



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  
FAX 9092472776

