

ਪੰਜਾਬ PUNJAB ਐਕਸਪ੍ਰੈਸ EXPRESS

ENGLISH-PUNJABI
BI-LINGUAL MAGAZINE

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AUSTRALIA'S NO 1 INDIAN PUNJABI NEWSPAPER



Introduction: Punjab Express is one of most popular Indian publications of Australia. It was launched in Sept 2003 as a free monthly publication and soon grew to become Australia's most popular Indian publication in a short period of time. Punjab Express widely loved by readers because of the exciting and interesting content.

Punjabi Language: As per the latest census Punjabi language is the fastest growing language in Australia. A growth of over 200% was registered in 2011 census.

On the other hand India is now the source of highest number of migration to Australia. So it makes a perfect sense to have Indian newspaper like Punjab Express in your marketing plans.

Readership Demographics: Punjab Express is a preferred media channel for the Indian population in the age bracket of 20yrs to 60 yrs. We also cater for the information needs of the younger generation.

Online Presence: Apart from the regular website Punjab Express print edition is also available online in digital format which is mobile ready and can be read on all mobile devices. Our iPad and Android apps are coming soon. We send out a number of EDMs every month apart from our regular fortnightly newsletter.

Language Spoken at Home Top 20 – Australia

Key Points

- Mandarin showed the biggest increase of non-English language spoken at home in Australia's top 20 languages, which grew to 336,410 in 2011 from 220,604 in 2006 – an increase of 52.5 per cent.
- Punjabi is the fastest growing language, showing a 207.5 per cent increase from 23,164 people in 2006 to 71,229 people in 2011.

www.abs.gov.au/census Further information, media requests and interviews contact Census Media 02 6252 5161

**If you are planning to reach
the Indian Community In Australia
PUNJAB EXPRESS IS YOUR RIGHT CHOICE!**

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ADVERTISING PRICE LIST

ALL PRICES INCLUDE GST.

FULL PAGE 260MM(W) X 368 MM (H)				
CASUAL	3 MONTHS	6 MONTHS	12 MONTH	GLOSS
\$660	\$1815	\$3300	\$5280	PLUS 30%
HALF PAGE 260 MM (W) X 182 MM (H)				
CASUAL	3 MONTHS	6 MONTHS	12 MONTHS	GLOSS
\$385	\$990	\$1650	\$2640	PLUS 30%
QUARTER PAGE 129 MM (W) X 182 MM (H)				
CASUAL	3 MONTHS	6 MONTHS	12 MONTHS	GLOSS
\$220	\$575	\$990	\$1584	NOT AVAILABLE
1/8TH PAGE 129 MM (W) X 90 MM (H)				
CASUAL	3 MONTHS	6 MONTHS	12 MONTHS	GLOSS
\$110	NOT AVAILABLE	\$594	\$1056	NOT AVAILABLE

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 4. We reserve right to refuse any ads based on our internal policies
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Punjab Express Newspaper

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