



VOICE OF ASIA

www.VoiceofAsia.news



FACT SHEET 2018

VOICE OF ASIA Newsweekly can help your business reach new and affluent customers daily.

- Voice of Asia is the largest newsweekly in English, among Asian Americans here in Houston, Texas.
- We reach affluent Asian American and South Asian families each week.
- We reach over 105,000 readers each week through print, online and e-blast newsletters combined.
- We carry local, community news and reach Fort Bend, Harris, Brazoria and Matagorda counties.
- We are subscribed to by the Fort Bend and Harris County Libraries each year.

To see our online newspaper visit: www.voiceofasia.news (e-paper is on the right side)

DEMOGRAPHICS

Features:

- Free community newspaper.
- Distributed to major cities around Houston.
- Reach: 105,000 readers weekly.
(Online + Print + E-blast + social media)
- Full color publication cover to cover.

Our readers are:

- Educated Women, Men, who are professionals.
- Over 65% of our readers are business people.
- 24 - 68+ years
- 57% women • 43% men.
- Live in homes \$225 K - \$1M.

Our Focus Areas:

- Sugar Land
- Stafford
- Missouri City
- Richmond
- Katy
- Houston
- Pearland
- Clear lake
- Kingwood
- The Woodlands

These cities have the highest concentration of Asian American and South Asian population.

PRODUCTS & SERVICES OFFERED:

1. **Online banner ads.** www.voiceofasia.news helps connect your ad directly to your website.
2. **Newspaper print Display & Classified ads.** (also online weekly).
3. **E-Blasts** - (reaches 9,000+ subscribers, this list updated everyday)
4. **Video Ads** - (30 second video ads that can be placed on our website)
5. **Advertorials** - promote your products and services through articles.
6. **Press Releases** - Local news coverage, business reviews, Interviews, Food Reviews.
7. **Plaques** - Get your business or achievement featured on a plaque. (custom sizes available) Call us for details!
8. **Social Media coverage** & mentions with link to story - Added Value!
9. **Event Calendar** - Free Listing - Added Value!
10. **Business Services Directory Ads** - \$15 / weekly!
11. **Real Estate Display Ads** - Home Listings for Sale.
12. **Video Interviews** - 3 to 5 minute videos shared on: >>>>

Distributed in Fort Bend and Harris County libraries, plus 150 locations in Houston - and surrounding cities from Katy to Sugar Land from Pearland to Clearlake!



10,000 copies published each week. Distributed to 150 locations!

To sign up for our **WEEKLY NEWSLETTER** about Community events, email us: ads@voiceofasiagroup.com
Our weekly newsletter provides you great opportunities to network weekly. So join us today!

To advertise, please call us: **713-774-5140** or e-mail us: ads@voiceofasiagroup.com

Visit us online: www.voiceofasia.news