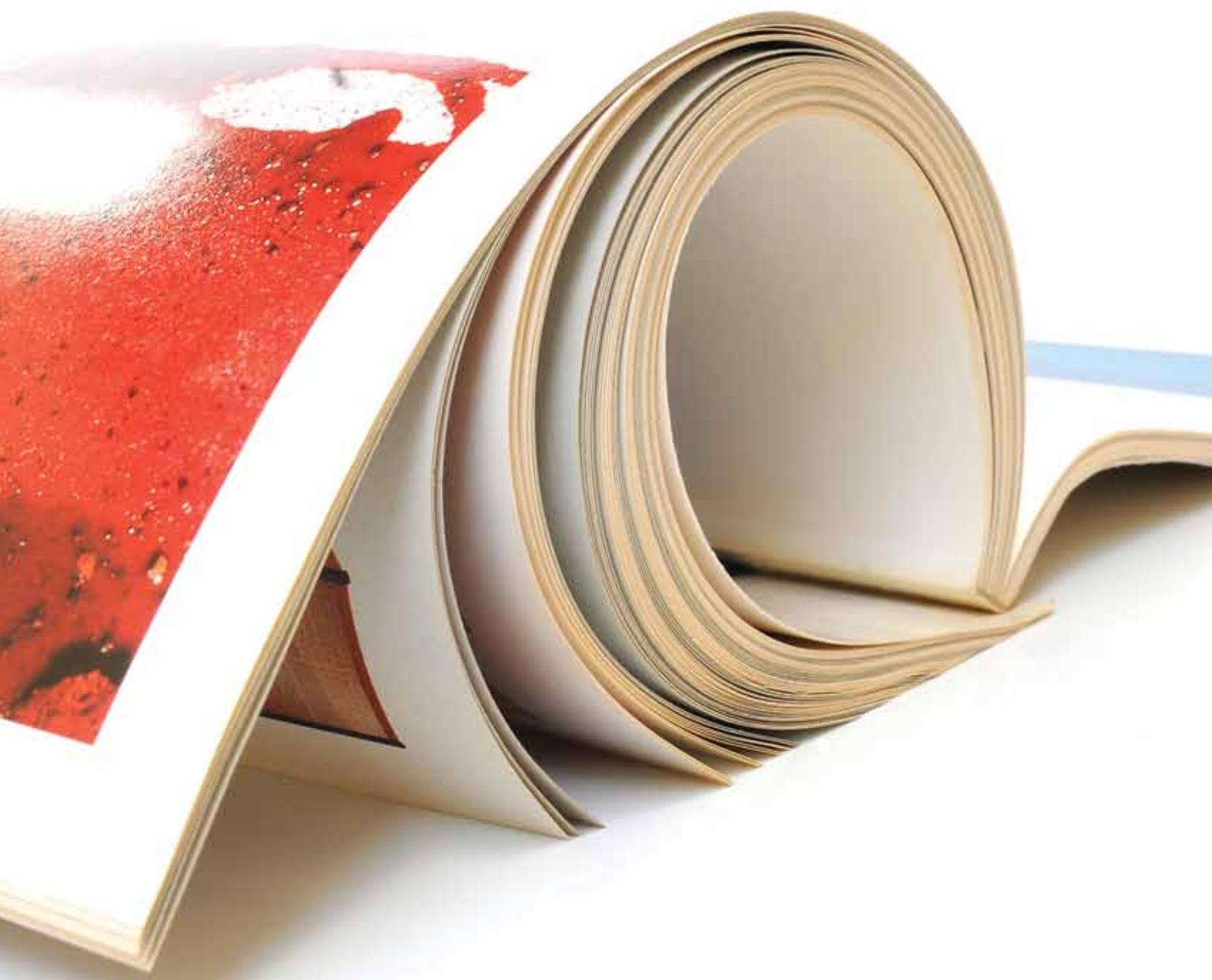


MAGAZINE SPECIAL



PITCH MADISON MEDIA ADVERTISING OUTLOOK 2012

Magazine Special

Over the last couple of years, while TV might have become the favourite medium of marketers to reach out to the consumers, and did garner the lion's share in the entire pie, print still hasn't lost its sheen, and takes home an admirable 43 per cent. While, over time, newspapers have started directly competing with TV, the importance of magazines, especially niche, has grown. More and more niche magazines that have shelf life, and can be read at leisure or used as reference points are being launched, and they are being joined by international players as well. In an endeavour to understand the magazine space better, Pitch Madison Media Advertising Outlook 2012 promised to review the ad revenues garnered

by the magazine industry and come up with a Special.

In the last two months, **Pitch** directly approached the magazine publishers in the country to get their views on where the magazine industry is headed, in terms of both revenues and content. We are thankful to all the publishers for sharing their ad revenue figures, especially R Rajmohan, Publisher, Open Magazine; and Maheshwer Peri, Chairman and Publisher, Pathfinder Publishing, for mentoring the process.

Over the pages ahead, you will find the perspective of publishers, editors, marketers, analysts and admen, on how they view magazines as a media vehicle and the scope for growth of the industry.



