



MEDIA KIT 2020

RADIO ZINDAGI

1170 AM

SAN FRANCISCO | SAN JOSE

San Francisco - San Jose - Entire Bay Area

AMERICA'S BIGGEST SOUTH ASIAN RADIO NETWORK

Tune in now
NORTH CALIFORNIA

Jiya Ja!

MIXED TAPE
MUSIC • MASTI • MONDAY
with **RJ SWATI**

Every **Tuesday**
7:30pm-8pm



Candid Conversations
with
RENNU DHILLON

EVERY TUESDAY
7:00 -7:30 pm
RJ Swati

RADIO ZINDAGI
1170 AM



Home & Decor
RJ Isha

Thu 12:30pm-1pm



DEMISTIFYING
COLLEGE ADMISSIONS
with **EMPOWERLY**

RJ Isha

RASHI JINDANI

Fri
4pm-4:30pm




TAARE ZAMEEN PAR

SPONSORED BY **nurturekids**

HOSTED BY **SHALU DEWAN**

Thu 2:30pm-3pm



The **AM SHOW**

RJ Avanish

Mon-Fri
11am-12noon



AW LAW GROUP

AW LAW SHOW

Wed 12:30pm-1pm

IKHLAS AHMED
ATTORNEY

WAQAS YOUNES
IMMIGRATION & DEPT
SETTLEMENT SPECIALIST




The Big 3
Sports Show

Sport lovers this ones for you!

with
Nate, Kiran & Ayaan!

Sun
9:30am-10am



RADIO
ZINDAGI
JIYE... JA!

NORTH CALIFORNIA

SAN FRANCISCO to SAN JOSE to SACRAMENTO

1170 AM
50,000 Watt Station

ALSO AVAILABLE ON :

Online - Radio Zindagi website

App - Radio Zindagi, Hindi Radio, Tunein

Smart TV - Yupp TV

Tesla Car - App

Google Home

Amazon Echo and Alexa

www.RadioZindagi.com

JIYE JA!

