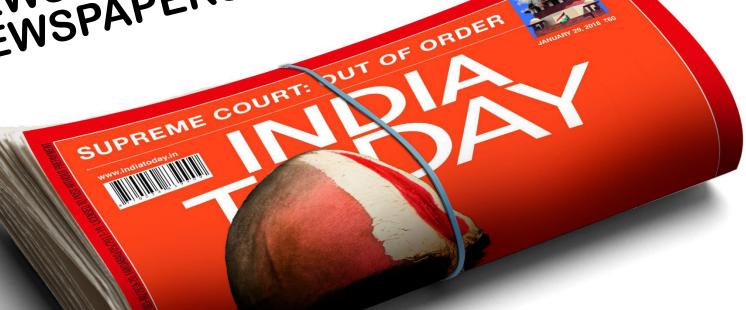
NEWS FOR THE NEWSPAPERS!!





INDIA'S 2ND MOST READ ENGLISH NEWSPAPER IS A WEEKLY!!





THE MOST
REPUTED,
CREDIBLE,
ADMIRED & THE
MOST READ
NEWS MAGAZINE
OF INDIA

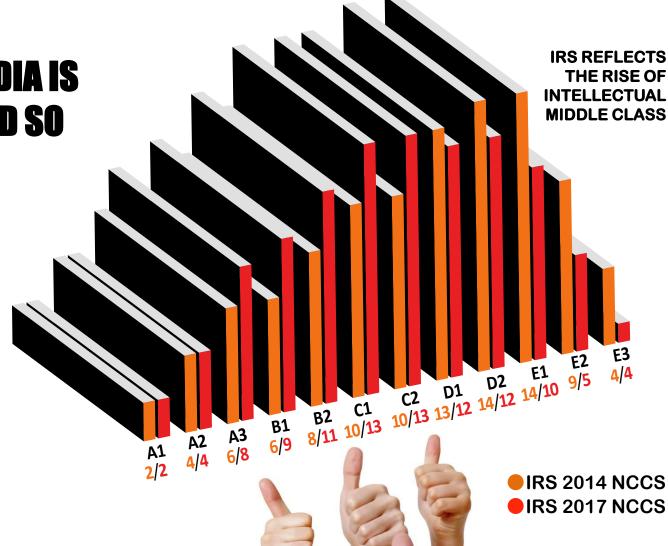
INDIATODAY NOW THE NO. 1 WEEKLY NEWSPAPER OF INDIA



CEREBRAL INDIA IS GROWING AND SO

ISNDIA TODAY

More And More
People Resorting
And Referring To
Credible Media
Formats To Get
The Unmatched
And True
Perspective
Behind The News.





Total Readership (000) Source: IRS 2017

THE TESTIMONY TO SAME IS DOUBLING OF MAGAZINE READERSHIP IN LAST 4 YEARS.

While NEWSPAPERS POSTED A 40% GROWTH IN ITS READERSHIP, MAGAZINE ON THE OTHER HAND POSTED A

95% GROWTH

IN ITS READERSHIP



INDIA'S No.1 NEWS MAGAZINE

INDIA TODAY

CONTINUES TO BE THE TORCH BEARER FOR MAGAZINES, AND MORE..





