



THE HINDU

CLEAN INSIGHTS | SHARP OPINION | STRONG DIGITAL PRESENCE



x

India's oldest news daily with a
legacy of 144+ years

KASTURI BUILDINGS



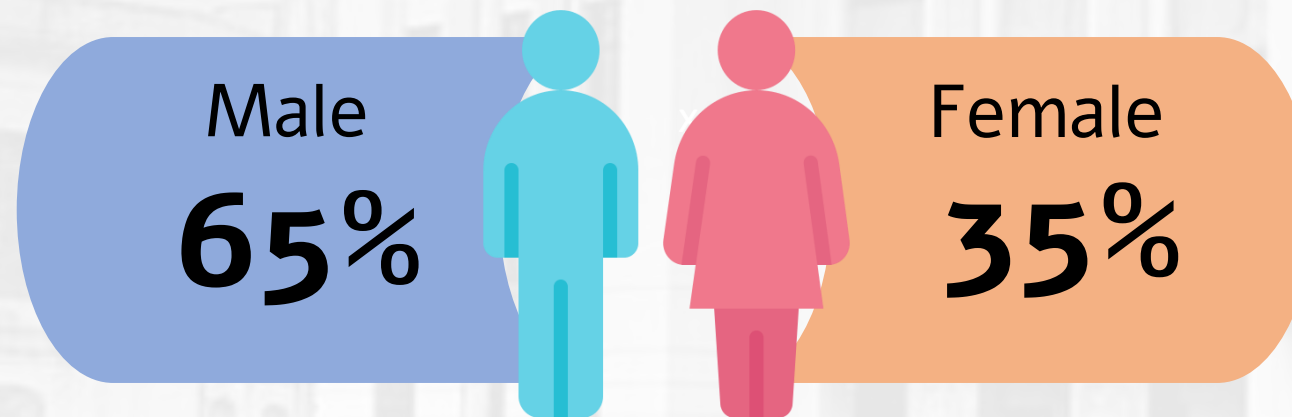
One of the **most trusted brands** in the news industry since its inception in **1878**



The Hindu Group is one of the India's leading news Organisations, known for its **authority, integrity** and **accuracy**

Most **progressive** news organization

With significantly high female readership



Source: ComScore

Catering to premium audience



65% readers

with annual household incomes
over Rs 40 lakh per annum

x



Over 60% readers

between 25 and 44 years of age

Source: DMP forecast'

Top subscribed **news portal**

We have the most loyal readership among other news portals in India



3 lakh+ paid subscribers

Readers are happy to take paid subscription to consume the quality content on 'The Hindu'; making us one of the most valuable news sources in the market

THG Reach

We are leaders in the South with a strong PAN India presence



35 million+

Monthly unique users (unduplicated)
Across The Hindu Network websites



56% traffic

Contributed from the
South India regions

Source: As per ComScore



Deep connect with our audience through
STRONG DIGITAL PRESENCE

THE  HINDU

General News

THE  **BusinessLine**

Business

இந்து  தமிழ்
திசை

Regional

SPORTSTAR

Magazine

The Hindu

www.thehindu.com

One of the most respected and credible news organisations in India



28 M

Monthly Users



01.22

Average session
(Highest in the industry)

GENDER**

64%



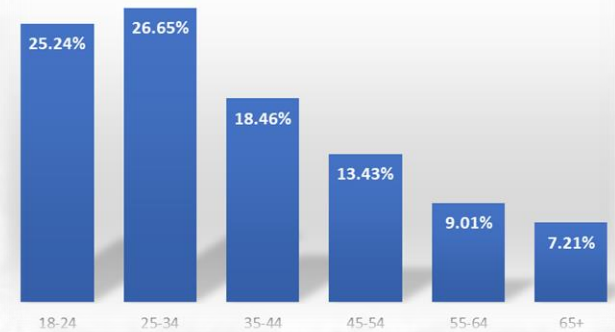
Male

36%



Female

AGE**



*As per ComScore in October 2022

**Monthly average as per Google Analytics

The Businessline

www.thehindubusinessline.com

Simplifying the business and financial news

businessline.