Of

As interest in general interest magazines dwindle, niche is the way forward, and digital is only complementing it

By **Dhaleta Surender Kumar & Noor Fathima Warsia**

There has been a lot of action in the magazine industry in the last few years. While newspapers are directly competing with TV, newspapers are trying to take the mantle donned by magazines a few years back – being analytical. Hence, even magazines too have to evolve. A few years ago, while most magazines were news focused, the trend is changing, and many new titles are being launched, not only in the news space but business, lifestyle, technology, sports and even hobbies and passions. Many international publishers have launched their titles in India. The move to digital and mobile devices has been another area where magazines have been active. At the same time, as the economy grows and the Indian industry is becoming stronger and making a mark on the global map, B2B magazines too have seen a strong growth.

The above action has roped in new sets of advertisers to magazines as well. Traditionally, personal care and fashion have been one of the biggest advertisers in magazines. Lately, new categories like consumer durables, automobiles, healthcare, education, travel and luxury too have started advertising in magazines.

Considering the evolution, **Pitch** in association with Madison World decided to have a relook at the ad revenue size of the magazine industry. Two months of close work and dialogue with the publishers was an eye-opener for us, and a realisation of how big the magazine industry is, and the tremendous scope. Much of the genres – hobbies, travel, though not untapped, have huge potential for growth. While there has been talk of the digital boom, the reality remains that a larger chunk of India and smaller towns is still internet deprived and depends for its daily dose of news on newspapers and television. For analysis and opinions, the space is filled by magazines. The scenario is not going to change soon.

While readership of magazines as reflected in the quarterly Indian Readership Survey is constantly on the decline. The fact that magazine publishers are unanimous in differing with MRUC – the research agency that carries the survey – and have been persistently demanding a separate and refined engagement and

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tracking methodology for magazines, does not take away from the growth in revenues that the magazine industry has seen. Time for a reality check. The magazine industry, as per Pitch Madison Media Advertising Outlook findings after direct engagement with the publishers, stands at Rs 1,149.5 crore. Put together, the India Today Group, World Wide Media, Outlook Group, Delhi Press and Malayala Manorama Group, command almost 45 per cent of the magazine pie. Some other big players include Spenta Multimedia, Infomedia18 (Rs 35 Crore; Infomedia18 is a listed company) and Condé Nast India (See tables for list of publications considered in the exercise).

But overall, considering the slowdown in the economy, revenue growth for magazine publishers, especially English remained flat. The months November and December of 2011, followed by the first three months of

2012 have been bad. Ashish Bagga, CEO, India Today Group, describes 2011 as "a roller coaster year." The year, for the group, started on a positive note and saw revenue growth at expected levels. But the onset of the second half brought in caution. "However, our learnings from the 2008-2009 downturn stood us in good stead and we saw the year

and more effective measures continued to be adopted in 2011 by the group, "as the mood was still recessionary." It was definitely a better year than 2009-10, but has not reached its full bloom, from an advertising perspective, yet.

"With respect to Elle India - the plans were quite realistic as it had been more or less an-

The magazine industry, as per Pitch Madison Media Advertising Outlook findings after direct engagement with the publishers, stands at ₹ 1,149.5 crore

through successfully. This was addressed through innovations and non-traditional revenue and profit initiatives, to enable above average growths," says Bagga.

Amrit Rai, Publisher, Elle India (part of the Ogaan Publications), too feels that leaner

anticipated that the slowdown would last for a few years. No new launches were planned and only brand extensions that would have connectivity were introduced e.g. Elle Marriage, Elle Beauty Awards pull out and Elle - It girl directory. Elle India revisited the drawing



"The strength of a magazine lies in building engaged communities of readers"

Anant Nath

Director, Delhi Press



"Options in print becoming expensive, magazines remain a good option from a targeting standpoint"

Anisha Motwani

Director and Chief Marketing Office, Max New York Life Insurance



"Leaner and effective measures continued to be adopted in 2011, as the mood was recessionary"

Amrit Rai

Publisher, Elle India

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board and focussed on the key areas of the business, and created strategies that synergised and strengthened these plans. In 2011, we felt it was better to consolidate rather than expand, and we feel this has been successfully achieved," she says.

New advertisers

Amidst all the gloom, cheer came in from new categories exploring magazines as a medium to reach out to consumers. While, according to Maheshwar Peri, Chairman & Publisher, Pathfinder Publishing and former Publisher of Outlook Group (he still dons a mentoring role at the group) there was "zero action" for about four-five months on the real estate front for the group publications and personal finance saw a slide in spending as well, the categories that saw more spending on magazines included lifestyle and travel.

Bagga of India Today Group, too feels that education, travel and lifestyle, among others have shown more interest in magazines in 2011. Other categories that have increased their share in the print ad pie include clothing/fashion/jewellery and government/social ads.

For Condé Nast, luxury advertisers continued to show interest in the group magazines. According to Oona Dhabhar, Marketing Director, Condé Nast India, "Domestic brands in categories like jewellery and fashion have

seen highest growth rates. As compared to 2010, categories that showed high growth were – watches, jewellery, luxury cars, and premium fashion brands."

