



# THE HINDU



## DIGITAL PLATFORM IN A GLANCE

**SPORTSTAR**

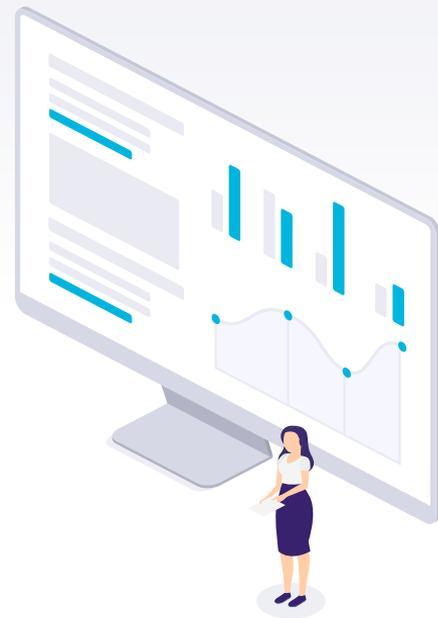
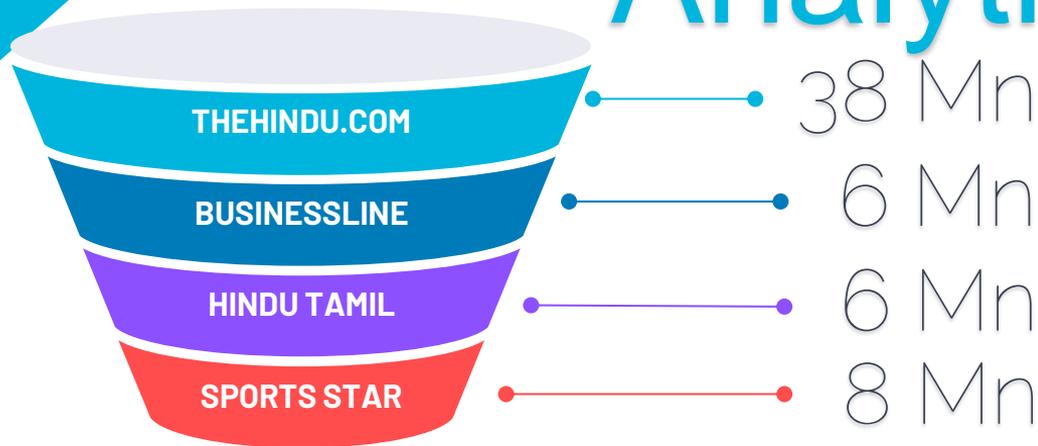
THE HINDU  
**businessline.**

இந்து தமிழ்  
திசை

# LEADERS IN SOUTH MARKET WITH STRONG PAN INDIA PRESENCE

53 Mn – TOTAL UV

## Analytics

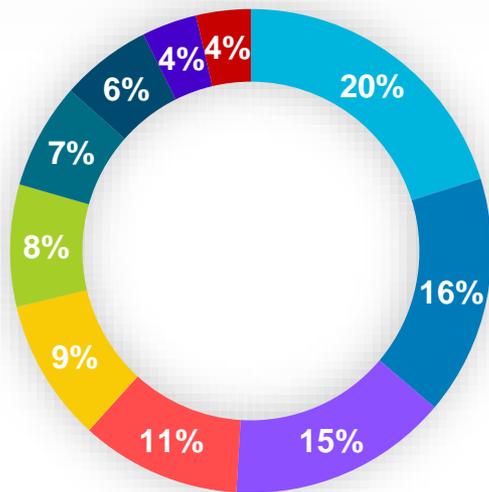


THE HINDU

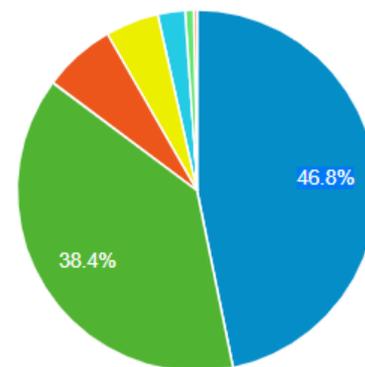
# TRAFFIC SPLIT & SOURCE



- Tamil Nadu
- Karnataka
- Maharashtra
- Telangana
- Delhi
- Uttar Pradesh
- Kerala
- West Bengal
- Haryana
- Bihar



