

Since 2008

GLIMPSE

MAGAZINE

MEDIA KIT 2018


Since 2008
GLIMPSE
MAGAZINE
is the leader
at newsstands

125

Successful Editions
More than
50,000 circulations

Glimpse features:

- > Fashion
- > Lifestyle
- > High-society parties
- > Launches and Events

Thousands of follower & visitor on 
GLIMPSE Website Counter: 36700 visitors



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Lifestyle | Fashion | Panache

Glimpse Provides An Insight Into Following Segments:

- Fashion & Style
- Health & Beauty
- Business success stories
- Young achievers
- Celebrities
- Education
- Home Décor
- Food, wine and hospitality
- Local events and entertainment
- Weekend escapes and travel
- Real Estate



COVER STORIES:

Sunny Deol, Mahi Gill, Shahid Kapoor, Yo Yo Honey Singh, Neeru Bajwa, Anchal Kumar, Queeny Singh, Jimmy Shergill, Hard Kaur, Mandira Bedi, Chitrangda Singh, Karan Kundra, and many more...



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81%

READERSHIP

HNI women read Glimpse

MARKET SHARE

(Market share out of lifestyle and fashion magazine published in Punjab*)

83%

*Published Independently

Strong Leverage In Special Issues

ANNIVERSARY ISSUE



Travel
Issue

Valentine Issue & many more

Wedding Issue



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SIGNIFICANT MARKETING INVESTMENT ON VISIBILITY

Medium: **Poster | Slides | Standee | Canopy**

Places: **Airport, Hotels, Luxury Buses and Cabs**



MAGAZINE PARTNERSHIP WITH EVENTS & EXHIBITION

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Strategic & Tactical



Strategic and tactical placement of magazine at high-traffic places gives the magazine very high visibility & rendering ratio

Strategic tie ups with various top of the line events across the region make **Glimpse the First and Only choice** for those targeting the **affluent and elite class**.

Wide network that has been in making for last few year gives us the knock & creeks for all the major cities in the region, including **Chandigarh, Ludhiana, Jalandhar, Amritsar, Patiala & Bathinda**.

Glimpse is now making waves in areas like **New Delhi & Shimla**.

advertising share of over 91%* in the luxury segment

BMW M6 GRAN COUPE

The latest addition to the BMW M Range, the M6 Gran Coupe has recently launched in India. It is available in a petrol variant at an all India ex-showroom price of INR 17,540,000. The M6 Gran Coupe comes lavishly equipped with standard leather upholstery, 20-way power adjustable and heated M sports seats. The all new BMW M6 Gran Coupe sets benchmarks when it comes to the performance to fuel consumption ratio equipped with a comprehensive technology package.



- INTELLIGENT LIGHTWEIGHT CONSTRUCTION ■ AUTOMATIC START/STOP FUNCTION
- BRAKE ENERGY REGENERATION ■ ELECTRIC POWER STEERING
- 50:50 WEIGHT DISTRIBUTION ■ SEVEN-SPEED DUAL-CLUTCH GEARBOX
- SIX-SPEED MANUAL IS ALSO AVAILABLE

Glimpse major share of advertisement comes from **high brands**
 Since launch Glimpse has patented with national & International brands
60% of advertisers are repeat customers, this shows proof of success
 Highest response received as advertiser who are dealing with **high end products**, followed by **cosmetic, hotel**, mid-level products.
 Testimonial from advertiser
 readers, socialites/celebrities
 Success story : Advertisement, advertorial & cover story



*Share out of the total ads given to the local magazine

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Apart from regular readers in the region,
Glimpse enjoys a huge base of loyalists across the country, including **Mumbai, Bangalore.**
 Our readers from **London, Melbourne, Sydney, Toronto and USA**
 readily pay exorbitant courier fee just to grab a copy of their **favorite magazine.**

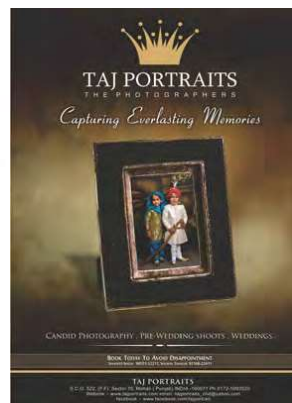
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Innovative **point of sale initiative** to convince the client.

High Level of interaction with the readers and followers on the web.

We keep a tab on the latest trends and feedback from our readers.



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Social Media

Certified print run/ Authentic claim

Glimpse is pioneering in the region to get certified proof of circulation. The process is underway and should be implemented soon.

Social Media Presence

We are the first magazine in the region to be verified by Facebook and have a considerable number of likes.

Strong vendor motivation partnership programs insure that retailers are stocking the brand and providing visibility at the newsstands.

Online newsstand i.e. Roackstand, Magster, Readware, Issue.



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Capturing the OTHER MEDIA



Readware



Magzter



Online Sales



eBooksOnRent

Buy . Rent . Read

Facebook

Special Ipad

Website



Rockstand

Online newsstand i.e Rockstand, Magzter, Readware, ebooksOnRent, Issuu.

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READERS

60 % of readers are in age group of 18-60 years

80% of readers are women

85% readers are affluent

Average Time spent in reading is **45 min**

48% full time employees are our reader

27% college & university students read Glimpse

34% Average household readers have income **over 1 crore**

25% Readers have children under the age of **20 years**

Glimpse gets the highest consideration of top management titles in women such as senior manager, professionals.

