

SURMA NEWS GROUP

Britain's Largest Bengali Newspaper

Media Pack

Surma News Group
40 Wessex Street
London
E2 OLB
t: 020 8981 8832 / 5544
f: 020 8981 8860
e: info@surmanewsgroup.co.uk
w: www.surmanewsgroup.co.uk

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General Information

Surma was launched in 1978 and has been in circulation for over 21 years. It is solely aimed at the Bangladeshi community living in Britain today. Surma is largest circulating newspaper outside of Bangladesh. It's success is down to the fact that it is aimed at the Sylheti speaking community living in Britain (research has shown that over 90% of Bangladeshis living in Britain are originally from Sylhet region of Bangladesh). The Bangladeshi community is largest ethnic group in Britain in relation to size of country, there are an estimated 300,000 Bangladeshis living in England. Surma's circulation currently stands at 15,500, with a readership of 62,000.

....and Bangla Express?

Why change a winning formula? There's actually no difference! Other than the fact that it appears in shops on Tuesday. The fact is that people want the news as soon as possible, as things stand at the moment the Bengali papers all appear on the same day, Friday. So any news that occurs on Thursday, Friday or the weekend isn't read until Friday! Bangla express will also be different in that it will cater for the younger generation of Bangladeshis in Britain, covering more articles on sports and entertainment.

Statistics

Male readers: 59%

Female readers: 41%

Employment

Self employed	19%
Catering & Clothing	26%
Clerical & Admin	28%
Managerial & Professional	15%
Other	12%

Age Group

20 - 30	39%
31 - 45	42%
46 & over	19%

Clients to date include.....

Recruitment advertisers to date include: British Telecom, Royal Mail, Metropolitan Police, Camelot, Inland Revenue, Royal Airforce, Department of Health Education Authority. All the metropolitan boroughs have used Surma including, Camden, Islington, Tower Hamlets, Waltham Forest, Newham and Croydon. Regional boroughs include Dudley, Birmingham city Council, City of Nottingham, Manchester City Council, Roachdale and Oldham.

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Rates

Surma

	Recruitment	Display
SCC	£11.00	£13.00
Eighth page	£297.00	£350.00
Quarter page	£597.00	£700.00
Half page	£1,160.00	£1,400.00
Full page	£2,320.00	£2,800.00
Full Colour	25% extra	25% extra
Spot colour	15% extra	15% extra

Bangla Express

	Recruitment & Display
SCC	£9.00
Eighth page	£240.00
Quarter page	£450.00
Half page	£850.00
Full page	£1,600.00
Full Colour	25% extra
Spot colour	15% extra

Group Discount

	Recruitment & Display
SCC	£18.00
Eighth page	£460.00
Quarter page	£900.00
Half page	£1,700.00
Full page	£3,200.00
Full Colour	25% extra
Spot colour	15% extra

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Prices exclude VAT - Agency commission 10%

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Mechanical data

Machanical data (mm)

1 col	40	Full page	260x380
2 col	85	Half page	260x185
3 col	128	Half page potrait	172x260
4 col	172	Quarter page	128x185
5 col	217	Eighth page	128x90
6 col	260		

Deadline for **Surma** (Copy & booking)

Publication day: **Every Friday**

Deadline for copy & artwork wednesday 5:00pm prior

Deadline for **Bangla Express** (Copy & booking)

Publication day: **Every Tuesday**

Deadline for copy & artwork: Friday 5:00pm prior

Artwork

Mono: Laser copy or bromide (100% screen), email (PDF) surmanewsgroup@yahoo.co.uk

Colour - Negative, 100% screen per inch, right reading emulsion side down, PDF on zip disk or CD.

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