Top Channels



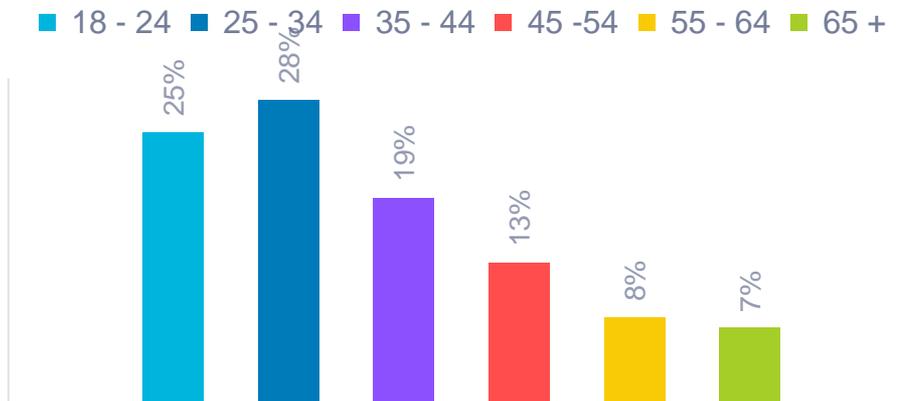
- Organic Search
- Direct
- (Other)
- Social
- Referral
- Paid Search
- Display
- Email
- Affiliates

**90% - Direct & Organic Traffic**

# DEMOGRAPHICS



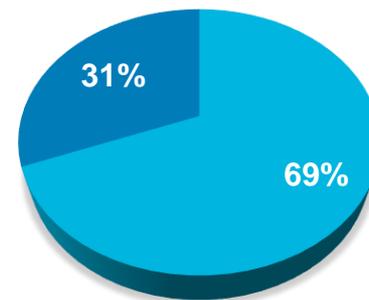
## AGE SPLIT



Source: Google Analytics

AGE WISE SPLIT

## GENDER



■ MALE ■ FEMALE

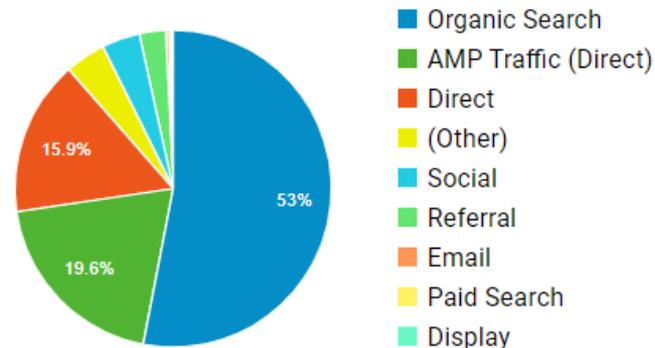
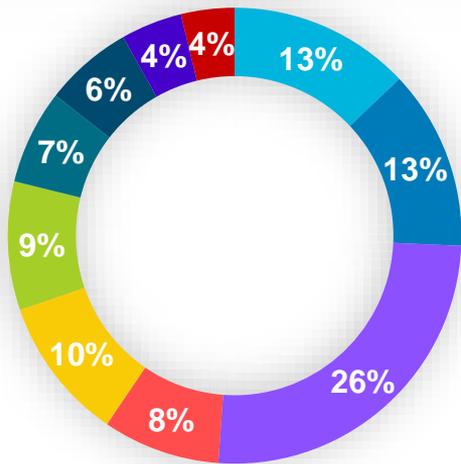
# TRAFFIC SPLIT & SOURCE



Top Channels



- Tamil Nadu
- Karnataka
- Maharashtra
- Telangana
- Delhi
- UP
- WB
- Gujarat
- Kerala
- Haryana