Engaging enough

The very fact that international magazine publishers are launching new titles here means that they view India as big opportunity. That is good for the industry. According to Tarun Rai, CEO, Worldwide Media, "While it means more competition, it also means that the combined activity of all these new players will only help raise the decibel levels for the magazine industry. It will help raise the industry's profile. And that is good for

the editorial philosophy of a magazine. As compared to other forms of mass media, magazines by their very nature, filter audiences from the larger masses in order to build smaller, more engaged, better involved, and highly trusting audiences. Anant Nath, Director, Delhi Press, says, "Even the most general interest magazines do so when compared with a newspaper or a television channel. Here lies the great strength of magazines with respect to advertising. After spending considerable resources, in terms of editorial ideation, understanding reader's unarticulated needs, preparing the right edit mix, and marketing the product, a magazine allows advertisers access to their loyal audi-

Compared to other forms of mass media, magazines filter audiences from the larger masses to build more engaged audiences

us. International competition is also good as it helps raise the bar for the entire industry. And I have said it earlier, certain spaces like the lifestyle and special interest magazines, are the sunrise sectors of Indian media. These spaces are, as yet, very small and there is a lot of room for growth."

The great strength of a magazine lies in building engaged communities of readers who place immense trust and faith in

ences, however small or large they may be. When placed in a magazine, the advertisers' communication gets all the advantages of an uninterrupted, non-intrusive, active, and repeated exposure, as the readers consume the magazine in a relaxed state of mind over a number of different sessions."

Mitrajit Bhattacharya, President & Publisher, Chitralekha Group & Vice President, AIM, feels that magazines probably are the



"Our learnings from the 2008-2009 downturn stood us in good stead and we saw the year through successfully"

Ashish Bagga

CEO, India Today Group



"I can see many Indian magazines on digital stores like Zinio, Magzter, and even on Kindle"

Gurmeet Singh

CEO, Forbes India



"Our digital magazines are not a reproduction of the print edition. We enrich them with videos and pictures"

Kalli Purie

Chief Synergy Officer, India Today Group

Pic Source: IndiaTodayImages.com

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medium where ads are not avoided. "Magazines really work for advertisers in terms of engaging an audience, which is bombarded by over 3,000 messages a day, in an increasingly cluttered media environment. Ads in magazines cannot be avoided and are a part of the overall experience."

He urges the industry to engage the media planners in a different way and explain to them that "engagement" with the audience is the most difficult thing to achieve in today's media scenario and that's what magazines provide.

Manish Verma, Director, Diamond Group adds, "Magazines have the benefit of getting the attention of the reader at leisure – whenever the reader wishes to read. It is not a medium which forces the user to access it at a predefined time and mental frame. Readers use magazines as a stress buster and to utilise the time when they are absolutely idle and hence it is most impactful, since the mind of the reader is not diverted with other thoughts."

Meanwhile, Peri finds opportunity in the increased competition amongst magazines itself. "Look at the way some of the genres are monopolised by magazines – travel, lifestyle, autos, women, knowledge etc. More the magazines in a niche/genre, the category gives enough reach and readership for a media planner to put all his monies only in magazines."



"It is challenging for survey agencies to capture data correctly for magazines"

Maheshwer Peri

Chairman and Publisher, Pathfinder Publishing

More the magazines in a niche/genre, the category gives enough reach and readership for a media planner to put all his monies only in magazines

Meanwhile, R Rajmohan, Publisher, Open Media, finds competition as clutter. "The increased clutter levels have become a huge challenge for magazines. Coupled with that is the diminishing attention span, due to multiple distractions. Content has to address some of these issues and smart marketing the rest."

Happy marketers

Are marketers in sync with the publishers as far as the issue of engagement in magazines is concerned? Suvodeep Das, Marketing Head, Kaya Skin Clinic, says, "Newspapers are for immediate impact, whereas magazine advertising helps us create education and awareness over a period of time."

Magazines are a higher-involvement medium and also have a greater shelf life. This helps us run campaigns where we need to educate consumers on specific services and products over a period of time."

Anisha Motwani, Director and CMO, Max New York Life Insurance, while agrees that magazines have a longer shelf life, and therefore the communication riding on it, she feels that magazines are largely restrict-

ed by reach of the medium itself. "No real growth has been forthcoming over many years. With other options in print becoming more expensive and the need for advertisers to narrowcast, magazines remain a good option from a targeting standpoint. Growing localised retailing also presents an excellent opportunity for magazines," she says.

According to Motwani, Max New York Life's spends on magazine advertising have been stable more or less vs last year but have dipped drastically over the years. "This is mainly because we feel that the category (insurance) garners better eyeballs on other mediums," she adds.