5 M

Monthly Users



02.42

Average session
(Highest in the industry)

GENDER

74%



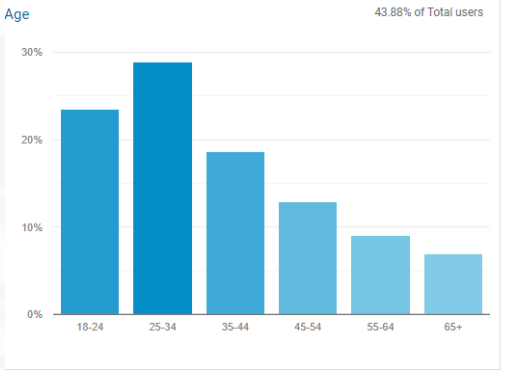
Male

26%



Female

AGE



*As per Goole Analytics in November 2022

The Hindu Tamil

www.hindutamil.in

Tamil News portal to serve Regional audience



6M
Users



01.05
Average session

GENDER

68%



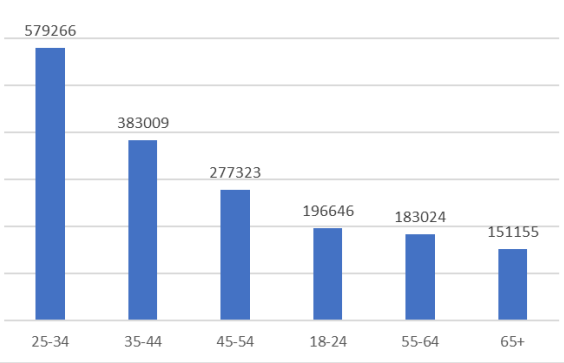
Male

32%



Female

Age



*As per Google Analytics – November 2022

Sportstar

www.sportstar.thehindu.com/

One of the leading Sporting portals in India



3M

Monthly Users

GENDER

65%



Male

35%



Female

**As per Google Analytics – November 2022*

Our Social media reach



5.3 million+

fanbase



7.9 million+

fanbase



1.26 million+

subscribers



2.5 million+

followers

THG Audience **Segmentation**

Reaching nearly every segment in India.
We have **around 25 million unique** behavioural profiles
that are refreshed every month.

Our best in-house teams working relentlessly expanding
your reach with your own campaigns and platforms. Have a
look around at who's who.

How does audience **segmentation** helps?

Audience Insights provides a comprehensive profile of the audience related to **behaviours, actions and interests**, using **data points** available from third-party data providers.

In this way, you will have a **better understanding of the composition of the audience** and get the value when you use it to target within the digital entities of THG.

HNIs/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-tainment and no holds barred opinion.

Availability

Monthly Users*

2M

&



Monthly Impressions*

5M

- 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.

Our Digital Offerings

We attract a wide range of dynamic, cosmopolitan and influential audiences. So when you pair your brand with our **REACH** and **CONTENT**, the results are powerful and effective.



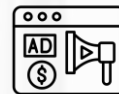
Display & Rich media

- High Impact
- Bill Board
- Vertical banners
- In article banners
- Mobile leader board
- IAB
- Creative innovations
- **Audience Solutions**



Videos

- In-banner video
- Out-stream
- Video wall
- Bill board video



Programmatic

- Programmatic
- Direct deal
- Preferred deal



Content Marketing

- Listing
- Reviews
- Branded content
- PR Release



Brand Solutions

- Webinar
- Podcast
- IPs

Refer more on next slide

About Brand Solutions

Taking brands to their target audiences through unique persuasive content and immersive experiences. Our best in-house content producers and ideation team work together to bring out the best for the brands working with us



STRATEGY

We help brand with innovative content and data-backed insights designed to resonate with specific audience segments on our websites



STORYTELLING

Brand Studio crafts award-winning branded storytelling about the interesting people, incredible places and inspirational ideas of today



SCALE

Millions of key readers and listeners tune in The Hindu websites every day, providing an unparalleled audience for cogent brand message

