



Pitch Deck

www.gujaratsamachar.com

ગુજરાત સમાચાર



ABOUT GUJARAT SAMACHAR

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- ❑ Gujarat Samachar has been a beacon of trust and credibility, amidst the noise and misinformation in today's media landscape, **since its inception in 1932.**
- ❑ Published from Gujarat and Mumbai, with 7 main and 11 district-level editions.
- ❑ As per Indian Readership Survey (IRS) our readers belong to **A1,A2,A3 - NCCS**
- ❑ Gujarat Samachar digital caters to the Gujarati diaspora **across 185 countries!**
- ❑ GujaratSamachar.com attracts over **1.4 million unique users** and **50 million monthly pageviews.**
- ❑ Leading the way in digital journalism, we are pioneers among Gujarati newspapers, embracing innovation with a **strong digital presence.**
- ❑ GujaratSamachar.com **delivers news as it happens.**

WHY GUJARAT SAMACHAR?

Leader

As per Indian Readership Survey (IRS), Gujarat Samachar's readers belong to **A1,A2,A - NCCS**

Credibility

Gujarat Samachar has been a beacon of trust and credibility, amidst the noise and misinformation.

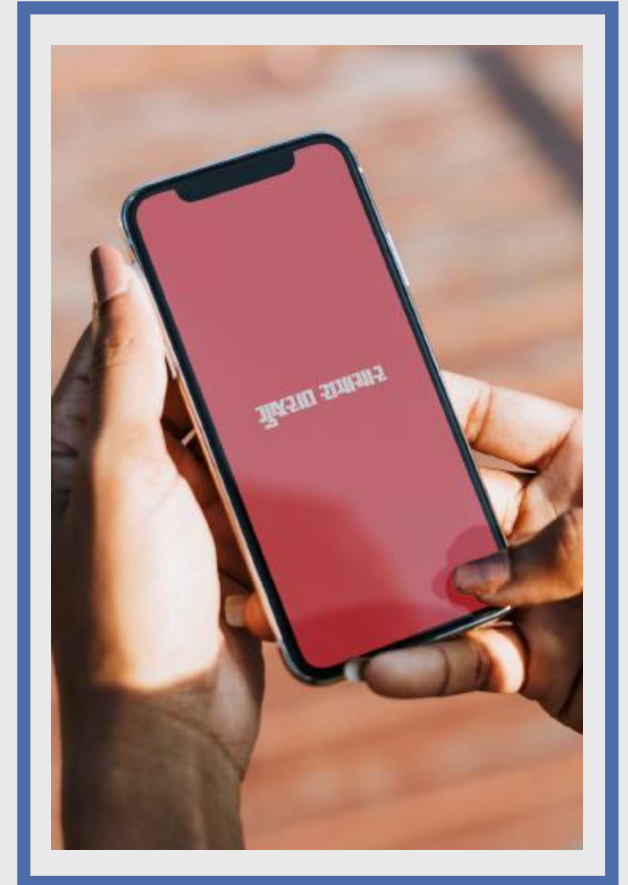
Legacy

90 years of long and strong legacy is our guiding light towards an inspiring future, continuing to be the unequivocal voice of the Gujaratis worldwide.

Quality

We take immense pride in our role as the torchbearer of Gujarati culture, heritage, and language.

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Digital Footprint

Mobile App

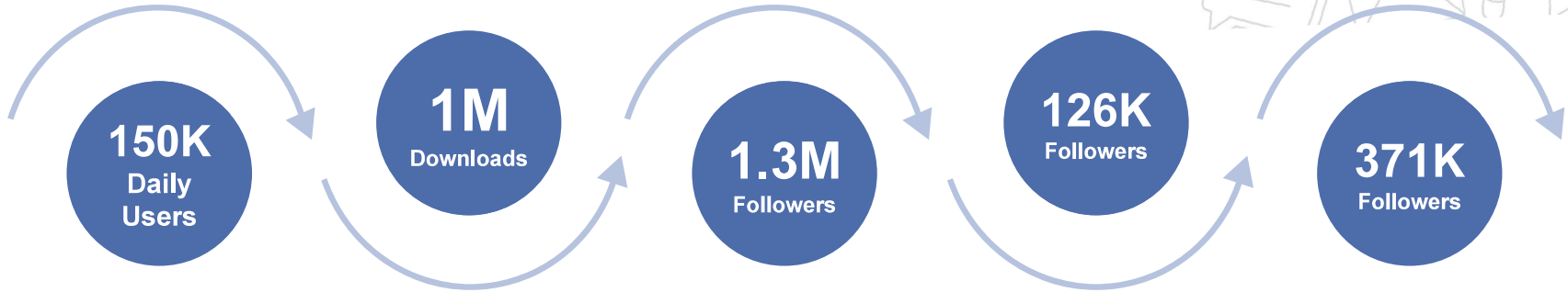
With over 1 million downloads, Gujarat Samachar is the preferred news application.

Instagram

Catering to the young audiences with byte-sized news and intriguing videos.