INDIA'S No.1 NEWS MAGAZINE

Emerges as the

2nd Most Read

English Publication with a Total Readership of

79.9 Lacs

Total Readership (000) Source: IRS 2017





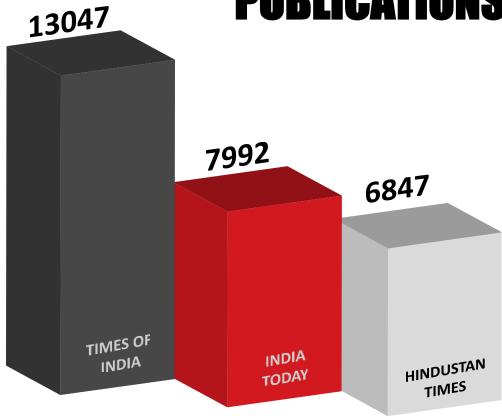


IT ALL BOILS DOWN TO NUMBERS

KEY FINDINGS OF IRS 2017



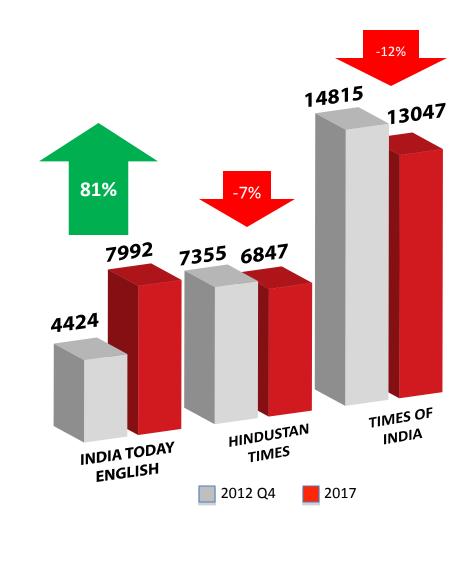
TOP 3 ENGLISH PUBLICATIONS





Total Readership (000) Source: IRS 2017

READERSHIP TRENDS OF THE TOP 3 ENGLISH PUBLICATIONS









Ahead Of The All English Dailies In

BIHAR CHHATTISGARH JHARKHAND MADHYA PRADESH RAJASTHAN SIKKIM

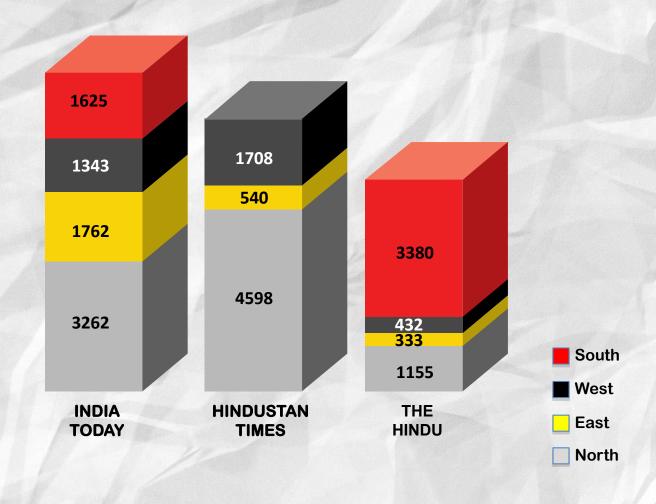


INDIA'S No.1 NEWS MAGAZINE

Total Readership (000) Source: IRS 2017

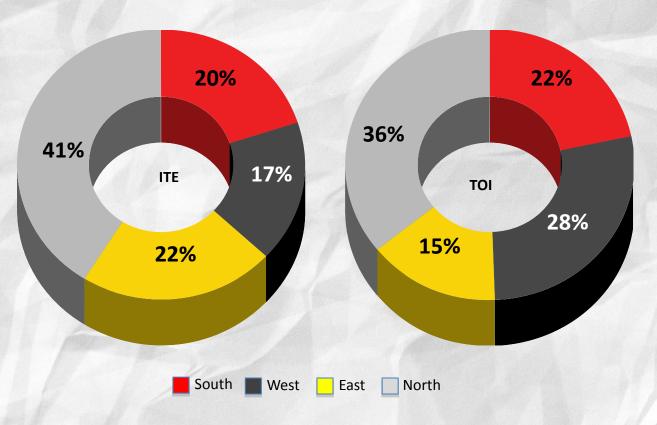


UNIFORMLY SPREAD READERSHIP AS COMPARED TO SOME LEADING NEWSPAPERS





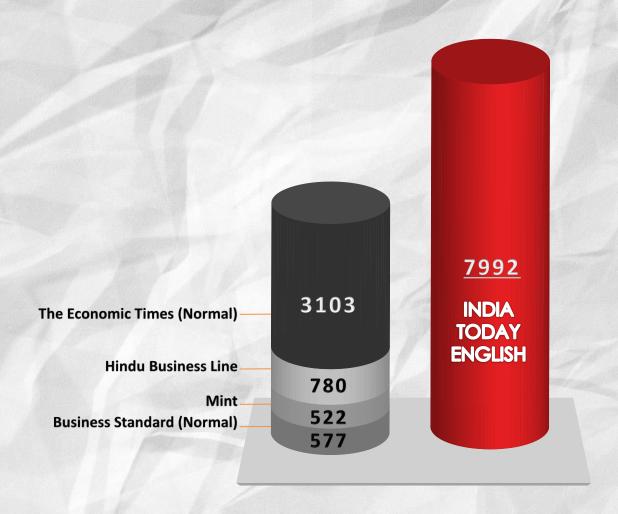
READERSHIP DISTRIBUTION SIMILAR TO THAT OF THE LEADING ENGLISH DAILY





8 IN BUSINESS T00...

INDIA TODAY IS BIGGER THAN ALL BUSINESS DAILIES PUT TOGETHER





INDIA TODAY

IS AN ESSENTIAL INGREDIENT OF YOUR MEDIA PLAN?



