

Life & Style

Indian Americans constitute the wealthiest ethnic community in the United States. They are not only highly educated, but as professionals, entrepreneurs, scientists and academics, they are a part of the intellectual and cultural elite of the country.

Over the past three decades, Indian Americans have assimilated into American society even as they have retained their rich Indian cultural heritage, thus emerging as a community with a distinct identity and lifestyle.

India-West Publications' newly launched magazine, *Indian Life & Style*, seeks to focus on the challenges involved in this process of assimilation, and the evolution of the Indian American identity.

Even as the magazine deals with the rich and successful and the glamorous, not to mention the notorious, within the community, it will also have stories centered around the sociological and cultural challenges that Indian Americans face in their everyday life – in the workplace and at home.



The primary focus of the magazine is the second generation Indian Americans, who were born and raised here, and about whom very little has been projected either in the mainstream media or in the ethnic press.

To this end, *Indian Life & Style* will have regular features on the Indian American youth and students. There will also be stories on the pressures that young women and their families face in the ever evolving value system of the Indian American society.

Indian Life & Style can also be described as a biographic journal as it profiles institutions, companies, products and services that are associated with Indians in the U.S.

In sum, the canvas of the magazine is holistic and its objective is to understand the trends in the life and times of Indian Americans.

**A Magazine
For All
Seasons**

Bay Area Indians Lead in Income

By **RICHARD SPRINGER**

India-West Staff Reporter

Asian Indians in seven San Francisco Bay Area counties have a median family income of \$88,540 - 24 percent higher than the total population and the highest of any Asian group - but there are severe pockets of poverty in the South Asian community in the region.

These are two highlights in Asian Outlook, a new report issued by the San Francisco-based Asian Pacific Fund, an organization that connects donors to needs in the Asian American community.

The report offers the first detailed look at age, income and employment data from Census 2000 for the various Asian American populations in Alameda, Contra Costa, San Francisco, Santa Clara, San Mateo, Marin and Solano counties.

"Contrary to popular belief, many Asians are struggling to support themselves and their families," said Cora M. Tellez, chairman of the Asian Pacific Fund board of directors. "Disputing the widely regarded notion that all Asians are faring well, the facts are especially troubling given the Bay Area's stagnant economy and the high unemployment rates among Asians."

For example, the report said that 20,744 of the 143,932 South Asians sampled in the Bay Area, those for whom data was available, live in poverty, a rate of 14.4 percent.

(Some South Asian groups could not be included in the income data - Bangladeshis in all the Bay Area counties except Alameda and Santa Clara, for example - because they did not meet the population threshold of 100 families in a given geographical area).

Cambodians, with a median family income of \$39,167 (45 percent less than the total population) and Laotians with \$45,833 (-36 percent), had the lowest family incomes among Asian populations (See table). Hmongs in the Bay Area, a group that did not meet the threshold for median family income, had a poverty rate of 96.4 percent, followed by Cambodians at 54.5 percent and Laotians, 49.9 percent.

Koreans and Chinese had poverty rates of 23.8 percent and 21.1 percent, respectively, while those for Japanese and Filipinos were 13 percent and 12 percent.

"Asian Indians, Vietnamese, Koreans, and Filipinos have extremely low incomes when there is no employed worker. The income for these groups, when there is no employed family member, ranges from \$9000 to \$15,000, in some cases half to nearly one-fourth of the general population figures," the report said.

"These are likely families ineligible for

"Our report shows that there are an additional 120,473 Asians mixed with one other race living in the Bay Area. This new figure, up from 21 percent, more accurately represents the Asian population growth."

The number of elderly Asians (75+ years old) more than doubled in size during that same period, from 25,204 to

Median Family Income & Per Capita Income by Ethnic Group in Seven Bay Area Counties

Ethnic Group	Median Family Income	% Difference from Total Population	Per Capita Income	% Difference from Total Population
Cambodian	39,167	-45	11,434	-63
Laotian	45,833	-36	11,566	-62
Vietnamese	60,230	-16	18,907	-39
Korean	64,429	-10	25,608	-17
Thai	64,712	-9	21,384	-31
Chinese	74,285	4	28,743	-7
Filipino	75,557	6	22,369	-27
Pakistani	78,480	10	25,862	-16
Japanese	84,109	18	38,451	25
Asian Indian	88,540	24	35,370	15
Asian Alone	74,700	5	26,601	-14
NHPI Alone	59,969	-16	17,349	-44
General Population	71,333		30,769	

income assistance or who are eligible but do not want to apply. They may also be new immigrants who have not worked long enough to qualify for social security."

Regarding per capita income, Japanese had the highest at \$38,451, reflecting the fact that they were in an earlier immigration wave. Japanese also have the highest percentage of elderly at 8.1 percent, compared to 5.3 percent for the general population.

Asian Indians were second among Asians in per capita income at \$35,370, followed by Chinese (\$28,743), Pakistani (\$25,862) and Korean (\$25,608).

"The number of Asians in the Bay Area is larger than previously reported, representing 23 percent of the total Bay Area population. Previous Census figures did not include Asians mixed with another race," the Asian Pacific Fund said.

50,476. About 1.2 percent of the South Asian population are 75+.

From 1990 to 2000, the number of Asian children (0-18 years old) grew at a rate of 23.4 percent, compared to 14.9 percent in the general population.

Asian unemployment in California doubled in the last seven years, while unemployment declined in the general population in the same period by 4.7 percent.

