

T3 IED/A Media Information



India

STYLISH / AUTHORITATIVE / ENTERTAINING / INTELLIGENT



Global reach: 2.8M



T3 India Overview



iPAD



DIGITAL



PRINT

80,000
Newsstand &
16,000
complimentary



- Active Purchasers
- Early Adopters
- Influencers



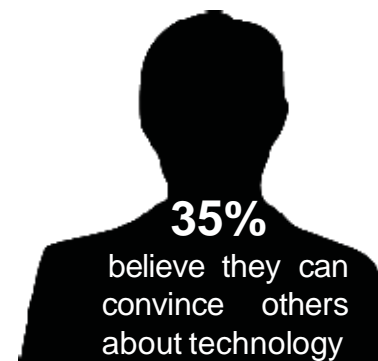
ADVOCACY



53% have
talked to many
different people
about technology in
the last year

TECH BUYING POWER

INFLUENCE



35%

believe they can
convince others
about technology

ACTIONS

- 95% have taken action as a result of reading T3 magazine
- 81% have taken action as a result of reading the T3: %HBM Edition



T3 India Audience



- The T3 audience loves new technology and smooth design and their lives revolve around these passions. They get excited about **new launches** and **innovative products**.
- By engaging and interacting with the T3 user on a consistent basis you will be **increasing awareness** of your brand through a **strongly integrated content and advertising cross platform campaign**.
- Our platforms allow our users to celebrate the your brand but also encourages them to **share, interact and discover**.
- Making the smart choice is essential and by advertising with T3 and creating a high impact rich media campaign will highlight your brand's **great image, great design and great functionality** over the duration of the campaign, prompting **brand consideration at the critical moment of purchase**.



The T3 India mag reader

&LUFXODWRQ: 80,000 QHZVWDQG &
16000 VDPSoiQJ FRSiHV HDFK
PRQWK

The magazine man *Magazine readers tend to be younger, single and less likely to have kids. They are very knowledgeable, influential and advocates for technology.*

76%

A+



36
Average age

Rs. 14Lacs average
family income before tax

60% agree they like
to treat themselves
to items they don't
need

It is important for
42% to look well
dressed

51% agree they often treat
themselves to things they
don't need

Twice as likely to agree that they
wear designer clothes



More likely to go for
premium goods
than standard
goods/services

53% agree that they
have a very good sense
of style