1) MILLENNIAL MATTERS!
MILLENNIALS
ARE THE NEW
DECISION
MAKERS.



INDIA TODAY'S YOUTH ADVANTAGE!

AGE GROUP	TOTAL	20-39	16-39	20-39%	16-39%
INDIA TODAY	7992	4521	5632	57%	70%
TIMES OF INDIA	13047	6470	8175	50%	63%
HINDUSTAN TIMES	6847	3108	4153	45%	61%



2) WEEKEND IS THE BUSINESS HOUR! FOR ADVERTISING



INDIA TODAY

With Almost 60-65% Ads scheduled for the weekend in newspapers.

THE STRATEGIC WEEKEND RELEASE OF INDIA TODAY FACILITATES THE ADVERTISERS TO CAPTURE THE QUALITY MOST AUDIENCE IN MUCH COST EFFECTIVE AND PREMIUM FASHION.



AVG. TIME SPENT BY READERS ON PUBLICATIONS ON A WEEKEND

TIMES OF INDIA 17 MIN.

HINDUSTAN TIMES 17 MIN.

INDIA TODAY ENGLISH 24 MIN.



3) CREDIBILITY& AMBIENCE MATTERS.

WHERE DO YOU WANT YOUR ADS TO BE SEEN

AND HOW DO YOU WANT TO BE PERCIEVED?



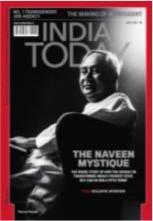


Mr. Modi, chose to give his first ever interview, After Demonetization, To India Today Magazine Over TV Channels & Newspapers, Proving The Credibility of the India Today Magazine.

PREFERRED BY THE LEADERS



First & Exclusive Interview of Former President Pranab Mukherjee once he finished his presidential Term.

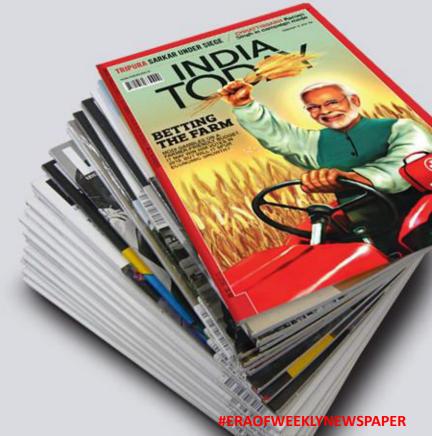


Even Mr. Navin Patnaik, CM Odisha, chose India Today to Narrate how he transformed Odisha from being Country's poorest State



4) INCREMENTAL REACH AT LOWER COST'

(MEDIA PLAN) = INCREMENTAL REACH + COST SAVING



MEDIA REACH AMPLIFIED WITH ADDITION OF INDIA TODAY TO A PLAN *TG-ALL*

	No. of Insertions			Rate		Total Cost			
MEDIA TITLE	Scenario 1	Scenario 2	Scenario 3	In Lacs	Scenario 1	Scenario 2	Scenario 3		
Hindustan Times (Main)	2	1	2	15.5	31.0	15.5	31.0		
TOI (Main)	2	2	1	38.7	77.4	77.4	38.7		
India Today (English)	0	3	3	4.0	0.0	12.0	12.0		
Total Inserts	4	6	6	Total Cost	108.4	104.9	81.7		
						3.5	26.7	4	Cost Saving
Net Reach (000)	9983	13298	12289			3315	2306		Incremental Reach
						33%	23%		(000)

Comparison Done with 425 SQCM for Dailies against Full Page of Magazine.

Apple to Apple – Page Vs. page would result in further huge savings for Media Planners



MEDIA REACH AMPLIFIED WITH ADDITION OF INDIA TODAY TO A PLAN *TG-ALL*

	No. of Insertions			Rate		Total Cost			
MEDIA TITLE	Scenario 1	Scenario 2	Scenario 3	In Lacs	Scenario 1	Scenario 2	Scenario 3		
Hindustan Times (Main)	3	2	3	15.5	46.4	31.0	46.4		
TOI (Main)	3	3	2	38.7	116.1	116.1	77.4		
India Today (English)	0	3	3	4.0	0.0	12.0	12.0		
Total Inserts	6	8	8	Total Cost	163	159.1	135.8		
						3.5	26.7	—	Cost Saving
Net Reach (000)	11401	14895	14289			3494	2888	4	Incremental
						31%	25%		Reach (000)

Comparison Done with 425 SQCM for Dailies against Full Page of Magazine.