There is another set of advertisers, who look at magazines beyond shelf-life and are looking for a particular set of readers. For example Bharatmatrimony.com. According to Murgavel Janakiraman, Founder and CEO, BharatMatrimony.com, each medium has its own strengths and weaknesses. "We have found that magazines allow us to reach highly targeted audiences in a more focussed manner. Magazines cater to specific audiences or have editorial content that appeals to specific segments. As such, targeting



"Advertisements in magazines cannot be avoided and are a part of the overall experience"

Mitrajit Bhattacharya

President & Publisher, Chitralekha Group & Vice President, AIM



"Categories that showed growth in 2011 were watches, jewellery, luxury cars, and premium fashion brands"

Oona Dhabhar

Marketing Director, Condé Nast India

The new kids

More niche magazines have been launched in the last 18 months or so

**The list is not exhaustive*

Title	Genre	Group	Language	Frequency	Launched in
Mandate	Men	Magna Publications	English	Monthly	April 2012
Women's Health	Health	India Today Group	English	Monthly	April 2012
Saevus	Wildlife and natural history	Saevus Wildlife and Samsonite	English	Bimonthly	March 2012
Promenade	Women fashion	Mediascope Publicitas for DLF Promenade	English	Quarterly	February 2012
Itwaar	Political	Kalindi Media Group	Hindi	Weekly	February 2012
360	General Interest	Amar Ujala	Hindi	Fortnightly	January 2012
Knights of La Mancha	Fiction in 3D	Kathputlee Arts & Films Group & Hindustan Times	English	Monthly	January 2012
BBC GoodFood	Food	Worldwide Media & BBC	English	Monthly	October 2011
Rail Bandhu	Travel & Tourism & Policies	India Railways & The Pioneer Group	Hindi & English	Monthly	February 2011
Where's My Bone?	Dog's lifestyle	Jimmy Jain and Apeksha Harihar	English	Quarterly	January 2011
Diabetic Living	Health	Maxposure Media Group & Meredith Group	English	Quarterly	November 2010
Motherland	Indian Sub-culture	Wieden + Kennedy	English	Bimonthly	October 2010
Adorn	Jewellery	Spenta Multimedia	English	Bimonthly	August 2010

is more focussed and precise. High reader involvement and better quality paper are two other benefits," he says.

BharatMatrimony ads can be found in general interest magazines like India Today and Outlook. Ads for the group's regional websites find space in regional language magazines. Another premium offering from the group, EliteMatrimony is a big advertiser in magazines. "The website caters to an affluent readership because it is a premium matchmaking service for the creme de la creme of society. You will find EliteMatrimony ads on in-flight magazines of Jet Airways,

across the strata of the society, users and professionals alike, which is why magazines are a vital component in our marketing mix," says Santosh Nema, President, HSIL. "This medium gives us the ability to reach out to our various stakeholders, since magazines have a defined readership allowing us to focus on specific market groups," he adds. Hindware also uses the medium to reach out to its dealer network across the country.

The creative edge

From a creative point of view too, Nema finds the magazines a better bet as they en-

economical than newspaper gives you leeway to be more experimental."

Since there is no immediacy like in newspapers, Upputuru feels that magazines give creative men and even the reader a luxury of time. "You can have a teaser in the beginning, and the main ad towards the end. There is no pressure to sell and you have the luxury of time to persuade the consumer into a brand thought," he adds. Meanwhile the creative challenges for magazines are different. (Read excerpts from Upputuru's interview further ahead in the issue).

KV Sridhar, NCD, Leo Burnett and better known as "Pops" in the industry too vouches for the quality of time one gets to design a creative for a magazine. He believes that marketing is not about fighting for shelf space in the mind but heart. "Magazines are more engaging than any other medium. People spend time reading a gossip column or engaged with the character in a story. This is the mindset one is targeting, and you can create intelligent copies, depending on the magazine you are going with," he says.

He feels that unlike TV, where one cannot make different ads for different channels, one can change copies and create tailor made creatives in magazines, depending on the mindset, the brand is targeting. "The same subject matter can be treated differ-

From a creative point of view, magazines are a better bet as they ensure clarity, as the picture reproduction quality and the paper is far superior

Good Housekeeping, Inside Out, Newsweek, Business Today, to name a few," he adds.

Another big advertiser in magazines is Hindware, which spends anything between 40 and 60 per cent of its ad revenues on the print medium, especially magazines – across genres – architecture, design, lifestyle, home décor, interior design and even magazines devoted only to bath products.

"At Hindware, our target audience lies

sure "exceptional clarity and dimension" of the brand's 'utility' products, as "the picture reproduction quality and the paper is far superior to newsprint and ensures simplicity in message delivery."

Agreeing with Nema is Emmanuel Upputuru, National Creative Director, Publicis India, representing the creative fraternity, says, "I think magazines are more open to innovations and possibilities. The fact that it is more

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ently in different magazines," he adds.

The dwindling readership?

The biggest challenge for the magazine publishers is the declining readership in every round of the Indian Readership Survey. As per IRS 2011 Q4 results, six of the top 10 magazines have seen decline in Average Issue Readership (AIR). Vanitha, the leader, in the top 10 list, saw a decline of 2.85 per cent in AIR to 25.16 lakh in Q4, as against 25.9 lakh in the previous quarter.

Pratyogita Darpan and Saras Salil, placed second and third, respectively, have also seen decline in their AIR. India Today, one of the two English magazines in the top 10 list, saw a dip in its AIR to 16.11 lakh in Q4, down by 1.52 per cent from the previous quarter.

