

# TerraGreen

Media Kit  
2018



Creating Innovative Solutions  
for a Sustainable Future



“

**TerraGreen** is an important vehicle of information for all those who are interested in ideas and solutions for a sustainable planet.

”

-Maneka Gandhi



## About **TerraGreen**

*TerraGreen* an award winning flagship monthly magazine published by TERI (The Energy and Resources Institute) is dedicated to disseminating information and knowledge on issues of environment, energy, and sustainable development.

Launched in 2004, aims to provide in-depth analysis, reportage, glimpses of ground realities from around the world, and news/information to its readers—the urban, English-educated reader with an innate interest in developmental and environmental issues, including health, wildlife conservation, future energy .In every issue, writers, thinkers, and artists draw on science, engineering, business, architecture, and design to peer ahead to a sustainable future.

**Oceans of Energy**  
Does the Future of Energy Belong to the Sea?  
Wind turbines at sea.

**Sustainable Slum Improvement Models**  
Ban Mankong in Thailand and PRODEL in Nicaragua  
Aerial view of slums.

**Heritage in Peril!**  
Effects of Climate Change  
Taj Mahal reflected in water.

**Shale Gas**  
A Game Changer?  
Public comment on shale gas.

**India**  
The Next Global RE Hub  
Wind turbines in India.

**Ecologically Conscious Tourism**  
Tourism in Maldives.

**The Future of Coral Reefs**  
From Rainforests to Deserts  
Coral reef ecosystem.

# 360 DEGREE Branding

Make your brand part of impactful journey in a unique and exclusive environment...

## Intelligent content, uncluttered setting

Appealing environmental cover stories and a carefully curated editorial context, with high content to ad ratio, give your message more impact and credibility in terms of green policy initiatives and social outreach.

## Tap into a one-of-a-kind audience

Sold through all prominent magazine retail chains and internationally available online through Magzter, *TerraGreen* exactly reaches the kind of people that many leading brands covet as customers — successful, educated, influential, aspiring consumers.

## Inflight magazine of Air India

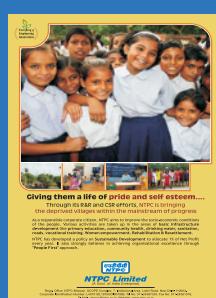
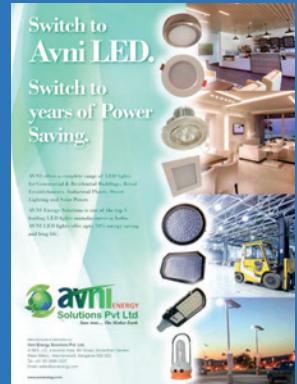
TERI being the sustainability partner of Air India, India's national carrier, *TerraGreen* is placed on-board in all first and business class cabins of Air India flights helping you with assured 91 percent visibility of your brand to the traveling passengers.

## Bonus distribution to high end clients

Thousands of copies of *TerraGreen* reaches embassies, hotels, government ministries, and corporate professionals through special distribution program or through focussed mailing to TERI eminent contact list.

## A premier presence at the industry's largest events.

As a global green think tank, TERI is partner at all the leading renewable and environmental events around the world. *TerraGreen* being distributed at all such avenues as event collateral from TERI, your message will be seen at every premium industry event & seminar.



# MEET OUR Readers

Reach more than 1,50,000 discerning readers eager to engage with quality brands that can help achieve their aspiration for an ecofriendly and informative lifestyle.



They are discerning consumers — label-readers who prefer to do business with brands that share their values. They are early adopters, trend leaders, and influential members of their community whose opinions and preferences drive those of family and friends.

Our unique base of analytical and socio environmental content enhances your brand value and your association with us will help to identify your organization as advocate of environmental sustainability, which will influence the overall campaign optimization.

