

SOUTHASIA

THE COMPLETE MAGAZINE FOR THE REGION



Dear Reader,

As you are aware, South Asia is an enormous landmass, almost as large as the United States. Separated from Central Asia and China by the sky-scraping Himalayas and Pamirs, and criss-crossed by meandering rivers, the region enjoys a temperate climate and endless resources. It is the cradle of an ancient civilization, dating back to more than 4000 B.C, and a crucible of cultures.

The region possesses unbounded resources, both human and material, all waiting to be tapped. Today, South Asia is home to about one fifth of the world's population and stands poised for a giant leap in this century. However, even with all the development, the region still remains virgin, yet to be fully discovered and explored.

In view of South Asia's geographical importance, a monthly magazine - *SouthAsia* - was launched in 1977. Since then, it has been providing one of the best analytical previews and reviews of events and trends to decision-makers in the region and beyond.

The transparency of its editorials, news and reviews has recently earned *SouthAsia* the most prestigious US "Genesis Award" at the Beverly Hills, Hollywood. The other two contestants for the award were *The Evening Standard* and *The Sunday Times* (both UK-based publications). While presenting the award, the famous British actor Steve Valentine (famous film "Crossing Jordan") described *SouthAsia* magazine as "the equivalent of **Time Magazine in Pakistan.**" A 5 - minute clip of this ceremony can be watched on <http://www.youtube.com/watch?v=rPV1sR8Nw0E>

We are, therefore, taking the liberty of requesting you for possible subscription, if it suits your interest. After going through its contents, please do ask yourself a question – Do you need to be updated with news, backed by analysis, on regular basis? If the answer is yes, please fill in the subscription coupon below and mail it to us along with your annual fee, through cheque or bank draft. We promise to keep you in touch with the emerging world called South Asia!

Sincerely

Syed Jawaid Iqbal
President & Editor in Chief

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