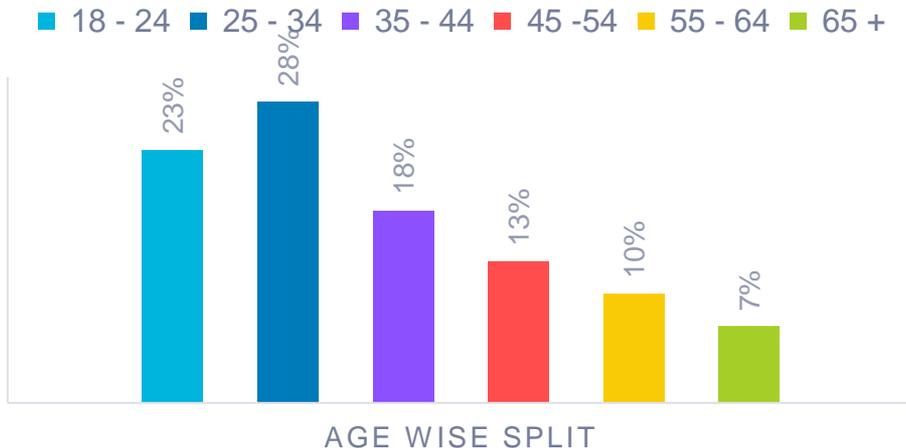


**93% - Direct & Organic Traffic**

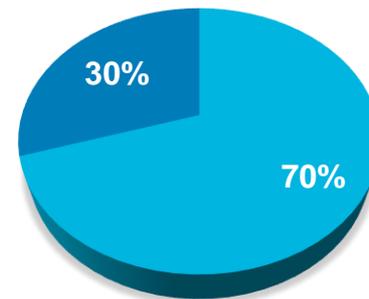
# DEMOGRAPHICS



## AGE SPLIT



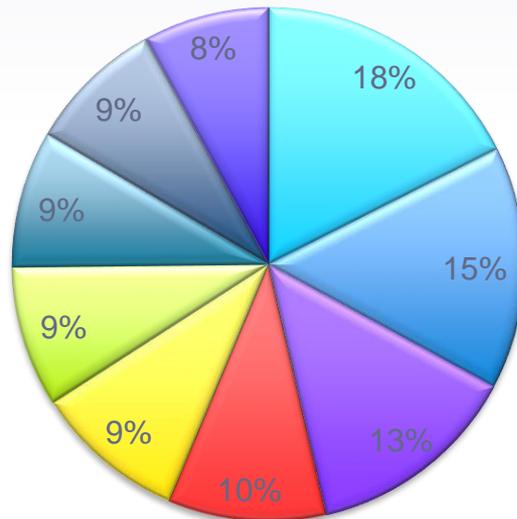
## GENDER



■ MALE ■ FEMALE

# Top 10 – City Wise TRAFFIC SPLIT

8 Mn



- Mumbai
- Bangalore
- Delhi
- Hyderabad
- Pune
- Lucknow
- Chennai
- Patna
- Kolkatta