## Quick Facts

Frequency  
**Monthly**

Reach  
**150,000**

Distribution  
**Magazine Retail,  
Direct Subscription,  
Air India flights,  
Travel Stores  
Institutional mailing**

Circulation  
**10,000**

Reader per copy  
**3.5**

**85%** find the content good and exclusive

Average age group  
 **21-45** years

Time spent by average reader  
 **25-30** Minutes

**75%** feel that the content influence their future decisions

**60%** of readers are corporates and PSUs

**74%** find look and feel is interesting

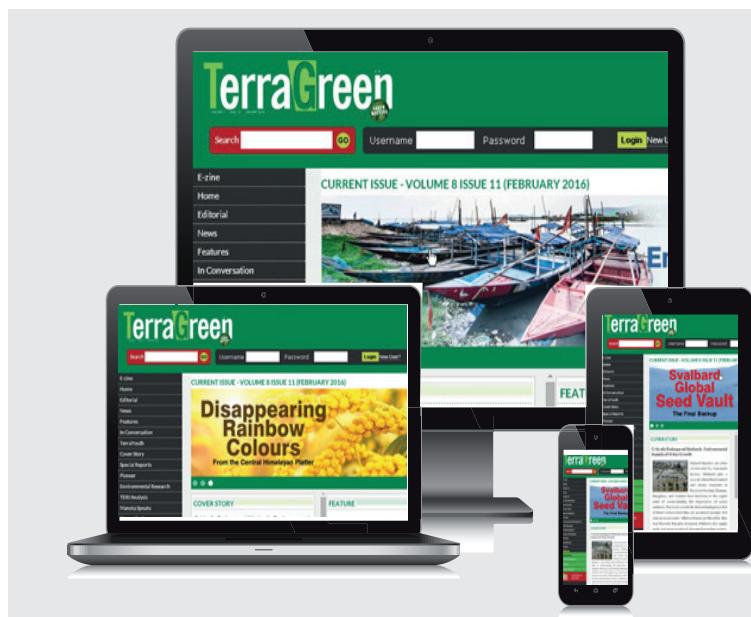
# DIGITAL Reach

**Our award-winning print magazine** comes to life in our enhanced digital edition, available on the Magzter and <terragreen.teriin.org> Analytics enabled features and interactive content with the flexibility of digital delivery, this new version of TerraGreen meets our growing digital audience where they are.

<terragreen.teriin.org> in terms of brand platform empowers client to better target, engage and monetize high-value online audiences at scale. Such interactive content helps your brand connect with a hard-to-reach, appealing audience, thoughtful, discerning consumers who are committed to actively improving both themselves and their environment.

As an advertiser in the online edition, your brand will stand out in an exclusive space:

- With a larger canvas than what's available in print, you can customize your message and be more creative.
- With enabled URLs that open through Terragreen website, you can easily direct Green lifestyle consumers to your website.
- Images are brighter, sharper, and more enticing.



**A hugely  
passionate online  
reader Relationship**



Monthly page view:  
**5485**

Unique visitors: **72%** A black silhouette of a hand with the index finger pointing upwards, centered on a white background.



Average subscription  
**30%** of print

# EDITORIAL Calendar 2018

**JAN**

## **Depictions of Nature in Indian Art**

Envisaging a Healthier World; The Kaziranga Debate; Ecological Air Conditioning

**MAR**

## **Saving Vultures in India: Through Conservation Breeding Efforts**

Water Scarcity in India: A Grim Reality; Is Testing on Animals Necessary?; Elements of a Market-Based Energy Access Intervention

**MAY**

## **Majuli Island**

Pench Tiger Reserve in Madhya Pradesh; World No Tobacco Day, International Biodiversity Day; Indigenous Plants of India

**JUL**

## **Natural Conservation in the Western Ghats of India**

World Nature Conservation Day; Water Harvesting Success Stories in India; Hobby of collecting Butterflies and their Conservation

**SEPT**

## **Conservation of Red Panda**

Human–Animal conflict; Green Consumer Day

**NOV**

## **Marine/Coastal pollution**

Municipal Waste Practices in the Northeastern States of India; Swachh Bharat Mission and Health Issues

**FEB**

## **Conservation of Mangrove Forests: For Fighting Coastal Disasters and Carbon Emissions**

Rambling Exploitation of the Nandhor Valley; Women's Leadership Schools; Environmental Research

**APR**

## **Dengue and climate change**

Citizen Science; World Earth Day; World Health Day; Green Buildings

**JUN**

## **Carbon Neutrality and Global Warming**

World Environment Day; World Ocean Day; Earthquakes and their impact

**AUG**

## **Poaching**

Sustainable Urban Development; Development of Biofuels

**OCT**

## **Wildlife Week**

Animal Welfare Day; World Habitat Day; World Food Day

**DEC**

## **National Pollution Day**

National Energy Conservation Day; International Mountain Day

# OUR BRAND Partners

TerraGreen is preferred advertising medium some of the nation's most respected brands



**WELSPUN**



Dare to Commit



Awarded for  
**RIVER LINKING ARTICLE IN  
2014**