

BANGLA POST

বাংলা পোস্ট

BRITAIN'S HIGHEST CIRCULATED FREE BANGLA NEWSPAPER

২১ বছর পূর্তি

২১ Years of BANGLA POST BANGLA P-IT

KEEPING YOU POSTED!

www.banglapost.co.uk

About Bangla Post

Bangla Post was launched on 3rd October 2003 and has been the FIRST Bengali newspaper available with mainstream dailies like The Guardian, Financial Times, The Times across major newsstands in the country.

Bangla Post is currently the highest circulated Bengali Weekly Newspaper in the United Kingdom with distribution points in London, Birmingham and Cardiff. The newspaper has a weekly circulation of 22,000 copies with a readership of 105,000 across the UK.

Bangla Post aims to target the 950,000 British Bangladeshis along with 350,000 Indian Bengalis residing in the United Kingdom. Bangla Post has the largest Bengali readership in the UK through its e-paper at www.banglapost.co.uk.

Bangla Post mostly caters to local community news to meet the evolving interest of all the sections of the Bangladeshi and Indian Bengalis in the UK covering:

- ✓ Current National and International affairs
- ✓ Political
- ✓ Business
- ✓ Sport
- ✓ Health
- ✓ Lifestyle and Entertainment

Bangla Post is offers advertisers a unique opportunity to reach a specialist, hard to reach ethnic community; advertising with Bangla Post will allow businesses to:

- ✓ Further establish business/product awareness
- ✓ Reach a previously untapped market
- ✓ Gain new customers

The team at Bangla Post



Taz Choudhury is the Founder and Managing Director of Bangla Post. Taz's vision for Bangla Post is to create an information platform for UK Bengalis from both Bangladesh and India through quality reporting.

With more than 30 years of experience in both Print and Broadcast Media. A far-sighted individual with excellent business development skills with hands-on knowledge of directing the activities of all projects. Excellent knowledge of supporting the company's strategic alliances and participating in marketing strategies. Hands on experience of supervising employees across different departments in order to facilitate the process of production and marketing. Has extensive knowledge of both print and broadcasting rules and regulations.

Former Head of Corporate Communications at ZEE TV, currently serving as the Managing Director of Channel S TV, which has been termed as mostly watched Bengali TV Channel in the UK for last 14 years.



Sayantan Das Adhikari is the Co-Founder and Director of Candid Communication, the leading PR and Marketing Organisation from India. He has the pleasure of being a communication consultant to some of the most prestigious brands from India and UK namely ABP Group, Kolkata Knight Riders, Star TV, Zee TV, Reliance Entertainment, Sahara India, Audi and so on. He has also actively handled the India tour of Diego Maradona and Argentina-Venezuela FIFA International friendly match in Kolkata.

Sayantan is currently the Marketing Director for Bangla Post



Barrister Tareq Chowdhury has been the Editor of Bangla Post for last one and half decade. With a background in journalism spread over 28 years both in Bangladesh and United Kingdom,. He was the correspondent of prestigious Daily Star in Bangladesh and had been a contributor in media houses like Doinik Dinkal, Doinik Sunshine, Chitrabangla and many more.

Tareq is a popular presenter and analyst on all local UK Bengali channels and currently the Vice President of London Bangla Press Club.

The journey so far

- ✓ Addressable TG is the larger Bengali diaspora with an approximate population of 1.4 million in the UK
- ✓ Potential target segment of High-Net worth individuals
- ✓ Relevant content and strong connect with female readers
- ✓ Strong community connect on both Indian and Bangladeshi events
- ✓ Exclusive segment of content from Indian origin targeting the 350,000 potential Indian Bengali population living in UK
- ✓ Operating from a centrally located office premise at Whitechapel in East London with strong News and Edit team
- ✓ Rapid expansion across major cities in UK including London (Tower Hamlets, Newham, Barking and Dagenham), Birmingham, Oldham, Manchester, Luton and Bradford.

Readers Data and Distribution

Readers data:

Bengali household is of around 4.8 people, as stated by the Government Statistics Office

Gender Profile: 39% Female 61% Male

Breakdown of Age Group:

20-30 15%, 31-50 68% and 51 and over 17%

Employment Profile:

Self Employed 23%, Managerial and Professional 22%, Catering and Garments 35%, Others 20%

Distribution:

- ✓ Ethnic community organisations and Cultural Centres
- ✓ Private small to medium sized British Bangladeshi businesses
- ✓ Mosques / places of worship
- ✓ Schools (Secondary), Colleges and London Universities with a high percentage of ethnic students
- ✓ Ethnic food and retail outlets
- ✓ Occasionally at the local tube stations

[illegible]