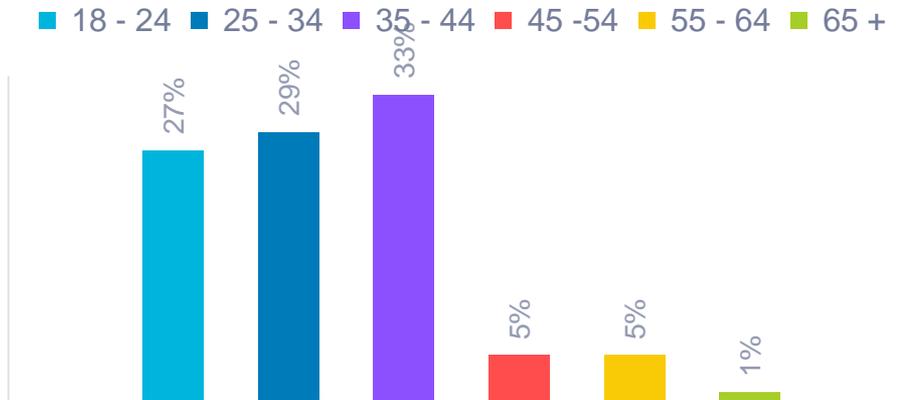
**SPORTSTAR**

# SPORTSTAR

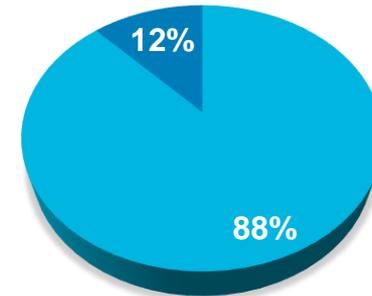
## DEMOGRAPHICS



### AGE SPLIT

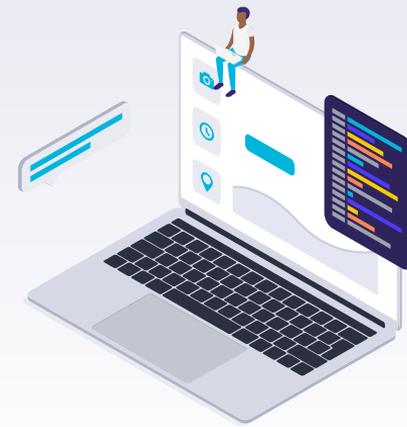


### GENDER



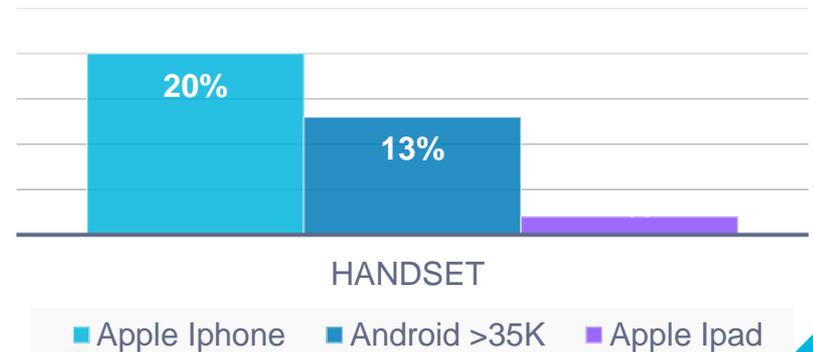
MALE FEMALE

# WHY DO I CALL MY AUDIENCE "PREMIUM"



	Mobile Device Info	Acquisition		
		Users	New Users	Sessions
		24,483,916 % of Total: 83.38% (29,364,119)	19,816,963 % of Total: 82.99% (23,879,333)	39,303,010 % of Total: 82.55% (47,608,952)
<input type="checkbox"/>	1. Apple iPhone	4,756,466 (19.20%)	4,500,318 (22.71%)	7,426,280 (18.89%)
<input type="checkbox"/>	2. (not set)	446,716 (1.80%)	394,570 (1.99%)	668,580 (1.70%)
<input type="checkbox"/>	3. Motorola XT1031 Moto G	419,858 (1.70%)	420,493 (2.12%)	420,493 (1.07%)
<input type="checkbox"/>	4. Samsung SM-M315F Galaxy M31	317,699 (1.28%)	210,066 (1.06%)	577,005 (1.47%)
<input type="checkbox"/>	5. Xiaomi Redmi Note 7 Pro	277,287 (1.12%)	198,556 (1.00%)	461,679 (1.17%)
<input type="checkbox"/>	6. Xiaomi Redmi Note 8 Pro	252,754 (1.02%)	180,243 (0.91%)	422,293 (1.07%)
<input type="checkbox"/>	7. Xiaomi Redmi Note 5 Pro	231,141 (0.93%)	167,724 (0.85%)	389,699 (0.99%)
<input type="checkbox"/>	8. OnePlus AC2001 Nord	214,386 (0.87%)	135,659 (0.68%)	375,485 (0.96%)
<input type="checkbox"/>	9. Mozilla Firefox for Android	203,719 (0.82%)	203,772 (1.03%)	204,138 (0.52%)
<input type="checkbox"/>	10. Xiaomi Redmi Note 8	176,958 (0.71%)	133,108 (0.67%)	281,353 (0.72%)