Apple to Apple – Page Vs. page would result in further huge savings for Media Planners



MEDIA REACH AMPLIFIED WITH ADDITION OF INDIA TODAY TO A PLAN TG –NCCS AB, 18-44



	No. of Insertions			Rate		Total Cost			
MEDIA TITLE	Scenario 1	Scenario 2	Scenario 3	In Lacs	Scenario 1	Scenario 2	Scenario 3		
Hindustan Times (Main)	2	1	2	15.5	31.0	15.5	31.0		
TOI (Main)	2	2	1	38.7	77.4	77.4	38.7		
India Today (English)	0	3	3	4.0	0.0	12.0	12.0		
Total Inserts	4	6	6	Total Cost	108.4	104.9	81.7		
						3.5	26.7	—	Cost Saving
Net Reach (000)	5493	7425	6804			1932	1311	4	Incremental
						35%	24%	-	Reach (000)

Comparison Done with 425 SQCM for Dailies against Full Page of Magazine.

Apple to Apple – Page Vs. page would result in further huge savings for Media Planners

TG: NCCS AB; 18-44 Source: IRS 2017 INDIVIDUAL DATABASE - MRUC, The Nielsen Company

MEDIA REACH AMPLIFIED WITH ADDITION OF INDIA TODAY TO A PLAN

INDIA TODAY INDIA'S No.1 NEWS

TG -NCCS AB, 18-44

		No. of Insertions			Total Cost				
MEDIA TITLE	Scenario 1	Scenario 2	Scenario 3	In Lacs	Scenario 1	Scenario 2	Scenario 3		
Hindustan Times (Main)	3	2	3	15.5	46.4	31.0	46.4		
TOI (Main)	3	3	2	38.7	116.1	116.1	77.4		
India Today (English)	0	3	3	4.0	0.0	12.0	12.0		
Total Inserts	6	8	8	Total Cost	162.5	159.1	135.8		
						3.5	26.7	—	Cost Saving
Net Reach (000)	6302	8314	7947			2012	1645	4	Incremental
						32%	26%		Reach (000)

Comparison Done with 425 SQCM for Dailies against Full Page of Magazine.

Apple to Apple – Page Vs. page would result in further huge savings for Media Planners

TG: NCCS AB; 18-44 Source: IRS 2017 INDIVIDUAL DATABASE - MRUC, The Nielsen Company

MEDIA REACH AMPLIFIED WITH ADDITION OF INDIA TODAY TO A PLAN TG –NCCS AB, 18-44, MALE

	No. of Insertions			Rate					
MEDIA TITLE	Scenario 1	Scenario 2	Scenario 3	In Lacs	Scenario 1	Scenario 2	Scenario 3		
Hindustan Times (Main)	2	1	2	15.5	31.0	15.5	31.0		
TOI (Main)	2	2	1	38.7	77.4	77.4	38.7		
India Today (English)	0	3	3	4.0	0.0	12.0	12.0		
Total Inserts	4	6	6	Total Cost	108.4	104.9	81.7		
						3.5	26.7	—	Cost Saving
Net Reach (000)	3925	5470	5037			1545	1112	4	Incremental
						39%	28%		Reach (000)

Comparison Done with 425 SQCM for Dailies against Full Page of Magazine.

Apple to Apple – Page Vs. page would result in further huge savings for Media Planners

TG: NCCS AB; 18-44 MALE, Source: IRS 2017 INDIVIDUAL DATABASE - MRUC, The Nielsen Company



MEDIA REACH AMPLIFIED WITH ADDITION OF INDIA TODAY TO A PLAN TG –NCCS AB, 18-44, MALE

	No. of Insertions			Rate		Total Cost			
MEDIA TITLE	Scenario 1	Scenario 2	Scenario 3	In Lacs	Scenario 1	Scenario 2	Scenario 3		
Hindustan Times (Main)	3	2	3	15.5	46.4	31.0	46.4		
TOI (Main)	3	3	2	38.7	116.1	116.1	77.4		
India Today (English)	0	3	3	4.0	0.0	12.0	12.0		
Total Inserts	6	8	8	Total Cost	162.5	159.1	135.8		
						3.5	26.7	—	Cost Saving
Net Reach (000)	4492	6077	5826			1585	1334	4	Incremental
						35%	30%		Reach (000)

Comparison Done with 425 SQCM for Dailies against Full Page of Magazine.

Apple to Apple – Page Vs. page would result in further huge savings for Media Planners

TG: NCCS AB; 18-44 MALE, Source: IRS 2017 INDIVIDUAL DATABASE - MRUC, The Nielsen Company



