



Worldwide Media

INDIA'S LEADING LIFESTYLE AND ENTERTAINMENT COMPANY

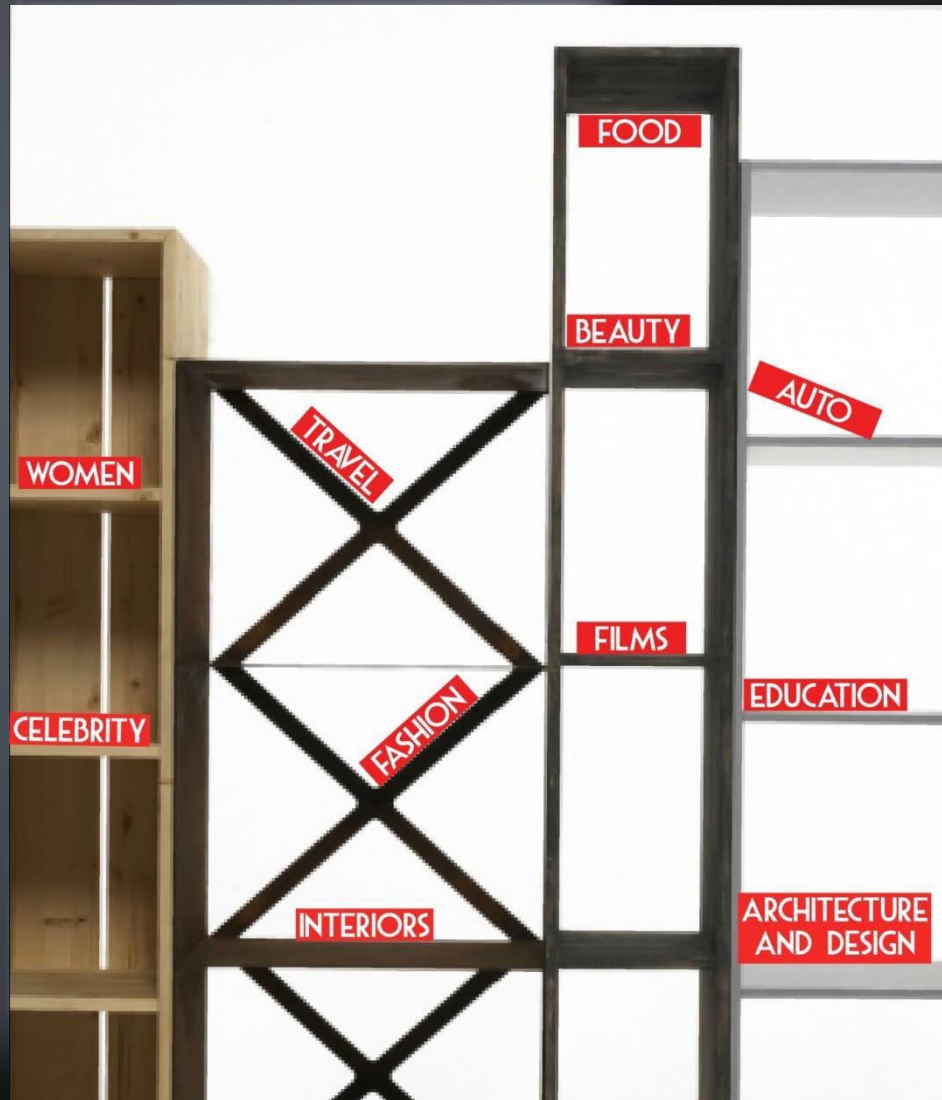
A presentation by





PORTFOLIO OF BRANDS





**UNIQUELY
PLACED**







**75 EVENTS
IN
10 CITIES**



WWM REACH

MAGAZINES REACH: 4.24 MN+

DIGITAL REACH: 21.85 MN+

EVENTS REACH: 316 MN+

TOTAL REACH: 342.09 MN+

FEMINA

*Be
unstoppable*



FEMINA ENGLISH



FEMINA HINDI



FEMINA BANGLA



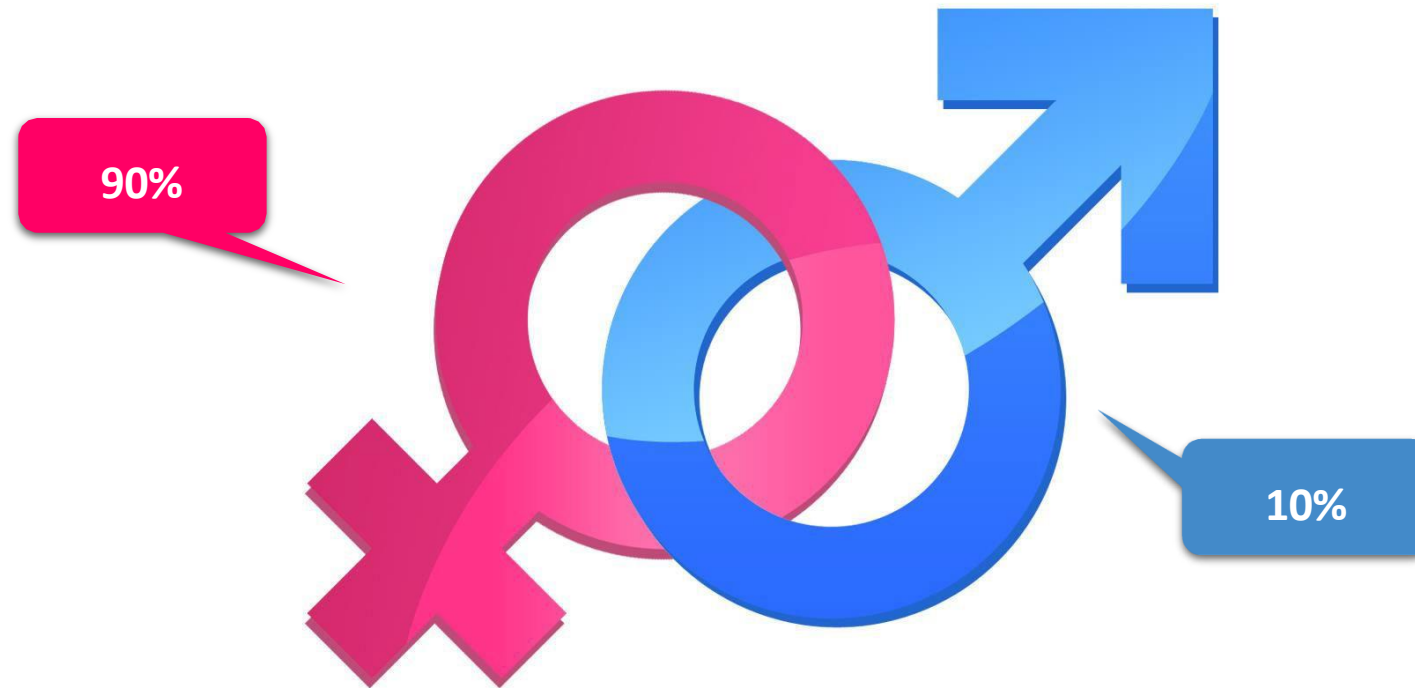
FEMINA TAMIL



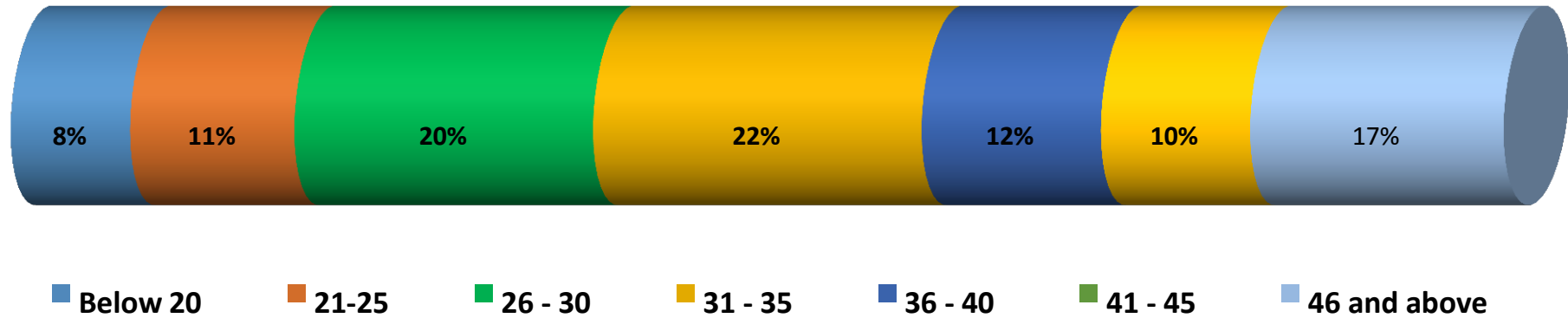
FEMINA SALON & SPA

THE LARGEST AND MOST CREDIBLE WOMEN'S MEDIA BRAND

FEMINA READER PROFILE



FEMINA READER - AGE PROFILE





READERS FROM

A very balanced spread across the country..

FAMILY STATUS

Joint Family – 30%



Nuclear Family – 63%



Live alone – 7%



Marital status	%
Single	42%
Married with kids	42%
Married without kids	14%
Widowed/Divorced	2%

EDUCATION BACKGROUND

Educational qualification	%
Up to Secondary / Higher Secondary	8%
Diploma studies	3%
Graduate	38%
Post Graduate	44%
Doctorate (or professional equivalent)	4%
Others	2%

WORKING STATUS



Student – 15%



Full time / Entrepreneur – 51%