## 20% AUDIENCE READ HINDU VIA APPLE IPHONE



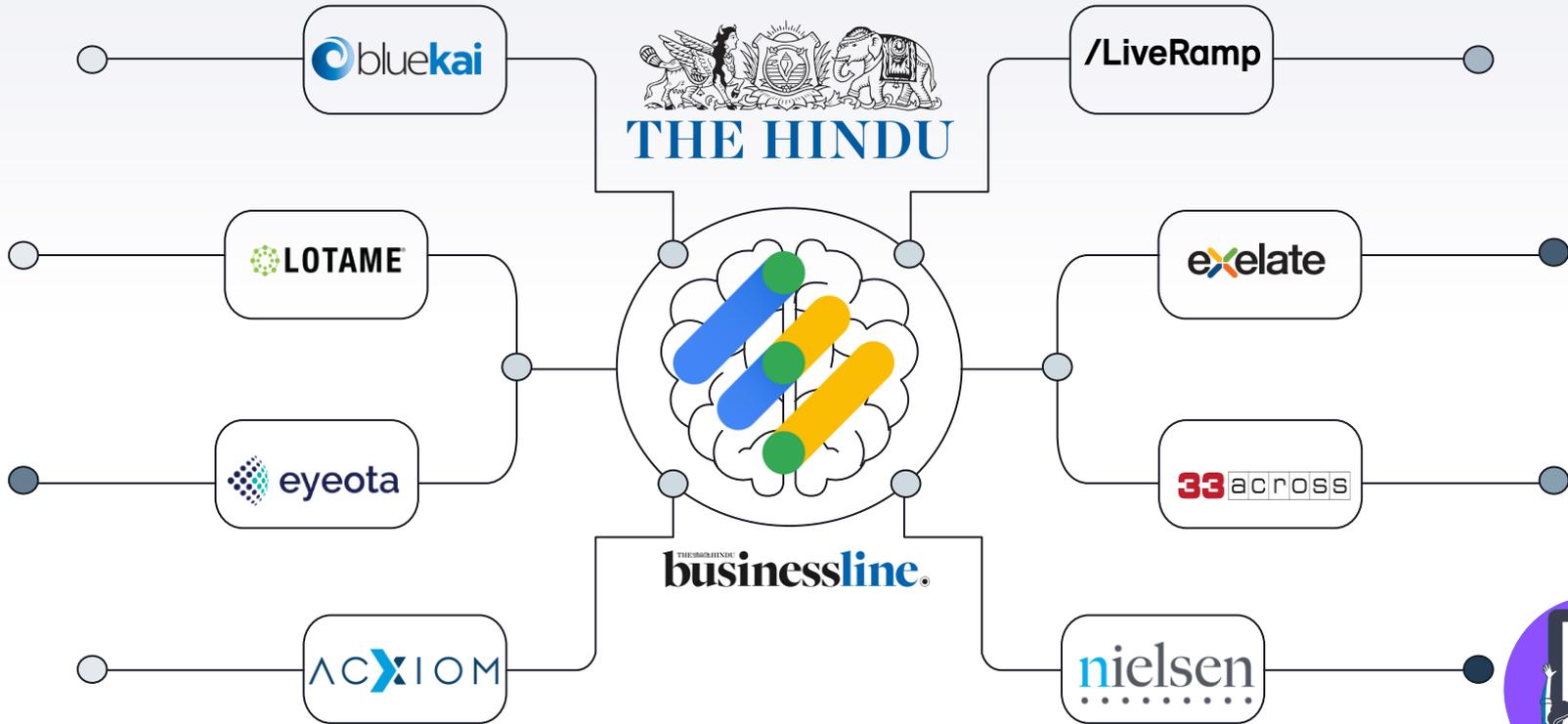
Source: Google Analytics

# AUDIENCE THAT MAKES SENSE

EXPECTED BETWEEN JAN – MAR 2024



# So!! How do u Target my Audience?



## HNI/CXOs

With the latest business news and insight on a macro and local economic viewpoint, we consistently reach an affluent C-level audience interested in a broad range of topics that interest them

Availability

Monthly Users\*

**9M**

&



Monthly Impressions\*

**32M**

## Tech & Gadget enthusiast

With coverage for all, Tech and Gadgets are also covered comprehensively. We have a significant readers who visit our portals to read updates from the Technology sector

Availability

Monthly Users\*

**10M**

&



Monthly Impressions\*

**38M**

- This is the total 30-day active size of the audience.
- \*\*This is the total page impressions of the audience that you can target within the digital entities of THG.

## Travel Intenders

There's no wonder our online readers are avid travel searchers and inspiration for travel or activity ideas from our Guides and Going Out team.

Availability

Monthly Users\*

**8M**

&



Monthly Impressions\*

**24M**

## Expectants/New Mum

With a wealth of practical information, health tips, well-being and educational expertise, we deliver content for the whole experience of being a new mum, from pregnancy, infant development and tips for children.

Availability

Monthly Users\*

**1.5M**

&



Monthly Impressions\*

**4M**

- This is the total 30-day active size of the audience.
- \*\*This is the total page impressions of the audience that you can target within the digital entities of THG.

## Real Estate

Our extensive coverage real estate domain reach every sector from mortgages to rentals, housing trends and availability, new developments and investment advice.

Availability

Monthly Users\*

**7M**

&



Monthly Impressions\*

**29M**

## Luxury Shoppers

Who doesn't love shopping? So are our readers. With our comprehensive coverage from various brands and trends in the market, we have a significant traffic from Luxury shoppers.

Availability

Monthly Users\*

**2M**

&



Monthly Impressions\*

**9M**

- This is the total 30-day active size of the audience.
- \*\*This is the total page impressions of the audience that you can target within the digital entities of THG.

## Auto Enthusiast

Our auto enthusiasts is one of our most engaged audiences. They are senior executives in the segment and car buyers seeking pre-owned and new car/Hybrid sales.

Availability

Monthly Users\*

**6M**

&



Monthly Impressions\*

**18M**

## Sports & Fitness Buffs

Our audience loves sport. Cricket and football coverage delivered by our highly respected sports commentators keeps our audience coming back for fan-tertainment and no holds barred opinion.

Availability

Monthly Users\*

**2M**

&



Monthly Impressions\*

**5M**

- This is the total 30-day active size of the audience.
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**THE HINDU**

Thanks for ur time!



**Any Questions? Pls Shoot!!!**

**SPORTSTAR**

**BusinessLine**

**இந்து தமிழ்  
திசை**