



Association of Indian Magazines

HOW INDIAN MAGAZINES COLLABORATED DURING PANDEMIC TO RE-IMAGINE PUBLISHING



Association of Indian Magazines

INDIAN MAGAZINES UNITE TO MODERNISE DISTRIBUTION

A STORY OF INNOVATIVE DISTRIBUTION INITIATIVES

MAGAZINE DEFICIT IN INDIA

COPIES SALES GLOBALLY

Country	Newspapers		Magazines
US	25 mn	<	250 mn
UK	10.5 mn	<	18 mn
Germany	12.3 mn	<	21 mn

India	60 mn	>	5 mn
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CAUSE: DEEP DISTRIBUTION STRUCTURAL PROBLEMS

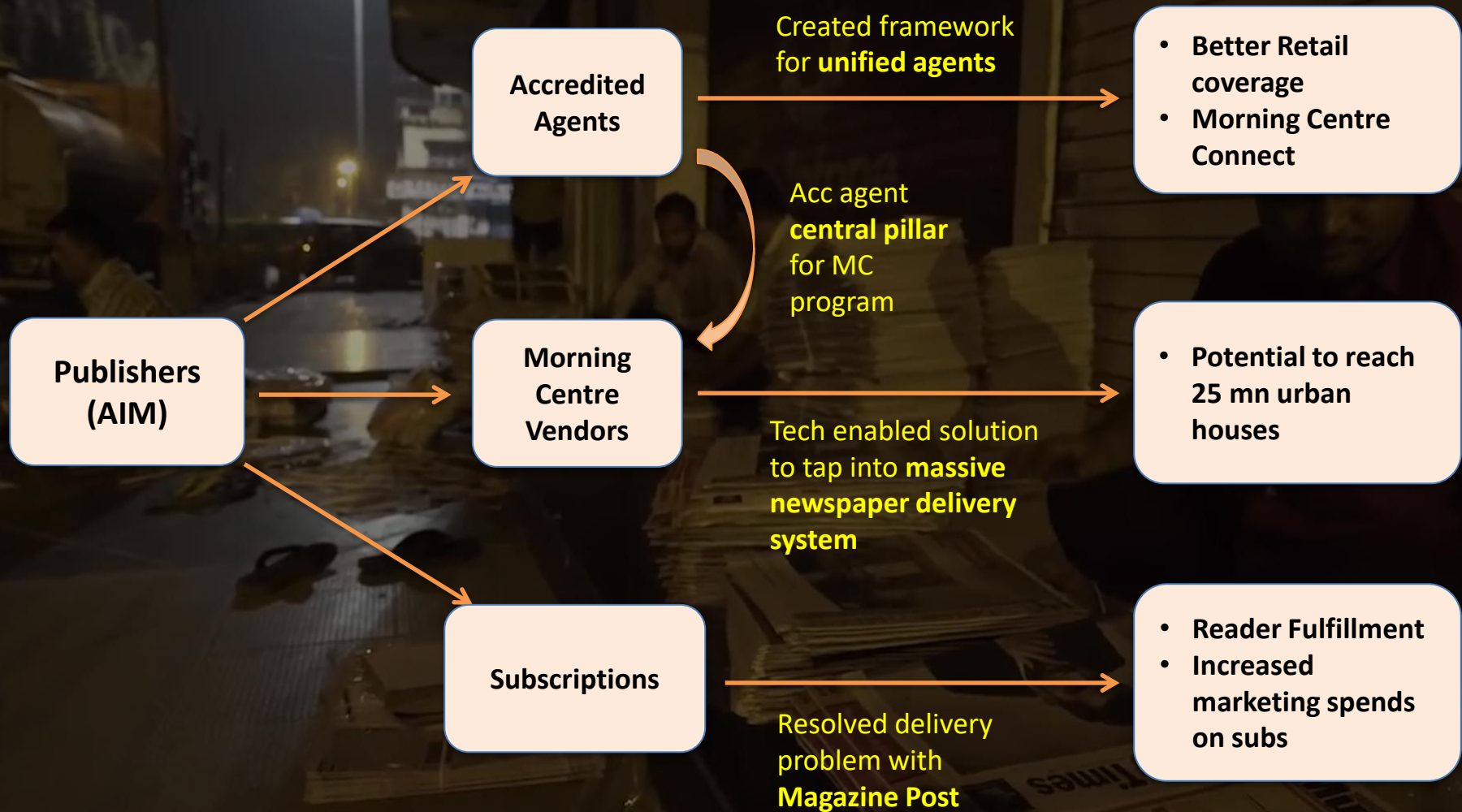
3 CHANNELS TO FIX

A night-time street scene in India. In the foreground, a person is seen from behind, sorting through large stacks of newspapers on the ground. In the background, there are shops with signs for 'KAMAL SALES & SERVICE' and 'ZARA'. The scene is dimly lit by streetlights, creating a gritty, urban atmosphere.

1. MAGAZINE AGENT NETWORK

2. NEWSPAPER MORNING CENTRES

3. SUBSCRIPTIONS



BENEFITS

ACCREDITATION

AGENTS

- SENSE OF COMMUNITY
- HIGHER VOLUMES

PUBLISHERS

- SEAMLESS WORKING WITH AGENTS
- COVERAGE OF NEW MARKET
- KNOWLEDGE SHARING

MAGAZINE POST

INDIAN POST LAUNCHES TAILORED MADE PRODUCT

- 11 POSTAL CIRCLES
- REAL TIME TRACKING
 - SMS ALERTS
- INTEGRATION WITH POSTAL MIS
- PROMISE OF 97% DELIVERY EFFICIENCIES

RESULT

- ON TIME DELIVERY
- IMPROVED READER EXPERIENCE
- HIGHER MARKETING SPENDS

TARGET: 4 FOLD INCREASE IN SUBSCRIPTIONS



MORNING NEWSPAPER CENTERS

MAGAZINE SHARE:
LESS THAN 2 %
OF NEWSPAPER NETWORK

NEWSPAPERS DISTRIBUTION



- 60 MN COPIES
- 70% IN URBAN INDIA
- 400+ CITIES
- 11,000+ MORNING CENTERS
- 600,000 DELIVERY BOYS
- REACH 50 MILLION HOMES

DELIVERY BOYS

KNOW WHO IS READING WHAT

HAVE ACCESS TO AGENTS

READER CONNECT

BILLING PROCESS

ASSURED DELIVERY

ONE APP TO BIND THEM ALL



A close-up photograph of a person's hand pointing at a newspaper. The newspaper is spread out on a surface, and the text is partially visible. The background is dark and out of focus. The text is overlaid on the image in a bold, sans-serif font. The main title 'OUR GOAL' is in yellow, and the subtitle 'PHASE 1' is in white. Below the subtitle is a list of five bullet points, each starting with a yellow dot. The background image shows a person's hand pointing at a newspaper, with the newspaper's text partially visible. The overall tone is professional and informative.

OUR GOAL

PHASE 1

- 40 CITIES
- 500 MORNING CENTERS
- 10,000 NEWSPAPER VENDORS
- 100,000+ SUBSCRIPTIONS PER MONTH

- **CREATED UNIFIED AGENCY NETWORK**
- **RESOLVED POSTAL SUBSCRIPTION ISSUES**
- **MASSIVE VENDOR CONNECT PROGRAM**

WE



Association of Indian Magazines

HIGHER