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Welcome to Washington Masala Magazine

Washington Masala is the only South Asian-American entertainment and lifestyle magazine in the DC Metro area. Its mission is to bring to center stage the positive achievements, tastes, and styles of South Asian-Americans. It both connects its readers by giving a platform to their diverse voices and gives them a vibrant and colorful product to relate to. Covering a spectrum of topics from fashion and lifestyle to celebrity profiles, community events, and social issues, *Washington*

Masala has steadily gained the trust and interest of the very people it seeks to highlight.

We at *Washington Masala* try to expose the unique reality the South Asian-American experiences from the different colors and shapes that make its facade to the complex layers of thought and creativity that give it substance. We invite you to experience the journey of Indian traditions, culture, and perspectives, as interpreted, changed, and molded by the community in the DC Metro area.



Rick Khosla
Publisher of Washington Masala

The Ideal Consumer

- \$232,470 - the median income of South Asian-American families, nearly double the median income of all American families – DC Metro Area (Source: U.S. Census Bureau).
- Over 225,000 South Asian-Americans reside in DC Metro area.
- Average residential price of house owned by a South Asian \$550,000 (Source: NVAR).
- 300,000 plus - The number of South Asian-American millionaires (Source: Merrill Lynch). 10% of them live in Washington DC Metro area.
- 64.4% - percentage of South Asian-Americans over the age of 25 who have a college degree (BA or higher).
- Over 84 Senior "C" Level Indian's in Obama Administration i.e., Aneesh Chopra (CTO), Neal Katyal, Vivek Kundra (CIO), Preeti Bansal, Rajiv Shah, Preet Bahara, Farah Pandith, Arunava Majumdar, Vinai Thummalapally, David Faria.
- Inc. 500 – CEO of 58% companies on beltway (Metro DC) are from Indian Origin.
- About 40% of all South Asian-Americans have a Master's, PhD or other professional degree.

For more information on how to tap into this \$5.2 Billion dollar South Asian-American market, please contact:

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