

# AAP KE BRAND KI



DELIVERED IN 10 INDIAN LANGUAGES

to 150 MN+ DIGITAL & PRINT AUDIENCE

## DASTAAN HUB

— BRAND STORIES. DELIVERED. —

Dastaan hub is a brand solutions studio by the Association of Indian Magazines.

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indiatoday.in

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sarassalil.in

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businessworld.in

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vanitha.in

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travtalkindia.com

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overdrive.in

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businesses.today.in

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kannada.grihshobha.in

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chitralkha.com

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vikatan.com

Reader's  
Digest  
readersdigest.in

## Customers think, feel and decide in the language of their choice

So, your story needs to be told in their language. Allow us to re-create your brand story across languages and in relevant cultural context and deliver it to 150+Mn. Indians; online and through print



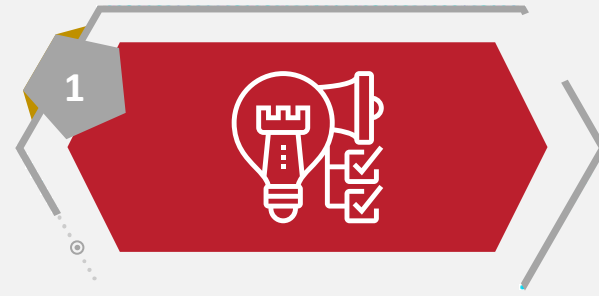
# A Premium Audience Network



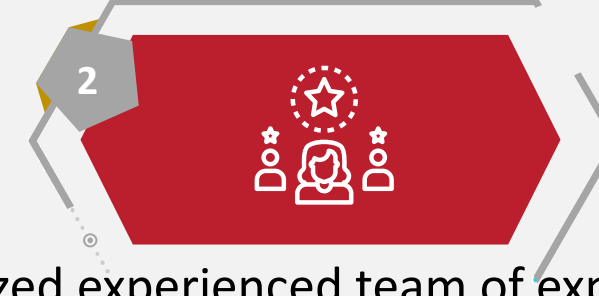
Circulation By Language Mn										
Genre	English	Hindi	Tamil	Gujarati	Marathi	Bengali	Kanna-da	Otr Lang	Total	
General	15.6	8.0	2.5	8.5	2.2	1.1	0.1	0.9	<b>38.8</b>	
Women & Home	6.8	9.6	11.2	4.3	0.7	0.8	0.8	0.3	<b>34.9</b>	
Children	8.2	4.4	3.4	0.1	1.4	1.4	0.1	0.1	<b>20.8</b>	
Business/Industry	12.8		2.3	3.5					<b>18.6</b>	
Agriculture		5.4	0.4	2.0	0.6	0.7	0.7	1.1	2.2	<b>13.2</b>
<b>Grand Total</b>	<b>43.5</b>	<b>27.5</b>	<b>19.9</b>	<b>18.3</b>	<b>5.0</b>	<b>4.0</b>	<b>2.5</b>	<b>2.0</b>	<b>3.5</b>	<b>126.2</b>

Website Traffic Mn	HSM	English	South	Total
Business/ Industry		3.8		3.8
General	24.7	1.3	13.8	39.8
Sports	3.6	7.3		10.9
Women & Home	43.2		9.9	53.1
<b>Total</b>	<b>71.5</b>	<b>12.6</b>	<b>23.7</b>	<b>107.8</b>

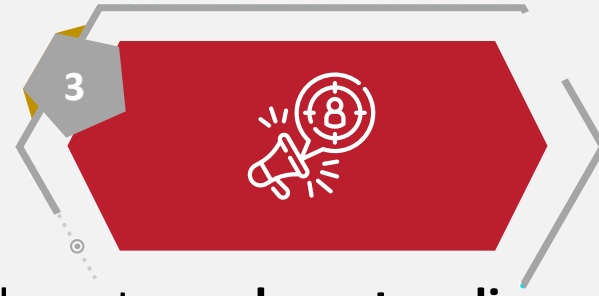
# What do we do



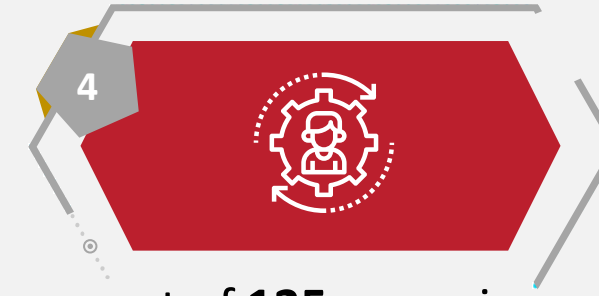
We will bring your brand story alive with an **end-to-end, customised, 360° Content marketing strategy**



Our specialized experienced team of experts can render your Brand story in **10 Indian languages** across multiple formats like **Videos, Shorts Podcast, Articles, Panel, Discussion, fblive, Contests, Social Media posts etc.**



We will curate a **relevant audience** for you with the right content mix



With the support of **125** magazines published in **10 languages**. We have a potential to reach **150Mn** consumers across print, digital & social media

# What we deliver

## **Interests based Targeting**

- Women centric
- General Interest
  - Children
- Business/Technology

## **Customised activation**

Contest, panel discussion, fb live, interactive video, Sampling, lists, subscribers, expos, which will establish an interaction with your customers

## **Content Marketing Strategy**

Create and curate customized dynamic content, across various formats covering videos, shorts, infographics, social posts,



## **Technology led Engagement**

Activation ideas based on AI, VR etc. which can bring alive the brand assets

## **Community Building**

We will build a relevant community across various language segments covering the length and breadth of India.

