



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

<b>Color Charges</b>	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