<p>महर्षि अरिहंत, हिंदू धर्म का सबसे बड़ा विचारक -- ३५ पृष्ठ</p>	<p>विजय सिंह की स्पष्ट प्रेम विचार एक सच्चाप्राप्ति की राह का प्रतीक बनें। आज का प्रकाशक -- ३५ पृष्ठ</p>	<p>सहस्रवर्षीय ज्ञान विमल सारंगधर सिंह आज का प्रकाशक -- ३५ पृष्ठ</p>	<p>सहस्रवर्षीय ज्ञान विमल सारंगधर सिंह आज का प्रकाशक -- ३५ पृष्ठ</p>
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কাজের বা ইন্টারনেটের দ্বারা কোনো
পত্র পাঠের পরামর্শ না দেয়

হাস্য, কটাক্ষ ইত্যাদি প্রকাশের মা
ধ্যমে কোনো --**১০ গুলি**

১০ Jan

A POST

www.dailypost.com
Email: news@daily.com

কলকাতা বইমেলা

কমলাকার সন্দেশ
15-21 February 2019 BAKUL P32 12

২৩ লক্ষ মানুষের সমাগম
১ কোটি রুপিব বই

110 • Issue 307 • Friday 04 February – Thursday 10 February 2020

BANGLA POST

Mad an accident? won't it cost less?

PRESTIGE

[illegible]

Various types of advertising

আবহাৰ পোষ্ট ২২-২৪ October ২০২১ BANILA PPT 05

It's a friendly face thing.

Some conversations are just better when they're done face to face. So, whether it's getting an account set up, a question about online banking, or wanting some home buying advice, just make an appointment to come in and have a chat with one of our friendly colleagues. We're here to help, however we can.

HALIFAX

It's a people thing

আবহাৰ পোষ্ট ২১-২৩ January ২০২১ BANILA PPT 03

শ্ৰীমন্ত শাহাবাৰিক মোহাৰ ৫০ বৰ্ষপূৰ্ত্তিতে আনন্দ সভা অনুষ্ঠিত

Accept Payments. Invoice. Or accept payments in the way your customers choose to pay and we could get you paid the very next day.

Search Barclaycard Business

The payment part is just the start

Offers now on!

আবহাৰ পোষ্ট ২৪ November - ০৫ December ২০২১ BANILA PPT 05

Lycamobile

FROM £28 (per month)

FROM £34 (per month)

16GB+ UNLIMITED

40GB+ UNLIMITED

100 INTERNATIONAL MINS TO 41 COUNTRIES

100 INTERNATIONAL MINS TO 41 COUNTRIES

lycamobile.co.uk

আবহাৰ পোষ্ট ২২-২৪ July ২০২১ BANILA PPT 05

NHS

Test and Trace

Rapid Covid-19 tests show results within 30 minutes. They also show you're doing what you can to protect your loved ones.

Let's take this next step safely.

FREE RAPID COVID-19 TESTS

NHS.UK/GET-TESTED

আবহাৰ পোষ্ট ১৪-২০ January ২০২১ BANILA PPT 03

NHS

GET BOOSTED NOW

Every adult in the country now needs to get a Covid-19 booster vaccine, because two doses does not give you enough protection against catching Omicron.

GET YOUR COVID-19 BOOSTER VACCINE

NHS.UK/COVIDVACCINATION

আবহাৰ পোষ্ট ০১-০৪ December ২০২১ BANILA PPT 03

asthma UK

British Lung

Getting your flu jab this year is more important than ever, especially if you have a lung condition

For more information about flu in Bengali, visit asthma.org.uk/flu and blf.org.uk/cold-weather

আবহাৰ পোষ্ট ২৭ August - ০২ September ২০২১ BANILA PPT 03

FLU FIGHTERS

CHILLY, ACNY SHOTTY

IT'S ABOUT MAKING A MEANINGFUL CHANGE TO PEOPLE'S LIVES.

Lufthansa, Ambassador Plus Work Coach

Find out more at gov.uk/jobhelp

আবহাৰ পোষ্ট ১৯-২২ July ২০২১ BANILA PPT 05

কোভিড সংকটে অনবদ্য কাজেৰ স্বীকৃতি পেল আপাসেন

টাওয়ার হামলেটসেৰ ২০০ ইভেন্টেৰ সামাৰ্য্য ধাৰিত্তিৰ স্বৰূপ

Send any amount to Bangladesh for £2.00 transfer fee* for cash pickup this Eid.

Send more than money.

