

MyShadi.com

The Most Popular South Asian Wedding Portal

the MEDIA KIT

Photo Courtesy: Fine Art Productions





Photo Courtesy: Zamana Photo & Videography



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MyShadi.com

The Most Popular South Asian Wedding Portal

MyShadi.com (Shadi or Shaadi is a word for wedding in many South Asian languages), a member of Desh-Videsh Media Group, is one of the most popular South Asian wedding portals that offers newly engaged couples and their families the tools needed to plan a modern South Asian wedding. This website is designed using the latest on-line tool and it is a responsive and mobile friendly. It offers all the on-line wedding planning tools such as managing vendors, guest list, checklist and budget. From real wedding stories to a preferred vendor directory, MyShadi.com is the premier online resource for wedding and event planning. Since 2000, MyShadi.com has reached thousands of South Asian and Indo-Caribbean brides worldwide.



Photo Courtesy: Sona Photography

MyShadi.com



Our readers are comprised of one of the fastest growing immigrant communities in the United States. While the Asian population is comprised of many different nationalities, Asian Indians are the second largest group behind the Chinese. The number of Asian Indians grew by nearly 105.9% between 1990 and 2000. As one of the largest immigrant groups in the U.S. and with an estimated population of over 2.3 million in 2005, Asian Indians exert significant influence in the U.S. economy in a variety of ways. Considering the size of the population and its income potential, it is estimated that the annual buying power of Indian-Americans in the United States is \$50 billion US dollars annually.