70% readers own at least two cars

She is young enterprising affluent & evolved.

40% readers travel overseas once a year

30% readers fly in Business class

She believes in living good life & important consumer of fashion & lifestyle

Over **70%** readers own clothing from luxury brand like Tommy, Zara, CK etc.

Over **40%** readers own fashion accessories & clothing from super luxury

brands such as **Burberry, Luis Viton, Alexander Mc quin**

Over **40%** own one luxury brand watch at least.



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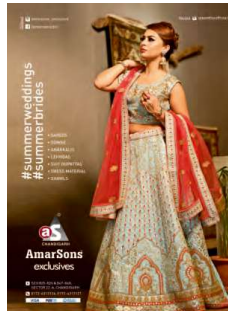
Major Share

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Highest response received as advertiser who are dealing with **high end products**, followed by **cosmetic**, **hotel**, **mid-level products**.



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Advertisement

A-Jewels
CLIX Animation Live
Bansal Sanitary
TATA Motors
Paul merchants
S.S.Jewels Ambala
Sohan Sari
Salochna Beauty
Elegancia
Classic mall
Organizers
Harley davidson
Café oz
Indian oil
Shehnaz hussain
Luxmi jewelers
Platinum
VM.plastic surgery
Emerging india
Gitanjal
ilndian Yarn
British School
Kitchen By Choice
Royal furniture
Dr. Cheema
Kapsons
Furniture studio
Amara
KMG Jewellers
MAIA
Espanol
ELVY
PP Jewellers
Bawa Caterers

The Lalit Hotel
Thunder Zone
TGS (Kitsch)
VLCC
Lord Interior
Sushma Buildtech
Nik Bakers
Shagun jewellers
Anurag Jewellers
Society Jewellers
Sip n dine
Treads
Deviate
Emerge
Javed habib
Shehnaaz
Shri Gurudev
So KohTao
Elite
Modern furniture
Sangam Caterer
Star color lab
Headmasters
AB Intl
Modern Opticals
Invicta
Emaar mgf
Leena mogre
Gujri
Iqbal inn
Tanishq (Titan)
Versatile Event Mgmt
Durian
Durenzo

Buzz
Hot Million
Kala Emporium
Just Tango
Anaha
PP Plaza Bathinda
Kawa
Affinity salon
Norwood Green
DT Mall
Poshak
Jia Diamonds
Animation Live
Reviva Clinic
Stitch craft
Ravoy Gems
Mercedes
AV Jewellers
Smart
Yakshi
Simple Kaur
Balloonz World
Darling Buds
Fitness First
Cynotech
Jal
Dewsuns
Holz Furniture
Sher-e- Punjab
Wealth doctor

Kala Mandir
Volvo
Indulgence
Sankalp
Preet City
Talwar Gems
Burn Gym
Best Western
Helios
Titan Eye
Amazing Arts
Santushti
Indus Hygiea
Advance Hair Studios
DPS School Badhani
Sushma Buildtech
Desh Bhagat
Land Smiths
Creative Marketing
Body Sculpt
De'ion
Couture Carnival
Jaamawar Minx
Jhazz
Polish Nail Spa
Al basir
Dr Bansal Skin Clinic
Jungle Livinn Resort
Dikshant School
Tourism Authority Of Thailand



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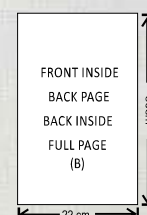
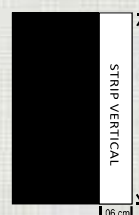
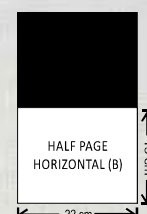
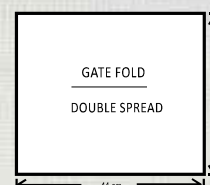
2018

RATE CARD

POSITION RATE(INR)

Any Page	50,000
Half Page	38,000
Strip	24,000
Back Page	65,000
First Page	85,000
Front Inside	85,000
Back Inside	85,000
Super 6	57,000
Magnificent 6	56,000
Magnificent 3	58,000
Super 3	70,000
Front Gate Fold	175,000
Back Gate Fold	155,000
Cover Page	500,000

Super 6	Page no. 5,7,9,11,13,15
Magnificent 6	Page no. 79,81,83,85,87,89
Magnificent 3	Page no. 91, 93,95
Super 3	Page no. 2,3,4.



PROMOTIONAL PACKAGES*

Scheme	Exposures	With Ad pkg	Without ad pkg
APRP	12+2	5,80,000	6,00,000 (+5% GST)
HYPRP	6+1	3,00,000	3,00,000 (+5% GST)

* ARRP - Annual Promotion Retainer Package, * YPRP - Half Yearly Promotion Retainer Package



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Network

Glimpse rocks the newsstands of Punjab with the distribution network of **2000 stores across Punjab & 100 stores in Delhi NCR**. We take Punjab to the world and world to Punjab.

Professional tie up with various Hotels and transport companies gives us huge visibility across region.

Apart from major towns sales counter have trickled down to about **30 smaller towns**.

Tie up with **super market, confectionery stores, big chain retail outlets and chemist** etc.

gives us a huge network of unconventional outlets that can contribute towards our sale.

Display at **Chandigarh Airport** as well as availability at bookstores at **Railway station and high end luxury buses** gives us much wider reach.

Strong vendor motivation partnership programs insure that retailers are stocking the brand and providing visibility at the newsstands.



NISHA BHATTI
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