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Website

GujaratSamachar.com attracts over **a million unique users** and **50 million** monthly pageviews.

Facebook

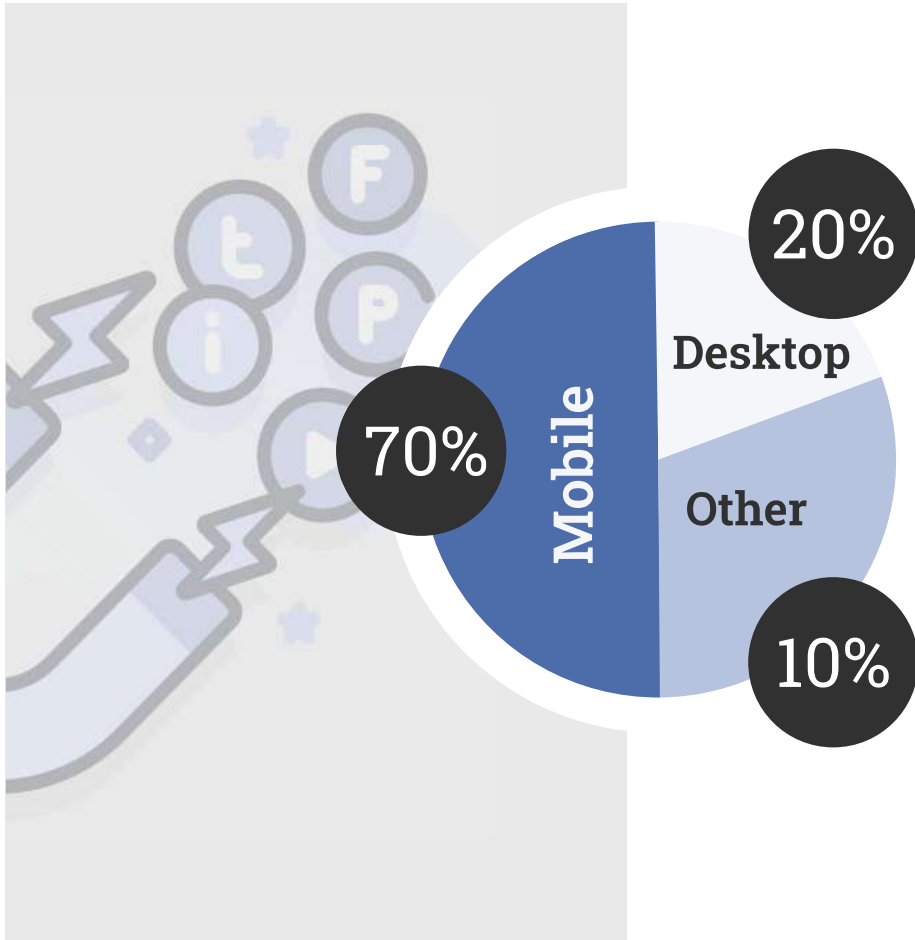
A huge following on one of the most preferred social media platforms for all ages.

Twitter

Trusted by lakhs of readers for minute-by-minute news updates on the go.

Data as on 30th June, 2023

Digital Reach



Key Performance Indicators

Daily Active Users

150K+

New Users

60%

Monthly Pageviews

50M+

User's Avg Engagement

5 Mins

Monthly Ad Impressions

60M+

Data as on 30th June, 2023

Demographics

인구통계 리포트

Consumer Analysis

75%
Men's



Gender Groups



25%
Women's

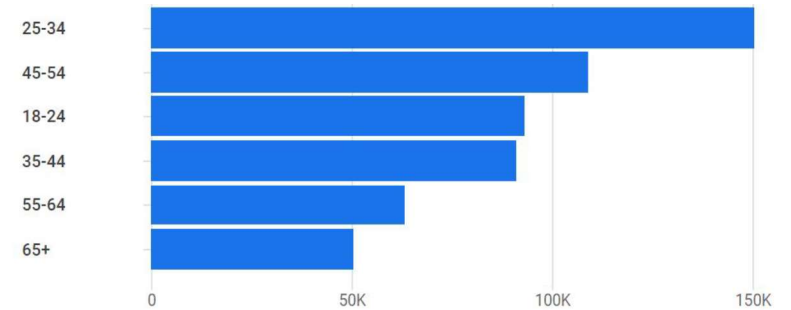
TOP 5 COUNTRIES

- ✓ India
- ✓ USA
- ✓ UK
- ✓ Canada
- ✓ Australia

TOP 5 CITIES

- ✓ Ahmedabad
- ✓ Mumbai
- ✓ Surat
- ✓ New York
- ✓ London

Young Audience



Users
from
185
Countries



Data as on 30th June, 2023

Digital Offerings

डिजिटल कैंपेन

Display Ads

Static Banner

Interstitial

HVR

Native Ads

Video Ads

Your brand video will
be displayed in our
video content.

i.e Pre, Mid & Post-Roll

Sponsored Content

Text Article

Videos

Social Media Collabs