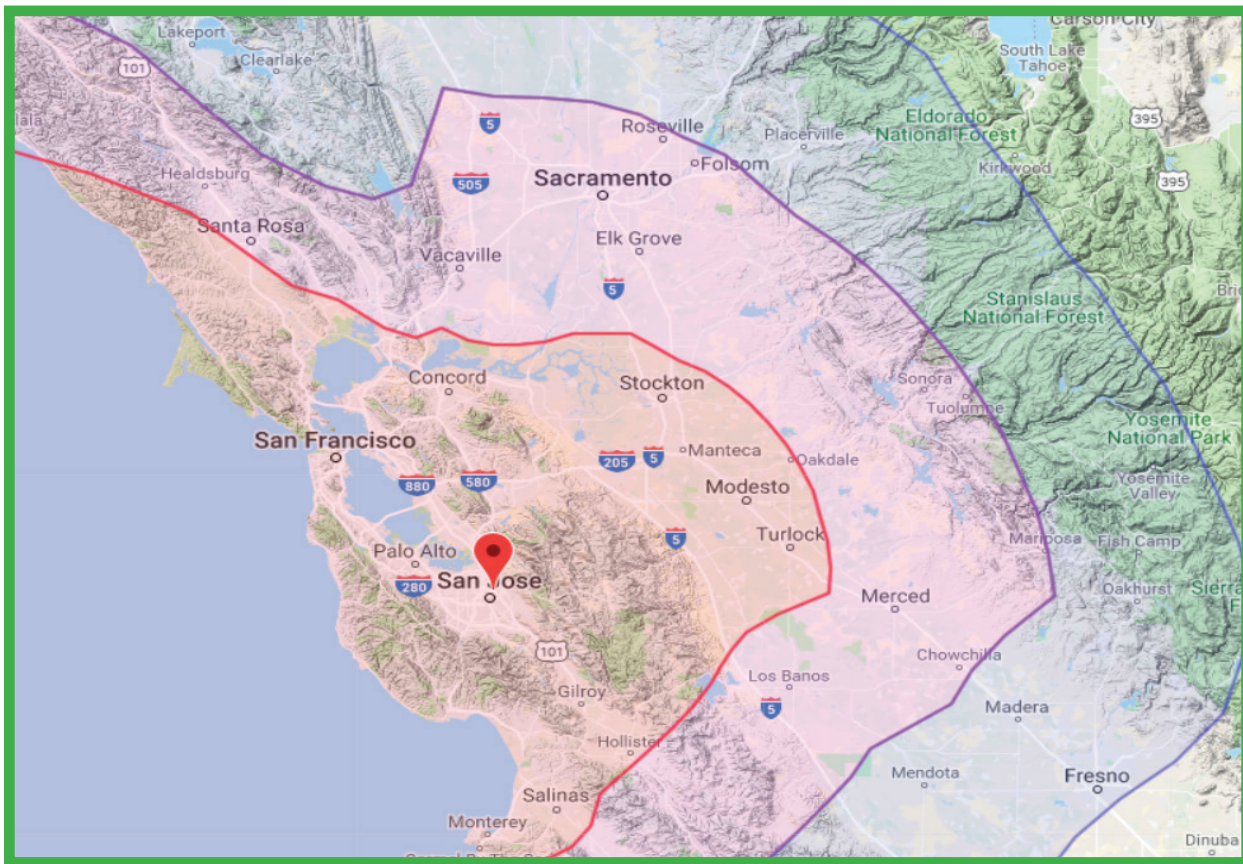
ABOUT RADIO ZINDAGI



- We are the biggest **24x7 South Asian Radio Network in USA** from east to west coast.
- One of most powerful AM HD radio stations in Northern California, **broadcasting at 50,000 watts** during the daytime.
- The only South Asian Radio Station which covers the large 'Desi' Community in the San Francisco Bay area region. We cater to over 750,000 Indians, Pakistanis, Fijians, Bangladeshis
- Our radio is not just Bollywood, rather it happens to be multilingual. We cater to the entertainment needs of our niche sub-ethnic communities. Apart from **Hindi** and **English**, we host shows in languages like **Punjabi, Telugu, Tamil, Kannada, Gujarati, Marathi, Bengali, Malayalam, and Urdu as well as Bangla.**
- A fascinating experience for our listeners - We provide Entertainment as well as Infotainment which means we offer a diverse range of programming- From Bollywood Music for all genres and generations, to shows featuring News, Current affairs, Money, Sports, Wellness, Travel, Food, Fashion, Health & Beauty, Arts Culture, Kids & Teens, Home & Garden, Technology, Business, Spiritual & Astrology to name a few
- We offer Live Interactive Talk Shows where listener participation is Key. We encourage listeners to call in to express their views, questions & concerns as well as participate in raffles & contests and other giveaways
- Community Shows, Public Service announcements which affect Silicon Valley residents, especially in areas of Housing, Economy, & Public Safety as well as provide a platform to the various Non Profit Organizations to support them and help spread social messages



COVERAGE MAP



The powerful 50,000 watts network.

Jiye Ja!

- We are America's biggest, leading 24x7 South Asian Radio Network available in Silicon Valley in North California covering from San Francisco to San Jose to Sacramento.
- Management and operation is efficiently run by the most successful professionals with unmatched experience of more than two decades in south Asian media and entertainment business in north America.
- First and only radio network First and only complete radio station in the region with dedicated studio and stream 24x7 on 1170 AM IN North California
- Our shows are hosted by extremely popular and highly skilled Radio Announcers/ Radio Jockeys
- Apart from Hindi and English, we also cater to the niche clusters of sub community through in-language programming: Punjabi, Telugu, Tamil, Kannada, Gujarati, Marathi, Bengali, Malayalam and Urdu as well as Bangla.
- Listening to us is not restricted by radio sets anymore. Apart from popular frequencies with highest reach in three regions San Francisco – San Jose- Oakland , our listeners can hear us online on www.RadioZindagi.Com, and on Radio Zindagi free app on all smartphones. Also available on Yupp TV. This provides our listeners with an opportunity to listen to us wherever they are and using whatever technology they use
- We are omnipresent on most social networking websites, like Facebook, twitter, YouTube, Ustream, LinkedIn. This gives our listeners a chance to interact with us. Listeners can also watch our shows live on the Radio Zindagi Facebook Page. This gives out listeners to chance to interact with us.

