



the Ethically & Culturally
CONVERGENT MARKET
TODAY!

Asian American

BUYING POWER is expected to grow 42 percent, from \$544 billion in 2010 to \$775 billion in 2015



The Largest Asian American Small Business Focus Magazine in the Nation

BENEFITS OF Target Marketing

A company's credibility and image within an ethnic market is strongly enhanced by advertising in a medium specifically targeted towards that audience. By an overwhelming margin, our readers say that companies which target them specifically are viewed more favorably than companies going for the general approach.



Readership Profile

Business Structure

Sole Proprietor	65%
1 or more employees	47%
Major Metro location	82%
Other	6%

Business Location

Home-based	47%
Operates outside home	53%

Business Inclinations

Own/Operate computer	93%
Involved in int'l. business	70%

"I'm inclined to view more favorably companies that recognize and acknowledge the Asian American market and community in their advertising."

Agree 94.8% Disagree 3.3%

"I respond more favorably and pay more attention to advertisements featuring Asian Americans than to advertisements with non-Asians models/personalities."

Agree 89.3% Disagree 7.6%

"Advertising in Asian American publications is an effective way for companies to reach and inform me of their products and services."

Agree 91.2% Disagree 6.4%

Source: 1994 Subscriber Study, tabulated by Response Measurement Systems



To advertise, please call :
909.896.2865 • 909.319.2306

A Advertisers

Catch the Ethically & Culturally
CONVERGENT MARKET.



The newly released Survey of Small Business Owners from the U.S. Census Bureau finds there are 1.6 million AAPI-owned businesses, generating \$521 billion in gross receipts. From 2002 to 2007, the number of AAPI-owned firms grew 40%, with the gross receipts for AAPI-owned firms increasing 57%.

(An excerpt from the message of Commerce Secretary Gary Locke for the 2010 Asian Entrepreneur of the Year awards banquet)

- AARP • Altria • Amtrak • Alabama Power • Bank of America • Bank of the West • BellSouth • Boeing • Board of Equalization • BurGer King • Caesar's Entertainment • California Federal Bank • CitiBank • Citigroup • Comerica Bank • Coors Brewing Company • Daimler Chrysler • Defense Intelligence Agency • Dell Computer • Denny's, Inc. • Duke Energy • East Bay Municipal Utility District • Fannie Mae • Federated Dept. Store • Hewlett Packard • HSBC NA USA • Household Finance • IBM Coporation • KODAK • KPMG • Kaiser Permanente • Los Angeles Dept. of Water & Power • Major League Baseball • Merrill Lynch • MGM Mirage Resort-Casinos • Morgan Stanley • Nordstrom • Northrop Grumman • Office Depot • Pacific Gas & Electric • PepsiCo • Pepsi Bottling Group • Pitney Bowes • Robert Half International • SBC/Pacific Bell • Sempra Energy • Sprint • Southern California Edison • Southwest Gas • State Farm Insurance • Sodexo • Teleglobe • The Coca-Cola Company • The First American Corporation • Union Bank of California • United Health Group • United Postal Service • US Bank • U.S. Department of Transportation • Walt Disney • Wal-Mart Stores • Wells Fargo Bank • Wells Fargo Home Mortgage • Xerox Corporation





SIZE	1X	3X	6X	12X
Full Page	\$3900	\$3432	\$3120	\$2808
2/3 Page	\$3276	\$2964	\$2652	\$2418
1/2 Page	\$2496	\$2340	\$2184	\$2028
1/3 Page	\$1716	\$1560	\$1404	\$1326
1/4 Page	\$1404	\$1326	\$1218	\$1092
1/6 Page	\$1218	\$1092	\$1014	\$ 936
1/12 Page	\$ 702	\$ 624	\$ 570	\$ 510
Business Card	\$ 390	\$ 312	\$ 274	\$ 234
Back Cover	\$6636	\$5928	\$5304	\$4836
Inside Cover	\$6438	\$5772	\$5148	\$4680

Color Charges	2-color	\$ 650
	4-color	\$1040

ADDITIONAL INFORMATION

Frequency discounts apply to ad placements within a one-year period. All rates are net prices.

Spreads and multiple pages receive an additional **5%** discount.