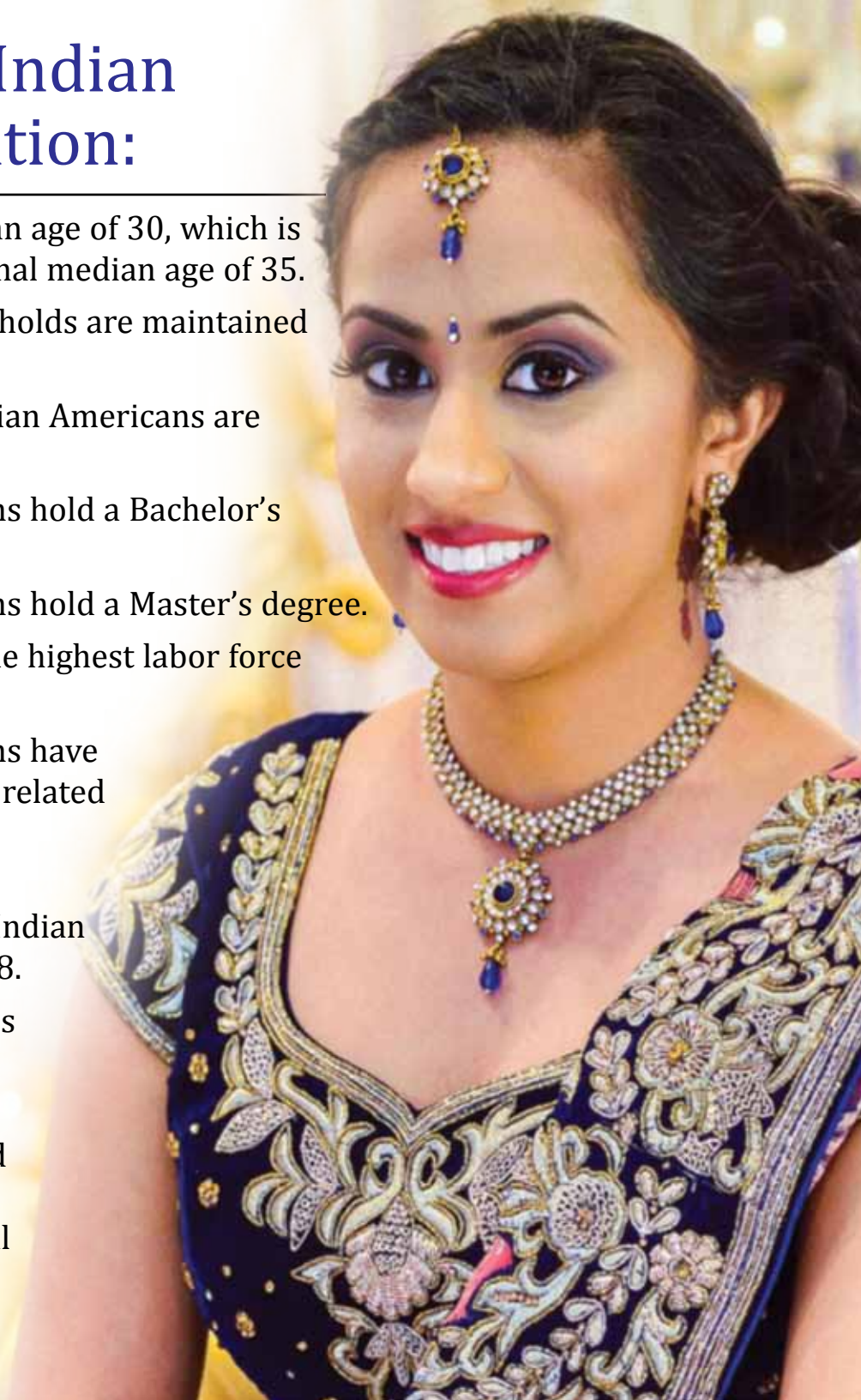


Fast Facts about Indian American population:

- ◆ Indian Americans have a median age of 30, which is 5 years younger than the national median age of 35.
- ◆ 71% of Indian American households are maintained by married couples.
- ◆ The highest percentages of Indian Americans are between the ages of 20 and 54.
- ◆ Nearly 64% of Indian Americans hold a Bachelor's degree.
- ◆ Nearly 40% of Indian Americans hold a Master's degree.
- ◆ 79%, Indian Americans have the highest labor force participation rates.
- ◆ Nearly 60% of Indian Americans have management, professional and related jobs, making them the highest percentage in the labor force.
- ◆ The median family income for Indian Americans in 2000 was \$70,708.
- ◆ Nearly 47% of Indian Americans own a home.

* Source: US Census Bureau, "We the People: Asians in the United States," Census 2000. Special Report, December 2004. Special Report, December 2004.

Photo Courtesy: Zamana Photo & Videography





Indian Wedding Stats

◆ An average number of days	3
◆ An Average Number of Events	3
◆ An average Number of Guests	290
◆ An Average Cost	\$87,350

*Source; Website Survery: www.myshadi.com
and www.myshadibridalexpo.co

A sample budget of the cost of an Indian wedding is as follows:

Event	Expense Range
◆ Reception	35%-45%
◆ Photography/Videography	10%-12%
◆ Bride's Attire	8%-10%
◆ Entertainment/Music	8%-10%
◆ Honeymoon	5%-8%
◆ Flowers	5%-8%
◆ Sangeet, Garba, Mehendi	4%-5%
◆ Ceremony	3%-4%
◆ Jewelry	3%-5%
◆ Gifts	2%-3%
◆ Parking/Transportation	2%-3%
◆ Miscellaneous	1%-2%
◆ Stationary	1%-2%
◆ Groom's Attire	1%-1.5%

Site Statistics



**1.3 Million+
Per Month**

Number
of Hits



**15 to 20
Minutes**

Average time
on Site:



Over 1 Million

Page Views



Photo Courtesy: Fine Art Productions

- ◆ Preferred Vendor
- ◆ Website Banner Advertising
- ◆ Enewsletter Banner Advertising
- ◆ E-marketing
- ◆ Custom E-Blast