However, magazine publishers have a case in hand, and have argued for a better measurement system for magazines to capture data better. Peri of Pathfinder Publishing, feels that it is difficult to access magazine readers, for the sheer nature of the profile of the reader of magazines. The SEC profile of a magazine reader moves up as compared to the readership profile of a newspaper, and that makes it more challenging for survey agencies to capture data correctly.

Bhattacharya of Chitralekha Group, feels that surveys like IRS are 'omnibus', which are largely designed to capture newspaper readership, and fail to address the concerns of the

magazine industry. Hence, according to him, there is an urgent need to create a currency, that takes care of the requirements of the magazine industry. AIM had commissioned a very large scale qualitative and quantitative research by Quantum, and IMRB has thrown up very encouraging figures for the magazines in terms of engagement, trust, source of information and purchase intent. The survey was built on a massive sample size of 3,600 across ten cities of India and the results, in all probability, will change the conversation from mere numbers to efficacy of advertising," he says.

"Measurement continues to be a chal-

Media CEO Tarun Rai.

The niche way

Irrespective of whether magazine publishers agree with the IRS figures or not, no one can deny the fact that there has been a substantial decrease in interest in general interest magazines. The way forward is to go niche and get in the special interest space. Speaking for the India Today Group, Bagga, says that general/news genre in terms of advertising growth was slower than the lifestyle segment, even though circulation demonstrated good traction. "Lifestyle, women's and niche magazines such as Cosmo, Harp-

Unlike TV, where one cannot make different ads for different channels, one can change copies and create tailor made creatives in magazines

lenge for the magazine industry. We are tackling this by taking the research findings on the strength of the magazine medium in the form of a comprehensive communication package to advertisers and media planners. We are hoping to change the conversation from just numbers to the quality of the engagement with the medium and the message. And we continue to work with IRS to make magazine measurement more robust and representative," says Worldwide

er's Bazar, Good Housekeeping, Prevention, Harvard Business Review, Time Magazine and Robb Report are witnessing a consistent increase in acceptance among the readers as well as advertisers," he says.

Adds Sandeep Khosla, CEO (Publishing), Infomedia18, "Contrary to belief, we have experienced a huge traction for special interest magazines resulting in advertising growth in them. Even when general as well as entertainment (film) magazines are rapidly



"The increased clutter levels, and diminishing attention span have become a challenge"

R Rajmohan

Publisher, Open Media & General Secretary, AIM



"We have experienced a huge traction for special interest magazines resulting in advertising growth"

Sandeep Khosla

CEO (Publishing), Infomedia18



"Magazines have defined readership, allowing us to bifurcate and focus on specific market niches"

Santosh Nema

President, HSIL

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wlosing out to other mediums like TV, web radio and daily newspapers, good quality, relevant content, from special interest magazines will continue to increase traction."

Rai of Ogaan Publications, too sees a downward trend for general interest magazines and "frivolous" news in the print media (e.g. Page 3 and party coverage). "The consumption of frivolous/party news seems to be steering more towards the internet media, she says, adding, "The year 2012 would see a consolidation of special interest magazines and perhaps the launch of a few new special interest titles."

Not only do special interest magazines make sense from a readership point of view, but advertisers too, who are looking for targeted advertising find special interest magazines a better bet. "The affluent Indian consumer is continuing to develop new interests and therefore is looking to special interest magazines to meet her information needs. Magazines like Vogue, GQ and Condé Nast Traveller also help the advertiser reach the right audience with minimum wastage. For example, luxury... Special interest magazines are clearly the only medium that provide luxury brands the right environment to advertise and be seen in," says Dhabhar of Condé Nast India.

Staying on luxury, Peri has a point when he says, "And now with FDI in single brands being opened up in India, new premium

Not only do special interest magazines make sense from a readership point of view, but advertisers too, who are looking for targeted advertising find magazines a better bet

brands that make an entry into the country, will try and find space in special interest magazines to reach out to the right fit. Advertising with general interest magazines and newspapers would be an unnecessary wastage," he says.

Digital: A boon

Many thought, at least till a couple of years back that internet being the quickest medium and generally used for quick reference and having an omni-shelf-life, would cannibalise the print medium. However, while many newspapers have gone on the Net, giving quick take-aways to readers, it is with the penetration of tablets, that magazines have found a suitable mate to reach out to the reader, and at the same time make it as a complimentary advertising platform. Indian magazines however, have been slow on embracing them as aggressively they should have. But, for sure, there are efforts. Gurmeeet Singh, CEO, Forbes India, says, "Things are changing fast for the positive. At a very basic level, I can see many Indian magazines on digital stores like Zinio, Magzter etc. Magazines like India Today are there on Kindle - as

well as on Apple News stand. A few of them have WAP sites and mobile apps as well. Websites that attract the largest traffic online should be an area of focus."

Meanwhile, the India Today Group has been working with digital newsstand vendors for the last three years. "It's easier for us, because, we have multimedia content at hand to embellish the magazine content and create digital editions, which are true to the medium, rather than just print visible on a tablet," says Kalli Purie, Chief Synergy Officer, India Today Group, adding, "Our digital magazines are not mere reproductions of the print edition. We enrich the reading experience by contextually including videos and picture galleries to provide a holistic reading experience. Every issue of India Today digital magazine, features links to special galleries and contextual videos, which are truly enhancing the reading experience."