Brand Solutions offerings



Articles



Infographics



FB Live



Videos



Social Media



Panel Discussion



Display



Survey



Innovation



IPs



Webinar



Digital events



Case study



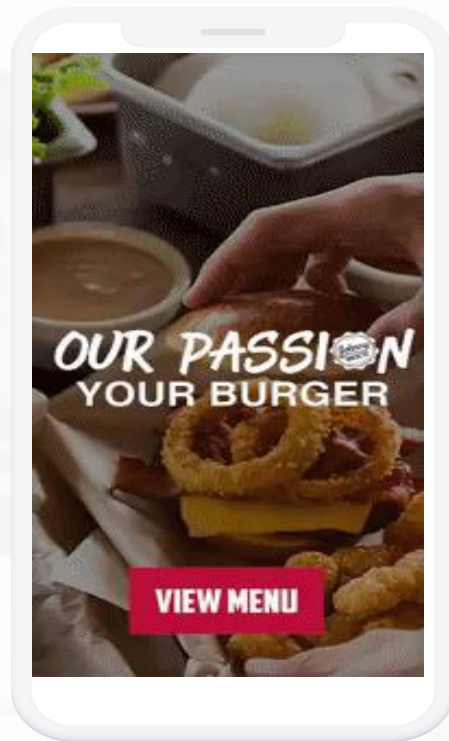
Podcast



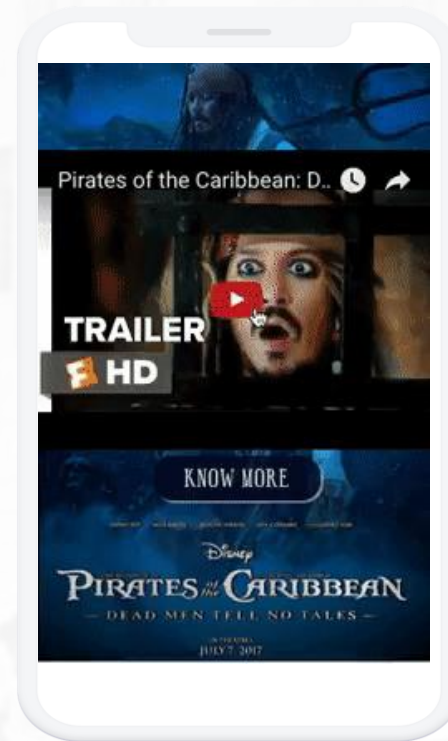
Contest & Quiz

And many more...

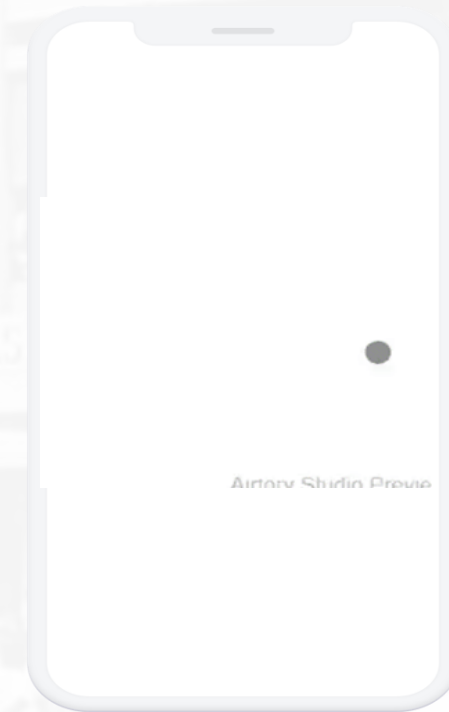
Creative Innovations



Cube

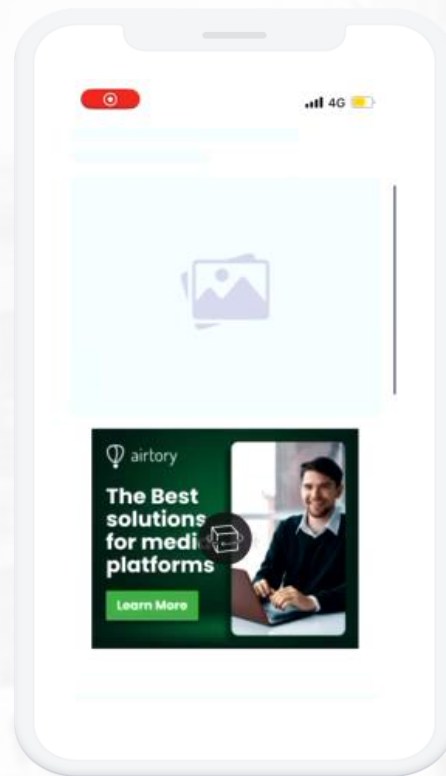


Video Wall



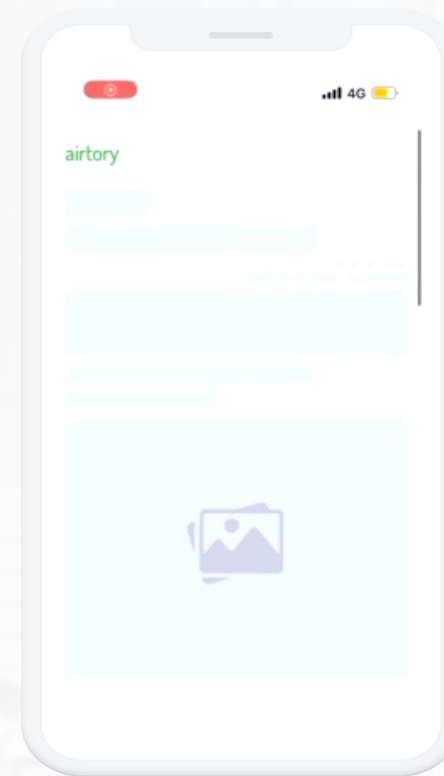
Countdown Timer

Creative Innovations



3D Video Cube

x



Rectangle Video

Let's Connect