Website: <http://www.RadioZindagi.com/>

Facebook: <https://www.Facebook.Com/pages/radio-zindagi/229981363713430>

Schedule : <http://www.RadioZindagi.com/schedule/>



AMAZING FACTS ABOUT SOUTH ASIANS



Over 3.4 million South Asians live in the United States



1 out of 10 Asian Indians living in America is a millionaire & 85% of Asian Indians hold at least a 4-year college degree and more than 60% have advanced degrees.



According to the 2010 United States Census, the Asian Indian population in the United States grew from almost 1,678,765 in 2000 (0.6% of U.S. population) to 2,843,391 in 2010 (0.9% of U.S. population), a growth rate of 69.37%, one of the fastest growing ethnic groups in the United States



MOST AFFLUENT MARKET

- The median Household Income of an Asian Indian is \$60,093



MOST EDUCATED MARKET SEGMENT

- POST-GRADUATE EDUCATION - ASIAN – 58%

Jiye Ja!

WHY PARTNER WITH RADIO ZINDAGI?



- We are the largest and only **Coast to Coast** South Asian Media Platform in the USA
- Radio Zindagi 1170 AM reaches the **best educated market segment in the country**, including Indians, Pakistanis, Fijians and Bangladeshis
- Advertising on Radio Zindagi 1170 AM will instantly connect you, your product or service to one of the most desirable and **highly affluent consumers**, placing your brand at the forefront of today's fastest growing markets
- *We can help you launch or sell your product or service or change market perception by providing you with **customized solutions** to promote your brand. We do this by strategically planning and executing your campaign to meet your branding objectives
- We provide '**More ears for your dollar**' this improving your **Return on Investment** for your business ,product or service
- Maximize network coverage by combining traditional broadcasting with social media and events
- Brand Recall - **Trust, familiarity and Brand Recall** are the three tools we use to sell your product or to get your message across to the community
- We provide you with a **direct platform to interact with your consumers** and your target audience through live talk and interviews





The Ganesh festival is celebrated all over the world and today one of the largest Ganesh events in Northern CA is proudly hosted by Radio Zindagi every year around the month of September - **The Radio Zindagi Ganesh Utsav**

What started in 2015 as a community outreach event at the New Park Mall quickly became a sought after festival year by year. We took the festival to different cities such as Newark, Milpitas, Santa Clara, San Jose. And today this festival has become a coming together of sorts for not people all over the San Francisco Bay area

A beautiful family fun time to revel in the spirit of Ganesh and enjoy the shopping, food, cultural performances and entertainment....come with family, colleagues, friends, neighbors !

The Ganesh Utsav is a great opportunity for businesses to promote themselves through Event Sponsorships or Booth sponsorship. Event sponsorship includes Radio, Ground and Social Media marketing.

For more information please email contactsfo@radiozindagi.com

Jiye Ja!

HOW DO WE ACHIEVE THIS?



Our success lies in yours. We zealously want you to succeed and achieve your goals. We are here not just to sell you airtime. We are here to partner with you.

1. Understand the purpose of advertising (launch a new brand, generate leads, sell a product/service, maybe even change market perception.
2. Identify your target market – what's their age, gender, proximity to business, employment status etc.
3. Align these findings with our current listenership, shows, time slot, events.
4. Ensure that your brand gets maximum listenership in the requisite shows and time.
5. Frequency is the key – hence we ensure that your advertisement hits the mark and will get the consumer's attention the first time, every time.
6. If need be, we will go one step further and launch a new customized show based on your product / service to ensure captive listenership by your target audience.
7. We will even organize events around your brand to ensure maximum visibility and brand recall.

If this doesn't put you on tenterhooks, we are sure our **attractive advertising pricing** will.

Developing a project or idea? Planning an event? Seeking to elevate your business? Interested in hosting your own radio program? **Radio Zindagi 1170 AM** can help plan your marketing campaign. Let us have a meeting with you and we will customize the brand advertising plan for you.



RADIO ZINDAGI APP on **iPhone** and **ANDRIOD**





Contact us

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INDIA

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B-86, Sector-60,
NOIDA (NCR Delhi)

Available on :

1170 AM

Also available on - Android, i-Phone, smart TV, online

&

www.RadioZindagi.com

A decorative graphic at the bottom of the page features a large treble clef on the left and a series of musical notes and sharps (#) on a wavy line that spans across the bottom.