Part time / Freelancer – 8%

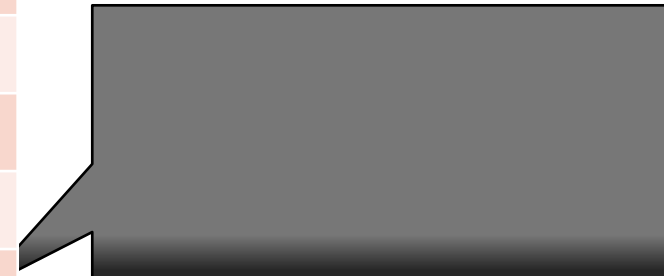


Home maker / Not working – 23%



FAVOURITE LEISURE PAST TIME/INTERESTS

Past time/Interests	%
Reading	83%
Listening to music	65%
Watching television	65%
Shopping	63%
Watching movies	54%
Surfing/Social networking	52%
Traveling	49%
Cooking	49%
Eating out	41%
Spending time with friends	41%
Health & fitness/wellness	29%
Writing	20%
Others	4%



MINDSET OF A FEMINA READER

About 55% Femina readers are influenced by **advertisements**

About 70% feel it is important to continue **learning new things throughout your life**

6 out of 10 Femina readers keep a **balance between** their **career, family and personal interest**

Nearly two-third of Femina readers work in **unconventional careers**

63% Femina readers are **well informed and updated** about things

Nearly 60% of Femina readers check **Social Media** sites everyday

60% of Femina Readers have a **practical outlook on life**

70% take up **new challenges and changes**

SHOPPING MINDSET OF A FEMINA READER

9 out of 10 Femina readers often **buy a new brand**, when they see it

64% of Femina readers tend to **stick to a brand**, once they like the brand

Two-third of Femina readers agree, its worth **paying extra** for **good quality products**



Two-third of Femina readers **buy the best known brands**

65% Femina readers, do not mind **spending** on **expensive brands**

Celebrities influence purchase decisions for 63% of Femina readers



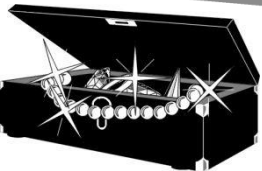
APPEARANCE OF A FEMINA READER



92% of Femina readers agree that, It is important for them to **look well dressed**



62% Femina readers agree that, being **well groomed** is essential to **being successful**



64% of Femina readers take special care to **enhance their appearance**



Using well known brands gives status and **prestige to a person** – 62%

TRAVEL MINDSET OF A FEMINA READER

Nearly 70% take a **holiday** every once a year

77% of Femina readers would love to go abroad for a **holiday**

Two-third of Femina readers want to **explore different places** for their holiday every time



Three-fourth of Femina readers prefer to take **holidays off the beaten track**

65% of Femina readers **shop a lot** while on their holiday