Prices exclude charges for color separation

MECHANICALS	W x H
Trim size	8-1/2 x 11
Full page	7 1/8 x 9-1/16
Full page bleed	8 3/4 x 11-1/4
Double Spread bleed	17 1/2 x 11 1/4
Double Spread trim	17 x 11
2/3 page vertical	4-11/16 x 9-9/16
1/2 page vertical	4-11/16 x 8
1/2 page horizontal	7-1/8 x 4-11/16
1/3 page vertical	2-3/16 x 9-9/16
1/4 page	3-7/16 x 4-11/16
1/6 page vertical	2-3/16 x 4-11/16
1/6 page horizontal	3-1/2 x 2-1/2



PROOFS Provide one set of progressive proofs and two top sheets marked for designated issue to be run. All progs must have GATF color bars with densities on dry readings.

Total 4-color density must not exceed 260%.

ELECTRONIC FILES

must be **300 DPI** in PDF (uncompressed) format. Please send files via email or FTP



Jan

BUSINESS and Finance • *What AAPI Cultural Values That Make Businesses Work* • *The Art of Handling Business Money* • *How To Choose the Right Bank for your Business?*

SPACE : 12/18/13

MATERIAL : 12/30/13

SALE DATE: 01/10/14

Feb

ELITE WORKFORCE • *Elite Group of Entrepreneurs* • *What Does the Year of the Horse Bring You* • *The Effect of Income Taxes on Economic Growth* • *Gung Hay Fatchoy*

SPACE : 01/10/14

MATERIAL : 01/29/14

SALE DATE: 02/10/14

Mar

INNOVATORS • *TOP AAPI Innovations* • *Tax Tips for Entrepreneurs and Growing Businesses* • *Economic Progress Through Innovation*

SPACE : 02/11/14

MATERIAL : 02/27/134

SALE DATE: 03/10/14

Apr

MOST PROMISING COMPANIES for 2014 • *How to Bring Out the Potential and Strength in Your Employees* • *Best Companies for Asian Pacific Americans* • *Goal Setting and Success*

SPACE : 03/07/13

MATERIAL : 03/26/14

SALE DATE: 04/07/14

May

Asian Pacific Heritage Month • *Asian American Success Stories In Business* • *AAPIs of the 21st Century* • *The Future of the Next Generation of AAPI Entrepreneurs*

SPACE : 04/07/14

MATERIAL : 04/43/14

SALE DATE: 05/09/14

Jun

2014 TRADE & GLOBALIZATION • *Bringing Back the Green Buck to the U.S.?* • *Bringing Profits Back to America thru Global Trade* • *The Role of Small Businesses in the US Economy* • *Expanding Your Business By Going Global*

SPACE : 05/07/14

MATERIAL : 05/27/134

SALE DATE: 06/09/14



editorial

JULY-DECEMBER 2014

& production calendar

July

GAME CHANGERS • *AAPI Entrepreneurs Who Changed the Future* • *How Game Changers Train Their Kids For the Takeover?* • *Secrets of Successful Entrepreneurs*

SPACE : 06/10/14

MATERIAL : 06/24/14

SALE DATE: 07/11/14

Aug

TOP 10 ASIAN PACIFIC AMERICAN WOMEN IN BUSINESS • *The Evolution of Women* • *What It Takes for Women To Succeed in the 21st Century?*

SPACE : 07/07/14

MATERIAL : 07/25/14

SALE DATE: 08/08/14

Sept

BACK TO SCHOOL • *Best Schools for Entrepreneurs* • *Are We "Future" Ready? Why YOu Should Go Back To School?*

SPACE : 08/09/14

MATERIAL : 08/26/14

SALE DATE: 09/09/14

Oct

DIVERSITY WORKFORCE • *Positive Impact of Workplace Diversity* • *Top Companies for Diversity* • *America's Best Diversity Practices*

SPACE : 09/08/14

MATERIAL : 09/25/14

SALE DATE: 10/07/14

Nov

Business Sense • *Employees With High IQ versus EQ* • *How To Keep Your Business and Outlast Others?* • *Smart Ways to Run A Successful Business*

SPACE : 10/07/14

MATERIAL : 10/25/14

SALE DATE: 11/11/14

Dec

HIGH TECHNOLOGY and BUSINESS • *The Evolution of Technology* • *Top 10 Technology Companies* • *What Gadgets and Equipments Every Business Should Have?*

SPACE : 11/08/14

MATERIAL : 11/26/14

SALE DATE: 12/09/14

