

# BUSINESS GOA



Goa's Only Business Magazine



News Views Articles Interviews Profiles Focus Analysis Opinions Events Features

Our vision is to produce a **high quality** magazine that captures the '**essence of Business**' in Goa. Through using **highly skilled** journalists and photographers who have a **passion for their profession**, we are able to present stories and images that will inform and entertain you. We believe our product, **Business Goa**, has the appeal, longevity and competitive edge to thrive in the marketplace.

### PROFILE

Business Goa is a monthly magazine that focuses on the rapidly burgeoning business fraternity of the State through its various sections and columns, thus making it the most widely read magazine by the who's who of Goan business. The magazine connects to both, business readers and decision makers and boasts of seven years of consistent and quality reporting and profiling of Goa's corporate index.

The publication is a showcase of our amazing stories including:

- Business success stories
- Young achievers
- Education
- Food
- Local events

### WHY SHOULD YOU ADVERTISE WITH US?

Now is your opportunity to profile your business in Goa's only Business Magazine

- Business Goa has a wide audience targeting both men and women from urban and rural areas in Goa.
- The Magazine is distributed to a number of newsagents and selected retail outlets around Goa.
- Complimentary copies of the magazine are sent to all business houses & eminent citizens of Goa.
- We are able to offer extremely competitive advertising rates. Compare our prices to any other similar publication and you will be pleasantly surprised! We are here to promote your business in the most cost effective way and know we have the mechanism to allow this to happen.

- **CIRCULATION: 13,500**
- **READERSHIP: 67,500 (approx 5 readers per copy)**
- **SUBSCRIPTION: 7,200**



We have **major brands** who advertise with us on a regular basis including Bank of India, HDFC Bank, Qatar Duty Free, Grand Hyatt Goa, Goa Marriott Resort and Spa, Alila Diva, Cidade de Goa, Mercedes, Ford, Volkswagen, Tata Indica, Honda, Nissan, Dr. Kolwalkar's Galaxy Hospital, Manipal Hospitals, Daikin, Magsons etc. Business Goa is also the preferred magazine for a host of **Lifestyle Brands** such as Lawrence and Mayo, Fab India, CMM Oona, Manek Gem International, Ulhas Jewellers Pvt Ltd, Bharne Fashion and Lifestyle, World of Titan etc. **Goan Business Houses** like Dempo Group, V M Salgaocar, CMM Group, House of Caculo (Caculo Mall), NRB Group (HQ Hotel) and Pai Kane Group are among our other regular advertisers. We also have a mix of **Real Estate Developers** like Milroc, Highland Constructions, Commonwealth Developers, Adwalpalkars, Anand Bose Constructions, Sun Estate Developers, Horizon, Risara Properties, Sardesai Group, Sinari Developers, Prabhudesai Group and **Government advertisers** like Goa Tourism Development Corporation, Goa Handicrafts and Department of Information & Publicity (Government of Goa).