Western Union

Bangla Post in Social Media

- ✓ Bangla Post has a huge outreach in Social Media through various FB Communities across UK
- ✓ Bangla Post FB page has organic likes and followings of more than 9,000 and most of the clippings get shared across UK Bengali communities
- ✓ Through various community FB groups, Bangla Post now caters to more than 350,000 Bengalis across UK with its news, views and political analysis



Bangla Post ▼

Overview

Ads

Inbox

Notifications

Home

About

Photos

Events

Video

Community

👍 8,930 people like this

📡 9,097 people follow this

Bangla Post outreach through various UK Ethnic FB Communities



Group by Bilete Bangali

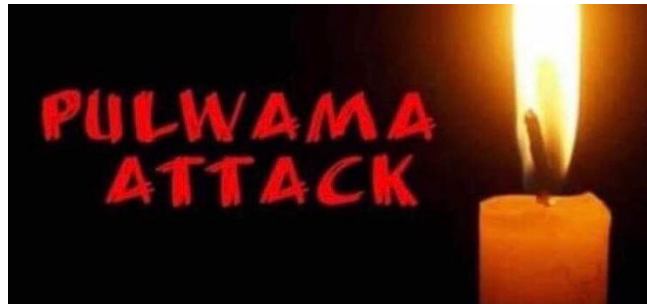
Bilete Bangali >

CLOSED GROUP · 3.9K MEMBERS



+ Invite

Discussion Chats Announcements Photos



Group by Indians in London

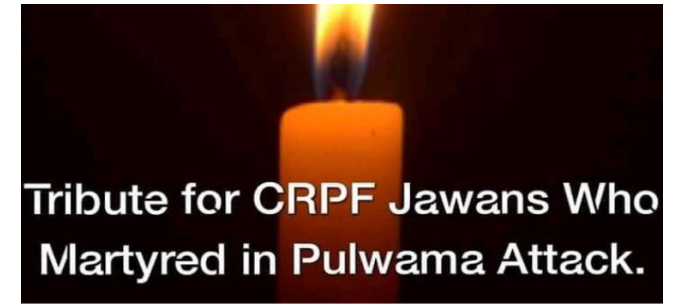
Indians In London (ILL - Orkut) >

CLOSED GROUP · 23.2K MEMBERS



+ Invite

Discussion Announcements Photos Events



Group by Indian Bengalis In UK

Indian Bengalis in UK (IBUK) >

CLOSED GROUP · 3.6K MEMBERS



+ Invite

Discussion Chats Announcements Photos



Group by Bengal Heritage Foundation

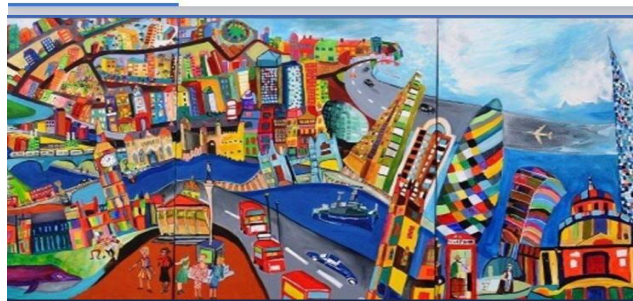
The Global Bengali >

PUBLIC GROUP · 8.2K MEMBERS



+ Invite

Discussion Chats Announcements Photos



Group by Indians in London

Indians in East London >

CLOSED GROUP · 2.6K MEMBERS



+ Invite

Discussion Announcements Photos Events



WALSALL BENGALIS COMMUNITY IN UK >

CLOSED GROUP · 720 MEMBERS



+ Invite

Discussion Photos Events Files Albums

Rate Card & Mechanical Data

Recruitment and display advert rate

Single Column Centimeter (40mm)	£ 18
Eighth Page	£ 450
Strip Ad (H 60mm x W 260mm)	£ 700
Quarter Page	£ 800
Half Page	£1,600
Full Page	£3,000
Back Cover	£3,500
Front Cover	£4,500
Front & Back Cover Wrap	£7,000
Four page Full Wrap	£9,500

Full Colour **+20%**

Prices exclude VAT

5% discount applies -
charity organisation or
voluntary community organisation

Mechanical data (mm)

Type Area

Full Page	H 310mm x W 260mm
Half Page (Landscape)	H 155mm x W 260mm
Half Page (Portrait)	H 310mm x W130mm
Quarter Page	H 155mm x W130mm
Eighth Page	H 80mm x W130mm
Column Width	43mm
Column Height	310mm
Number of Column	6 column per page

Artwork requirements

All files transmitted to us should be in Adobe Portable Document Format (PDF), without border

Colour: CMYK Fonts: All fonts MUST be embedded

Deadline

Copy and artwork must be supplied by 4pm Wednesday
Publication Day: Every Friday

Cancellation

Seven days preceding publication date

BANGLA POST

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BRITAIN'S HIGHEST CIRCULATED FREE BANGLA NEWSPAPER

We are confident that your business, brand, ideas and campaigns will certainly reach your target audience!

THANK YOU

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