## **Native advertising**

Articles in Print and Digital with a curated content rendered in the right context of each language

# Magazine Readers: Bulls eye audience for Premium products

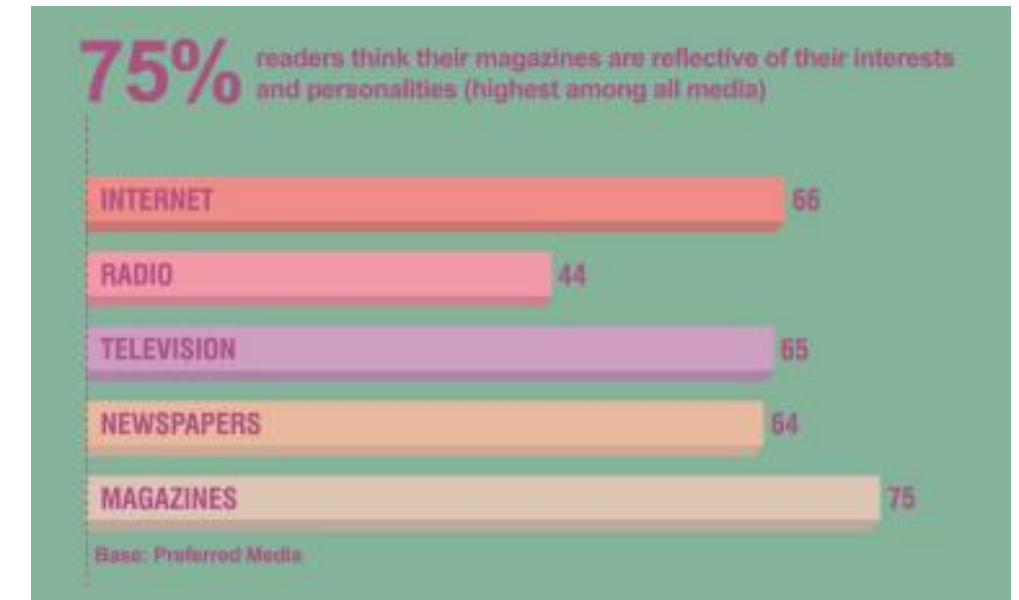
**53%** of adults age 18-49 say **ads in magazines fit well with the content** more than other media

Chart Area



Source: People Consumer Profile and Engagement Study, June 2016

**PEOPLE ARE MOST LIKELY TO TURN TO MAGAZINES FOR INFORMATION ON CATEGORIES LIKE BEAUTY, FINANCE, LIFESTYLE, AUTOMOBILES AND SUCH.**



IMRB engagent Survey fir Association of Magazines India conducted. A Quanti and Quali study in 2014 among 3600 Indians in metro cities as

Studies worldwide and in India have shown that magazines are the best engagement medium

## Magazines provide valued information, conversation and purchase inspiration

When thinking about this media...	INDEX		
	magazines	websites	ad-supported TV networks
a way to learn about new products	135	103	78
gets me to try new things	126	103	76
inspires me to buy things	120	107	77
like to kick back and wind down with this	119	86	114
get valuable info from this	114	106	82
gives me something to talk about	113	96	98
provides info that helps me make decisions	111	108	79
bring up things from medium in conversation	109	100	98

Note: Data for each medium based on levels of agreement with the above statements for users of a set of vehicles in each medium. Index: Percentage of adults who used a set of vehicles in each medium vs. percentage of adults who used any of these vehicles in any medium. Source: MRI-Simmons Multi-Media Engagement Study, Spring 2020. "Vehicles" describe all of the TV programs, networks, magazines and websites measured in the Multi-Media Engagement Study.

**Ads in magazines are more engaging and valued than ads in other media**

Chart Area

When thinking about this media...	INDEX		
	magazines	websites	ad-supported TV networks
pay attention to or notice ads	142	92	92
products/services advertised are high quality	138	94	84
ads about things I care about	132	96	82
ads fit well with the content	135	94	82
get valuable info from the ads	131	100	83
more likely to buy products in ads	127	100	85
ads help make purchase decisions	122	96	81

Note: Data for each medium based on levels of agreement with above statements for a set of vehicles in each medium. Index: Percentage of adults who used a set of vehicles in each medium vs. percentage of adults who used any of these magazine media, websites, and TV vehicles. Source: MRI-Simmons Multi-Media Engagement Study, Spring 2020. "Vehicles" describe all of the TV programs, networks, magazines and websites measured in the Multi-Media Engagement Study.

Collective Content strength of 125+ Publishers across  
50+ Mn Print & 100+ Mn Digital & 50+ Mn Social Media

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