](#), which included feedback from listeners and industry peers, that strategy seems to have paid off - she received plenty of praise.

She's not letting on what she thought of it however. "It's not my place to, and I couldn't possibly comment," she says with a laugh. She is too media savvy for that, more used to extracting secrets from other people than divulging her own thoughts.



Assisted by an army of producers and researchers, every weekday morning from 9 - 12 pm Sonia Deol has presented her chat show for two years. I meet her when she's on a bit of a high having just interviewed Tory leader Michael Howard. "It was brilliant, as an interview goes, since we asked all the right questions."



the UK Asian media industry. Further, it attracts readers from across the world on issues relating to British Asians. The magazine's editorials have been quoted as far as in India, Singapore, United States and Malaysia.

Statistics

AIM gets around 450,000 page impressions a month, reaching to 30,000 - 50,000 *unique users* a month.

Every Wednesday an email newsletter is sent to nearly 5,000 subscribers.

We also have a special mailing list for job advertisements, that is sent to nearly 2,000 subscribers every time a job is advertised: http://www.asiansinmedia.org/jobs_email.html

Advertising

AIM magazine is regularly used by clients such as the BBC, ITN, Channel 4 and ITV to advertise jobs. Other clients include Amnesty International, Sunrise Radio, Johnston Press and Pearson media.

All job advertisements are also linked from the newsletter: <http://www.asiansinmedia.org/newsletter.html>

Ad Rates

Specifications

1) 130 pixels / 130 pixels

Placement: Middle-left, on all pages.

Cost: £100 a month

2) 468px width / 60px height

Placement: Top right, on all pages.

Cost: £250 a month

3) 300px width / 250px height

Placement: Middle-right, on all pages

Cost: £350 a month



Contact details

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www.asiansinmedia.org