Preferred Vendors



Banquet Hall



Beauticians



Boutiques



Bridal Shows



Dhol Player



Cake/Chocolates



Decorator



Destination Weddings

Preferred Vendor

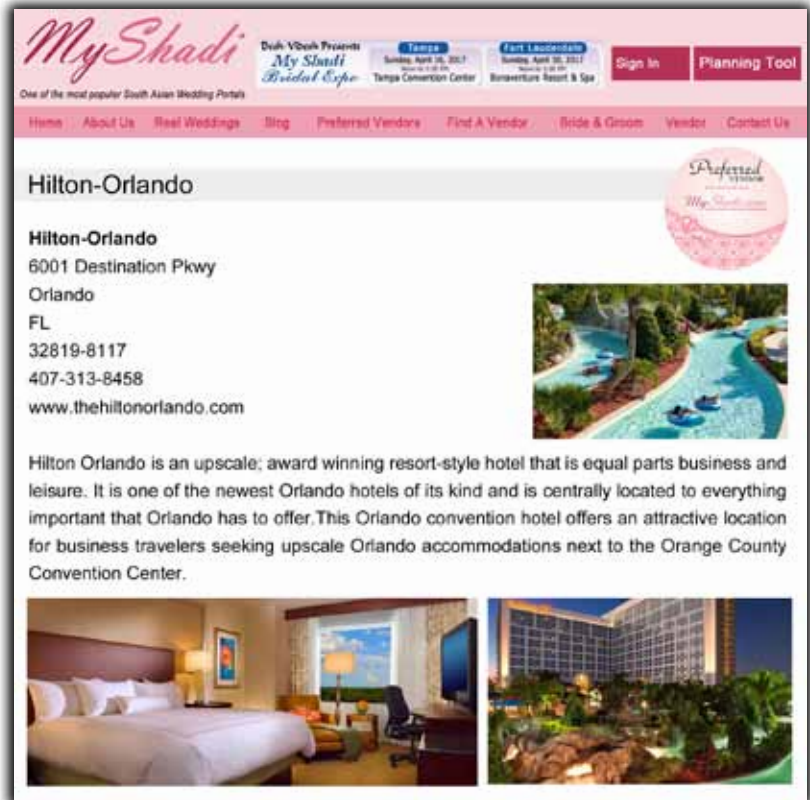


Zamana Photo & Videography

678-860-2921

[View Profile](#)

- ◆ Business Name and Address
- ◆ Phone Numbers
- ◆ Customer Reviews
- ◆ E-mail Contact Form
- ◆ Fax Number
- ◆ Direct link to your Website
- ◆ Thumbnail Picture on Results Page
- ◆ Video Portfolio
- ◆ List Events
- ◆ Social Media Links
- ◆ Photo Gallery on Profile Page
- ◆ Short Business Description on Result Page
- ◆ Detail Business Description on Profile Page



Banner Advertising :

Our mobile-friendly and responsive site, www.myshadi.com, reaches over 1.5 million readers every month.

Several Banner packages to choose from:

- ◆ Home Page-Top
- ◆ Inside Pages-Top
- ◆ Home Page-Side
- ◆ Inside Pages-Side
- ◆ Rectangle 300x250
- ◆ Leaderboard 728x90
- ◆ Square 125x125

All Banners are hyper linked to your website and you can track clicks.

BANNER SIZES



Sky Scraper (Large)
160 x 350



Small
160 x 160



Square 330 x 330



Medium Rectangle
(160 x 220)

We offer three options for your E-Marketing campaign:

- Individual Eblast to thousands of subscribers divided in sixteen regional areas in the US
- Banner on the weekly e-newsletter
- Banner on our websites

Email Marketing

You're probably aware that email blasts are the most popular and most profitable among all the different avenues of marketing.

If done right, email is quite simply the most cost-effective means of attracting new leads and customers. Often, all it takes is ONE sale to pay back the cost of a single email blast. In this economy, email blasts should be a part of every marketer's tool kit.

C u s t o m E - B l a s t

- ◆ Exclusive client message sent to a minimum of 5,000 Brides; deployed upon request, subject to availability; Target nationally, by state, region or wedding date.
- ◆ Bonus distribution to Facebook and Twitter communities.

- More than 35% open within first hour
- More than 59% open within first day
- More than 72% open within three days
- More than 68% Click the banner link
- More than 42% click more than one links
- 200+ New subscribers sign-up every week

Visitors to myshadi.com include Indian NRIs, professionals, students, and North American Residents interested in the Indian subcontinent and its culture.



The Most Popular South Asian Wedding Portal reaches thousands of Indian, Pakistani, Bangladeshi, and Indo Caribbean Brides and their families across the world since 2000.

Contact your sales representative for custom integrated media packages and digital advertising rates.



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A Desh-Videsh Media Group Undertaking

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