Meanwhile, Smiti Ruia, Founder of Paprika Media that brings out the Time Out magazine has a word of caution for magazine publishers as far as adopting the digital medium is concerned. "Digital is not a one way communication channel. It is about having



"Publishers have to understand the shift to digital and the teams will have to adapt"

Smiti Ruia

Founder, Paprika Media



"Newspapers are for immediate impact, whereas magazine advertising helps us educate"

Suvodeep Das

Marketing Head, Kaya Skin Clinic



"International competition is good as it helps raise the bar for the entire industry"

Tarun Rai

Tarun Rai, CEO, Worldwide Media; & President, AIM

10 Takeaways for the Magazine Industry

1 India: A future destination

The composition of a growing middle class and dominance of a young TG make India an assured market of growth for magazines

2 Faster growing B2B than B2C

In the magazine business, the business to business space is growing much faster than the business to consumer space

3 Technology: Challenge and Opportunity

The growth in digital platforms, is a challenge; but Tablets bring a fresh lease of life for the magazine business

4 Have a different digital content strategy

Print provides analytical content, digital is confined to information. Have different editorial for different media verticals

5 Go mobile

Very few titles, including the likes of India Today Group, have anything to talk about on magazines on mobile

6 Engaged, and engage more...

Magazines claim undivided attention of the reader and have the potential to allow a reader to live the brand experience

7 Communities and reader relation

Magazines allow a relevant audience to an advertiser and in turn a targeted communication; subsequently building a strong reader relation

8 Go niche

The success stories are majorly of special interest magazines that understand and deliver on their brand proposition

9 Established and credible will grow

Established and vintage brands that continue to be credible and relevant will see growth despite any declining circulation trends

10 Survival of magazines in 360

Survival of magazines in a 360-degree environment is a challenge, but a right balance of digital and print is the key

a direct conversation with the reader. The world has taken a quantum leap from couple of 'letters to editor' to thousands of direct feedback on the magazine site, comments on social media, blogs etc."

She feels that publishers have to understand this paradigm shift to a completely different format and the teams need to adapt to the new audience and tool. Also, since the audience is much wider, the challenge is to retain the core promise of the magazine and still cater to a larger audience.

The way ahead

While 'caution' is the buzzword for the magazine players in the outlook for 2012, yet magazine players are optimistic about growth. Khosla of Infimedia18 expects the Group's ad revenues to grow from the current Rs 35 crore to about Rs 42 crore in 2012. He expects "more traction" in the auto segment in 2012 with big plans from BMW, Audi to garner a bigger share of the Indian consumer wallet. "Luxury brands will increase advertising. I also think, gadgets and gizmos like smartphones, iPads, Android devices etc. will definitely advertise more," he says.

According to Rai of Ogaan Publications, "Overall, most advertisers will stay cautious and conservative in their spending in 2012, as the market sentiment continues to be in a recessionary frame of mind. The learnings of 2009 are still freshly etched in the minds of advertisers, and buoyancy will return only towards the end of 2012."

However, the final word comes from the AIM President, as Rai feels that the industry deserves more attention from advertisers. "We can do more to get their attention. Our aim is to raise the profile of our industry and we are focusing on it this year. Magazines are a powerful medium and the most engaging. We will be taking this message across to advertisers and media planners based on the findings of the Engagement Survey AIM had commissioned," he says.

Find out more about the Engagement Study in the pages ahead. ■

With inputs from Shree Lahiri, Dipali Banika, Deepika Bhardwaj and Neha Goel.

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PUBLICATIONS CONSIDERED FOR COMPUTING THE FIGURES

TITLE		PERIODICITY
ABP GROUP		
Anandalok		Fortnightly
Anandamela		Monthly
Business World		Weekly
Career		Fortnightly
Desh – Bengali		Fortnightly
Fortune India		Monthly
Sananda		Fortnightly
Unish Kuri		Fortnightly
ACK MEDIA		
Tinkle		Monthly
ADSSERT WEB SOLUTIONS		
Impact		Weekly
Pitch		Monthly
ANANT MEDIA		
Tehelka		Weekly
ASAPP MEDIA INFORMATION GROUP		
Construction World		Monthly
Equipments India		Monthly
Indian Cement Review		Monthly
Infrastructure Today		Monthly
Interiors India		Monthly
Power Today		Monthly
Project Reporter		Fortnightly
Projects Info		Weekly
Property Today		Monthly
BANYAN NETFAQS		
Afaqs Reporter		Fortnightly
BUSINESS INDIA GROUP		
Auto India		Monthly
Business India		Fortnightly
Inside Outside		Monthly
BUSINESS STANDARD		
Asian Management Review		Quarterly
Business Standard Motoring		Monthly
Indian Management		Monthly
CMYK PRINTECH		
Rail Bandhu		Monthly