"It is important to target specific Asian ethnic groups in need," said Gail Kong, executive director of the Asian Pacific Fund. "We want other foundations and community or government agencies to take heed as well, refocusing their resources and committing themselves to helping these populations."

For more information, visit www.asianpacificfund.org.

Indian Life & Style

A Magazine For All Seasons

ADVERTISING RATES

DISPLAY

Back Page	\$2,000
Center Spread	\$2,000
Inside Front Page	\$1,500
Inside Back Page	\$1,500
Page 1	\$1,500
Pages 3, 5 and 7	\$1,200
Full Page	\$1,000
Half Page	\$500
Quarter Page	\$250
Display Classifieds (8 ads per page)	\$125
Classified ad in Marketplace (30 ads per page) ...	\$35
Final Trim Size	8¼" x 10¾"

IMAGE AREAS

Center Spread	15¾" x 10"
Full Page	7½" x 10"
Full Page (Bleeds)	¼" beyond final trim size
Half Page	7½" x 5"
Quarter Page	3¾" x 5"
One Eighth Page (Display Classified)	3¾" x 2½"
Classified Ads	2½" x 1"

All ads in the magazine will be in 4-colors on high grade glossy paper at no extra charge.

FREQUENCY DISCOUNTS

12 Insertions	30%
9 Insertions	20%
6 Insertions	15%
3 Insertions	10%
Agency Commission	15%

TECHNICAL SPECIFICATIONS

Final Trim Size	8¼" x 10¾"
Bleeds	¼" beyond final trim size
Line Screen	133 Line
DPI	266 Scanned image DPI
Paper	60lb. Coated Glossy Stock
Finish	Saddle Stitch and Trim

PUBLICATION DATE

Magazine will be printed every other month for a total of six editions during the year. Press deadline will be the 15th of every alternate month.

Clients submitting camera-ready electronic files should submit them as PDF files with CMYK colors.

DISTRIBUTION

Indian Life & Style will be sent via mail to all those who have entered paid subscriptions. It will also be mailed to all those who hold Life-Time subscriptions to the India-West weekly newspaper. Additionally, it will be mailed to all major government offices, to all major ad agencies and to prominent Indian business establishments all across U.S.A.

Besides mailing, the magazine will also be sold at virtually every Indian store in Western United States and also at selected stores all across U.S.A.

The wide distribution will guarantee multiple exposure to your advertisements during its eight week shelf life.

CIRCULATION

Currently	20,000
Target by end of 2005	25,000

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INDIA-WEST

ASIAN INDIAN POPULATION DISTRIBUTION:

United States Total: 1,678,765

Alabama	6,900	Kentucky	6,771	North Dakota	822
Alaska	723	Louisiana	8,280	Ohio	38,752
Arizona	14,741	Maine	1,021	Oklahoma	8,502
Arkansas	3,104	Maryland	49,909	Oregon	9,575
California	314,819	Massachusetts	43,801	Pennsylvania	57,241
Colorado	11,720	Michigan	54,631	Rhode Island	2,942
Connecticut	23,662	Minnesota	16,887	South Carolina	8,356
Delaware	5,280	Mississippi	3,827	South Dakota	611
District of Columbia	2,845	Missouri	12,169	Tennessee	12,835
Florida	70,740	Montana	379	Texas	129,365
Georgia	46,132	Nebraska	3,275	Utah	3,065
Hawaii	1,441	Nevada	5,535	Vermont	858
Idaho	1,289	New Hampshire	3,873	Virginia	48,815
Illinois	124,723	New Jersey	169,180	Washington	22,992
Indiana	14,685	New Mexico	3,104	West Virginia	2,856
Iowa	5,641	New York	251,724	Wisconsin	12,665
Kansas	8,153	North Carolina	26,197	Wyoming	354

California Total: 314,819

Northern California by County:

Alameda	42,842	Merced	2,546
Alpine	4	Modoc	1
Amador	21	Mono	2
Butte	511	Monterey	1,293
Calaveras	20	Napa	284
Colusa	81	Nevada	51
Contra Costa	11,683	Placer	1,251
Del Norte	52	Plumas	5
El Dorado	417	Sacramento	13,227
Fresno	7,963	San Benito	73
Glenn	63	San Francisco	5,527
Humboldt	213	San Joaquin	5,111
Lake	44	San Mateo	10,535
Lassen	18	Santa Clara	66,741
Madera	547	Santa Cruz	925
Marin	1,330	Shasta	230
Mariposa	5	Sierra	0
Mendocino	184	Siskiyou	42
		Solano	2,869
		Sonoma	1,498

Stanislaus	4,952
Sutter	6,889
Tehama	93
Trinity	3
Tuolumne	32
Yolo	2,097
Yuba	281

Southern California by County:

Imperial	308
Inyo	29
Kern	4,339
Kings	186
Los Angeles	60,268
Orange	27,197
Riverside	5,526
San Bernardino	7,368
San Diego	10,148
San Luis Obispo	552

Santa Barbara	1,146
Tulare	1,030
Ventura	4,123

California Cities w/ the most Indians (2000):

San Jose	26,606
Los Angeles	24,739
Fremont	20,742
Sunnyvale	13,124
Santa Clara	8,853
San Diego	6,909
San Francisco	5,524
Sacramento	4,944
Irvine	4,450
Cupertino	4,408
Milpitas	4,295
Fresno	4,123
Hayward	4,086

Source: 2000 United States Census