

From the family of



India's largest & world's 3<sup>rd</sup> largest circulated newspaper



  
दैनिक भास्कर

  
दिव्य भास्कर

  
दैनिक  
दिव्य मराठी

moneybhaskar.com

फायदे की सोच

# Building a Better India!



# We have something in common

Your customers are same as our customer

## More Intelligent

### THE Y GENERATION USERS

65% of users < 35 years

48% from TIER-I & TIER-II cities

Ahmedabad, Delhi, Kolkatta, Mumbai, Bhopal,  
Chandigarh, Indore, Jaipur, Lucknow, Patna



15-24 yrs	27%
25-34 yrs	38%
35-44 yrs	18%
45 yrs+	17%



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Your customers are same as our customer

## More Evolved



59% more likely to have a  
**Graduate Degree**



23% more likely to follow  
**Internet Culture & Humour**



26% more likely to follow  
**Politics Online**



8% more likely to  
**Read News Online**



7% more likely to be interested in  
**International Travel**





# We have something in common

Your customers are same as our customer

## More Knowledgeable



**19% more likely to PAYDAY LOANS**



**9% more likely to LEASE A CAR**



**3% more likely to CHARGE IT**



**3% more likely to buy  
BIG TICKET ITEMS ONLINE**



# They spent lot of time on **DB** DIGITAL

## Well Informed

### Highest Engaged Audience

**15 mins** Daily Average Time Spent



**21%**

more interested  
in

**Analytical  
News**



**12%**

more likely to be  
interested in

**Entertainment  
News**



**33%**

more interested  
in

**Local News**

# We can help you **Stand Out**

From the  
**Digital**  
Marketing  
**Clutter**





# We believe in creating Opportunities Together

5000+ Unique stories published and read everyday

Impacting  
over  
**75 Million**  
minds

Generating  
over  
**500 Million**  
Page Views

Over  
**25 Million**  
Reach on  
Social  
platforms

Reaching  
**2500+**  
Local Cities,  
towns &  
villages

**51%**  
Unduplicated  
Audiences

A strong  
Audience  
Engagement  
with **55%**  
Repeat  
Users



# Opportunities that Your brand can leverage



**Users  
Targeting**



**Display  
Advertising**



**Programmatic  
Advertising/  
Contextual Targeting**

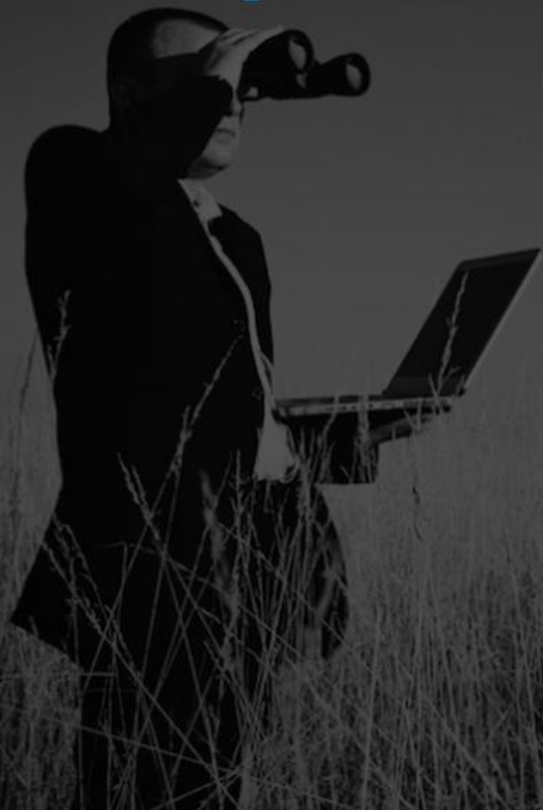


**Content  
Advertising**



**Video  
Advertising**

# Do you still want More Options?



# Solution 1: Curated Content



A collaborative initiative to bring Yoga & Wellness to our readers amidst Lockdown with celebrity instructor Sarvesh Sashi & Vidya Malavde.

An example of how an impactful brand video is created through video finesse & editorial excellence.

The logo for 'englishbolo' is displayed in a white circle with a blue border. The text 'englishbolo' is in a lowercase, sans-serif font, with 'english' in blue and 'bolo' in green.

englishbolo

The logo consists of a green circle with a blue border. Inside the circle, the text 'E-WAYBILL' is written in white, uppercase letters, and 'की पाठशाला' is written below it in white, Hindi script.

E-WAYBILL  
की पाठशाला

An informative content series curated, shot & performed in association with Tally. The series highlighted GST cycle in layman terms



# Solution 2: Immersive Experience

moneybhaskar.com

**बजट  
2020**

Industry stalwarts, decoding the Financial jargons of Union Budget in layman's language, through an One-on-One interactive session

An end-to-end event solution curated for relevant SME audiences across various markets

**SME  
GROWTH  
SUMMIT**

**VISIONARIES**  
OF MADHYA PRADESH

Visionaries Award is an event that honors & felicitates the ace visionaries, change makers, leaders and entrepreneurs of various states.

# Solution 3: Special Initiatives

DainikBhaskar.com

**GEARUP**

Flagship show of DB Digital, hosted by ace Auto expert has a line up of diverse vehicles, complemented by unique travel experiences & detailed interviews.

Our renowned IP, Brand Talk, is known for its curated Brand stories. Stories that reflect the journey of the brands' success, narrated by the stalwarts themselves.

DainikBhaskar.com

**brandtalk**

# We can also create a **promotion plan for you**

Geo  
Contextual  
Targeting

**LAUNCH**  
Impact  
Properties

**TRAFFIC**  
Banners  
across site

**TRAFFIC**  
Native  
Content

**MaximizR**  
Window Block

**Articles**  
&  
**Videos**



# Your brand exposure on **DB**DIGITAL

  
**दैनिक भास्कर**



Monthly Unique Visitors  
**55 MN**



Monthly Page Views  
**340 MN**



Average Session Duration  
**15 MINS**



Followers on Social Media  
**16 MN**

  
**दिव्य भास्कर**



Monthly Unique Visitors  
**13 MN**



Monthly Page Views  
**119 MN**



Average Session Duration  
**13 MINS**



Followers on Social Media  
**5 MN**

  
**दिव्य मराठी**



Monthly Unique Visitors  
**2 MN**



Monthly Page Views  
**26 MN**



Average Session Duration  
**12 MINS**



Followers on Social Media  
**1 MN**

# Your brand exposure on **DB**DIGITAL

A one-stop destination for the latest from the world of  
**Business, Markets and Economy**



Experts **Opinions** and **Analysis**



Exclusive Review on **Auto & Gadget**



Fastest Real Time **stockmarket news & updates**



Extensive **Personal Finance** Section



Reader **Centric Content**



Focus on **SMEs, Small Investors, Traders & Female Entrepreneurs**



Live Tips on **stock** and **Money Making**

**moneybhaskar.com**

फ़ायदे की सोच

**1<sup>ST</sup>-OF-ITS-KIND BUSINESS NEWS  
PORTAL IN HINDI & GUJARATI**



Monthly Unique Visitors ► **5 MN**



Monthly Page Views ► **15 MN**



Average Session Duration ► **06 MINS**



Followers on Social Media ► **2 MN**

# THANK YOU



**Our endeavour is to be true partners**  
So just give us a quick shout!