TITLE		PERIODICITY
COMPETITION REVIEW PVT LTD		
Competition Success Review English		Monthly
Competition Success Review Hindi		Monthly
Engineering Success Review English		Monthly
General Knowledge Today		Monthly
CONDE NAST INDIA		
Architecture Digest		Monthly
Conde Nast Traveller		Bi-monthly
GQ		Monthly
Vogue		Monthly
CYBER MEDIA		
BioSpectrum		Monthly
BioSpectrum Asia		Monthly
DARE		Monthly
DataQuest		Fortnightly
DQ Channels		Monthly
Global Services		Monthly
Living Digital		Monthly (Now online)
PC Quest		Monthly
Technology Review		Monthly
The DQ Week		Weekly
DELHI PRESS		
Alive		Monthly
Butti – Monthly		Monthly
Champak – English, Gujarati, Hindi, Kanadda, Malayalam, Marathi, Tamil, Telugu		Fortnightly/Monthly
Farm n Food		Fortnightly
Grihshobha – Bengali, Gujarati, Hindi, Kanadda, Malayalam, Marathi, Tamil, Telugu		Fortnightly
Manohar Kahaniyan		Monthly
Mukta		Monthly
Nimmellara Manasa – Kanadda		Monthly
Saras Salil		Fortnightly
Sarita		Fortnightly
Satyakatha		Monthly
Suman Saurabh		Monthly
The Caravan		Monthly
Woman's Era		Fortnightly

TITLE		PERIODICITY
DIAMOND PUBLICATION		
Cricket Today – English		Monthly
Cricket Today – Hindi		Monthly
Grehlakshmi		Monthly
Sadhna Path		Monthly
DSIJ GROUP		
Dalal Street Investment Journal		Fortnightly
EXPOSURE MEDIA MARKETING (EMM)		
Asia Pacific Boating India		Monthly
Asia Spa		Bi-monthly
Designer Mode		Published twice in a year during Fashion Week
Millionaire Asia		Bi-monthly
Selling World Travel		Bi-monthly
FORBES		
Forbes India		Fortnightly
Forbes Life		Quarterly
HAYMARKET INDIA		
Autocar India		Monthly
Autocar Pro		Fortnightly
Campaign India		Fortnightly
Print Week India		Monthly
Stuff India		Monthly
What Car? India		Monthly
What Hi-Fi? Sound and Vision India		Monthly
HINDU GROUP		
Frontline		Fortnightly
SportStar		Weekly
IMAGES GROUP		
Business of Fashion		Monthly
Food Service		Bi-monthly
Images Franchise		Monthly
Images Retail		Monthly
Images Retail Hindi		Monthly
Living etc		Monthly
M Magazine		Monthly
Progressive Grocer		Monthly
Salon International		Monthly
Shoes and Accessories		Monthly
Shopping Centre News		Bi-monthly
Sportswear International		Quarterly

TITLE	PERIODICITY
INDIA TODAY GROUP	
Business Today	Fortnightly
Cosmopolitan	Monthly
Design Today	Monthly
Gadgets & Gizmos	Monthly
Golf Digest India	Monthly
Good Housekeeping	Monthly
Harper's Bazaar	Monthly
Harvard Business Review	Monthly
India Today – English	Weekly
India Today – Hindi	Weekly
India Today – Malayalam	Weekly
India Today – Tamil	Weekly
India Today – Telugu	Weekly
India Today Aspire	Bi-Monthly
India Today Home	Monthly
India Today Spice	Monthly
India Today Woman	Monthly
Men's Health	Monthly
Money Today	Monthly
Prevention	Monthly
Reader's Digest	Monthly
Time India	Weekly
Travel Plus	Monthly
Women's Health	Monthly

INFOMEDIA 18 (listed company)

CONSUMER PUBLISHING

AV Max	Monthly
Better Interiors	Monthly
Better Photography	Monthly
Chip	Monthly
Entrepreneur	Monthly
Noise Factory	Monthly
Overdrive - English	Monthly
Overdrive - Hindi	Monthly
T3	Monthly

BUSINESS MAGAZINES

Auto Monitor	Fortnightly
Chemical World	
Electrical & Electronics	Bi-Monthly
JCK India	Monthly
Modern Food Processing	Bi-Monthly
Modern Machine tools	Monthly
Modern Medicare	Monthly

TITLE	PERIODICITY
INDIA TODAY GROUP	
Modern Packaging and Design	Bi-Monthly
Modern Pharmaceuticals	Monthly
Modern Textiles	Bi-Monthly
Plastic & Polymers	Monthly
Search	Monthly
Smart Logistics	Monthly

MAGNA	
Capital Market	Fortnightly
Citadel	Monthly
Health & Nutrition	Monthly
Money Life	Fortnightly
Pidilite Furniture Books	Fortnightly
Savvy	Monthly
Savvy Cookbook	
Showtime	Monthly
Society	Monthly
Society Interiors	Monthly
Stardust	Monthly

MALAYALA MANORAMA	
Arogyam	Monthly
Balarama	Weekly
Balarama Amar Chitra Katha	
Balarama Digest	Weekly
Bhasha Poshini	Monthly
Fast Track	Monthly
Kalikkudukka	
Karshakasree	
Magic Pot	
Manorama Weekly	
Sambadhyam	
Tell Me Why	
The Man	Monthly
The Week	Weekly
The Week Smartlife	Weekly
Thozhilveedhi	
Vanita - Hindi	Monthly
Vanitha	Fortnightly
Veedu	Monthly

