

From the House of



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

**DB** DIGITAL

दैनिक भास्कर    दिव्य भास्कर    दैनिक दिव्य मराठी



“  
Building a  
**Better**  
India!”



# ➤ We have something in common

Your customers are same as our customer

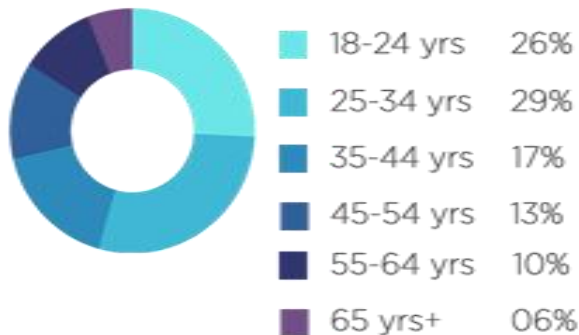
## More Intelligent

### THE Y GENERATION USERS

54% of users < 35 years

49% from TIER-I & TIER-II cities

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



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Source  Google Analytics Dec '23

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# ➤ We have something in common

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**



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Source *e-X Advertising Intelligence Platform*

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# ➤ 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**



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Source [e-X Advertising Intelligence Platform](#)

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


## Well Informed

Highest Engaged Audience

**16 mins** Daily Average Time Spent



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Source  Google Analytics Dec '23, [e-X Advertising Intelligence Platform](#)

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“

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  
**80 Million**  
minds

Generating  
over  
**660 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



# Do you still want More Options?

## DB Brand Solutions

Curated  
Content

Immersive  
Experience

Special  
Initiatives



# Solution 1: Curated Content



[Know More](#)

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.

englishbolo

[Know More](#)

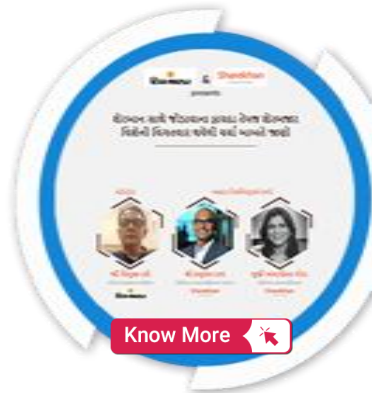
E-WAYBILL  
की पाठशाला

[Know More](#)

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

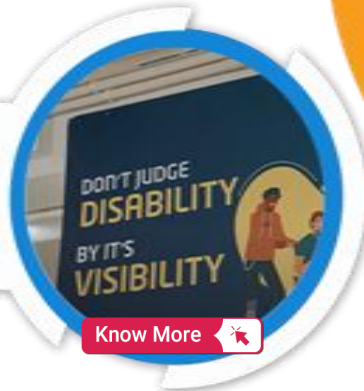


# Solution 1: Curated Content



An end to end online webinar curated for audiences in Ahmedabad to identify benefits for Franchise business

A content series curated, shot, and performed in association with Flipkart. The videos highlighted the story of a seller and delivery hub for the differently abled





# Solution 2: Immersive Experience



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

[Know More](#)

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



[Know More](#)



[Know More](#)

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**

Know More



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**

Know More



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

**LAUNCH  
Impact  
Properties**

MaximizR  
Window Block

Geo  
Contextual  
Targeting

**TRAFFIC  
Banners  
across site**

**TRAFFIC  
Native  
Content**

Articles  
&  
Videos



# Your brand exposure on **DB**DIGITAL

**दैनिक भास्कर**



Monthly Unique Visitors  
**40 MN**



Monthly Page Views  
**236 MN**



Average Session Duration  
**15 MINS**



Followers on Social Media  
**19 MN**

**दिव्य भास्कर**



Monthly Unique Visitors  
**10 MN**



Monthly Page Views  
**169 MN**



Average Session Duration  
**13 MINS**



Followers on Social Media  
**6 MN**

**दिव्य मराठी**



Monthly Unique Visitors  
**2 MN**



Monthly Page Views  
**21 MN**



Average Session Duration  
**12 MINS**



Followers on Social Media  
**1 MN**

# THANK YOU



**Our endeavour is to be true partners**

So just give us a quick shout!