MAXPOSURE MEDIA GROUP	
CONSUMER PUBLISHING	
Andpersand	Monthly
Diabetic Living	Quarterly
Estetica	Bi-Monthly
FHM	Monthly

TITLE	PERIODICITY
CORPORATE PUBLISHING	
Air India	Monthly
Beyond Luxury	
Elite Life	Quarterly
Hair Say	Quarterly
Mercedes	Quarterly
Milestones	Quarterly
Nissan	Quarterly
Spice Route	Monthly
Touchdown	Monthly

MEDIA TRANSASIA	
Architecture + Design	Monthly
Better Homes and Gardens	Monthly
Casa Viva	Monthly
Child	Monthly
Defence & Security of India	Bi-Monthly
Discover India	Monthly
Golf Style	Monthly
Maxim	Monthly
Sports Illustrated	Monthly
Travel + Leisure	Monthly

MW.COM	
Man's World	Monthly

NEXT GEN PUBLISHING	
CONSUMER	
Bike India	Monthly
Car India	Monthly
Commercial Vehicle	Monthly
Computer Active	Monthly
Ideal Home & Garden	Monthly
Mother and Baby India	Monthly
Popular Science India	Monthly
Power Watch India	Monthly
Smart Photography	Monthly

NINE DOT NINE MEDIA WORX	
CFO	Monthly
CTO Forum	Fortnightly
Digit Channel Connect	Monthly
Edu	Monthly
Inc	Monthly
Industry 2.0	Monthly
IT Next	Monthly

PUBLICATIONS CONSIDERED FOR COMPUTING THE FIGURES

TITLE	PERIODICITY
Logistics 2.0	Monthly
SKOAR	Bi-monthly
Think Digit	Monthly
OGAAN	
Elle	Monthly
Elle Décor	Monthly
OPEN MEDIA NETWORK	
Open	Weekly
OUTLOOK GROUP	
GEO	Monthly
Marie Claire	Monthly
Newsweek	Weekly
Outlook – English	Weekly
Outlook – Hindi	Monthly
Outlook Business	Fortnightly
Outlook Money	Fortnightly
Outlook Profit	Discontinued
Outlook Traveller	Monthly
People	Fortnightly
PAPRIKA MEDIA	
Time Out Bengaluru	Fortnightly
Time Out Delhi	Fortnightly
Time Out Mumbai	Fortnightly
PATHFINDERS	
Career 360	Monthly
Education 360	Monthly
PIONEER BOOK COMPANY	
Arogya Sanjivani	Quarterly
Ashtapailu – Marathi	Fortnightly
Meri Saheli	Monthly
New Woman	Monthly
Ved Amrit	
PLANMAN MAGAZINE	
4Ps Business and Marketing	Fortnightly
Business and Economy	Fortnightly
Human Factor	Monthly
Sunday Indian	Weekly
SPENTA MULTIMEDIA	
CONSUMER PUBLISHING	
Adorn	Bi-Monthly
Domus	Monthly
Hair	Monthly
India Voting	Bi-Monthly

TITLE	PERIODICITY
Liquid	Bi-Monthly
Marwar	Bi-Monthly
Smart Manager	Bi-Monthly
CUSTOM PUBLISHING	
AAG	Monthly
Apparel	Monthly
Black & Gold	Bi-Monthly
Crest - Luxe Unlim-ited	Quarterly
Drive	Bi-Annual
First Update	Bi-Monthly
Gold Circle	Quarterly
Heinz India Newslet-ter	Quarterly
Imperia	Monthly
Impression	Bi-Monthly
Investime	Monthly
JetWing Domestic	Monthly
JetWings International	Monthly
Life@The Club	
Luxuria	Bi-Monthly
Mid-Town Musings	Monthly
Priority Pages	Quarterly
Pulse	Quarterly
Retail Talk	Quarterly
Select	Quarterly
Shubh Labh	Quarterly
Solitaire International	Monthly
TCS	Monthly
The Bombay Char-tered Accountant Journal	Monthly
The Bombay Char-tered Accountant's Society Newsletter	Monthly
The BPP Review	Monthly
The Chartered Ac-countant Journal	Monthly
We@SP	Quarterly

TITLE	PERIODICITY
TARUN Sarda	
Vivaha	Quarterly
VJM	
Cine Blitz	Monthly
Hi! Blitz	Monthly
Hi! Living	Monthly
Ok! India	Monthly
WORLDWIDE MEDIA	
BBC Good Homes	Monthly
BBC Knowledge	Monthly
BBC TopGear	Monthly
Femina – English	Fortnightly
Femina - Hindi	Fortnightly
Femina - Tamil	Fortnightly
Filmfare – English	Fortnightly
Filmfare - Hindi	Fortnightly
Grazia	Monthly
Hello	Monthly
Home Trend	Monthly
Lonely Planet	Monthly

TAMIL

TELUGU

MARATHI

KANNADA

BANGLA

GUJARATI

HINDI

MALAYALAM

**OTHER LANGUAGES – ORIYA, PUNJABI, URDU,
ASSAMESE ETC**

OTHER B2B Publications