

VERVE

MEDIA KIT 2022

www.vervemagazine.in

📷 @verveindia

ABOUT VERVE

Acknowledged as India's first luxury and lifestyle magazine, Verve is known for its trend-setting content and strong layout.

In 1995, when international titles had not yet arrived on the Indian publishing landscape, Verve created a never-before-seen platform that presented thought-provoking content with an authoritative voice to India's cognoscenti.

Habitually predicting and showcasing the latest of trends from the runways of the world, Verve is proud of its global perspective. With an uncanny pulse on the aspirations of the country, the magazine has played an important role in defining tastes and shaping sensibilities in India.

The magazine maintained its high standards even as it transitioned from being a quarterly to a bimonthly, until it became a monthly over a decade ago.

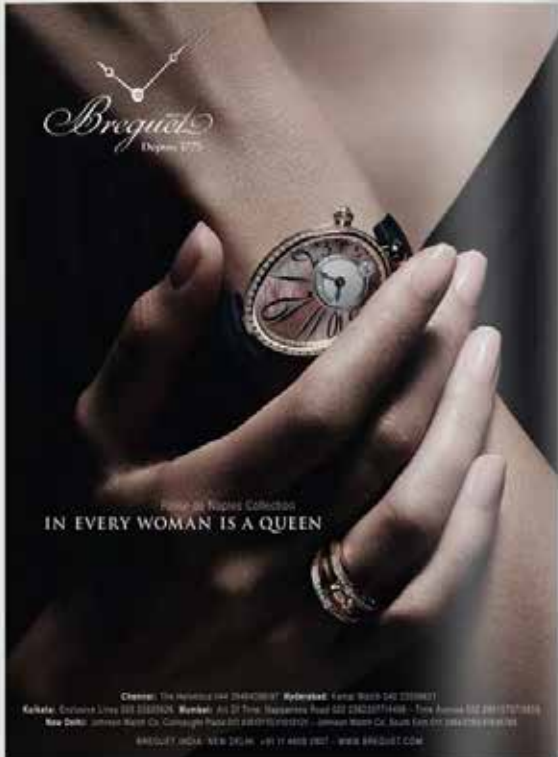
With a focus on curating cutting-edge content, and in a completely new avatar, Verve has moved into being a bimonthly recently. Its new vision and distinctive, defined outlook have received critical acclaim. It is undoubtedly a magazine for the thinking, global, contemporary Indian.

Apart from its print presence, Verve has garnered an online presence through a dynamic website and a host of social media platforms which enjoy an organic fan following of discerning readers.

PRINT OPTIONS

- *Advertisements*
- *Advertorials*
- *Editorials*
- *Supplements*

ADVERTISEMENTS



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LUNA

**QUINTESENTIALLY
CLASSIC**



From simple classic to food: The brand LUNA
served up at the 401 D'Tone, Napean's Road
Chennai, brings classic food to 401 D'Tone,
Napean's Road and beautifully elegant. The restaurant
brings classic to a new dimension. Bright, 401
D'Tone, new to the new, new to the new.

Level 47 at
The St. Regis Mumbai

The restaurant, open to 401 D'Tone

ADVERTORIALS



FROM ACROSS THE SEAS

Eight years ago, London-based chef Andrew Wong, who runs two flourishing restaurants in the British capital including the Michelin-starred A. Wong, travelled to regions of mainland China and Hong Kong to learn local culinary traditions and gain experience from the masters of the kitchens there. And today, almost a decade later, Wong is treating patrons to masterpieces in New Delhi at Baoshuan, The Oberoi's rooftop Chinese restaurant.

From conceptualising the menu to training the chefs of the hotel, Wong has truly put great effort into creating a well-rounded dining experience for visitors. Going beyond Sichuan and Cantonese cuisines, Baoshuan – that gets its name from the largest vessels in the fleet of Chinese merchant ships (bào chuán) which sailed across the Indian Ocean in the 15th century – serves food inspired by 14 different regions of China. The first glimpse of the restaurant's interiors transports patrons to the East Asian country; the ceiling is composed of large overlapping slats

that resemble the folds of Chinese fans, and the metal- and wood-framed glass panels are adorned with Chinese embroidery and decorative tassels. Indoor and outdoor seating on the rooftop and even a 10-seater private dining room promise patrons beautiful views of the Delhi Golf Club from any corner of the fine-dining space.

Chef Wong has studied local food habits so that he can cater to the taste buds of even the most discerning Indian gourmand. Try the Peking duck London 1960, a British-inspired version of the classic dish complete with Ossetra caviar garnishing, or sample a plate of silken tofu with Sichuan pepper, preserved radishes and peanuts. Also on offer are dim sum lunches as well as the restaurant's original signature dishes, all under the mentorship of Chef Wong. 1

Dim sum meals are priced at 2,500 rupees for a lunch menu, and 3,900 including a house beverage. For reservations, call 011 2430 4370.



Omya, the specialty Indian restaurant at The Oberoi, New Delhi, has been conceptualised by the acclaimed London-based Michelin-starred mentor chef Alfred Prasad. Omya serves up authentic Indian flavours, enlivened by contemporary twists. Raas, Omya's newest offering, is a curation of small plates in a lunch menu, each containing the flavour combinations chef Prasad is known for.

Cirrus 9 – on the ninth floor of the hotel – is an open-air lounge bar. Its variety of craft cocktails by head mixologist and Bacardi Legacy National Finalist, Manoj Singh are refreshing drinks and can be paired with choices from an international food menu. The Cirrus 9 experience is enhanced by the views it offers – of the forested golf course and Humayun's Tomb.

Located on the same level as Cirrus 9 is **Baoshuan**. The contemporary Chinese restaurant is mentored by the London-based Michelin-starred chef Andrew Wong, whose food promises to tell a story. Baoshuan serves the chef's interpretation of traditional recipes, which allows diners to explore China's tremendous culinary diversity. Signature dishes include the Peking duck London 1960, scallop and prawn dumplings, hand-pulled dan dan chicken and baby bok choy with dried shitake.



CHEF ANDREW WONG



CHEF ALFRED PRASAD

The Oberoi
NEW DELHI

+91 11 2430 4370 | @OberoiNewDelhi | OberoiNewDelhi.com

EDITORIALS



EDITORIALS



SUPPLEMENTS

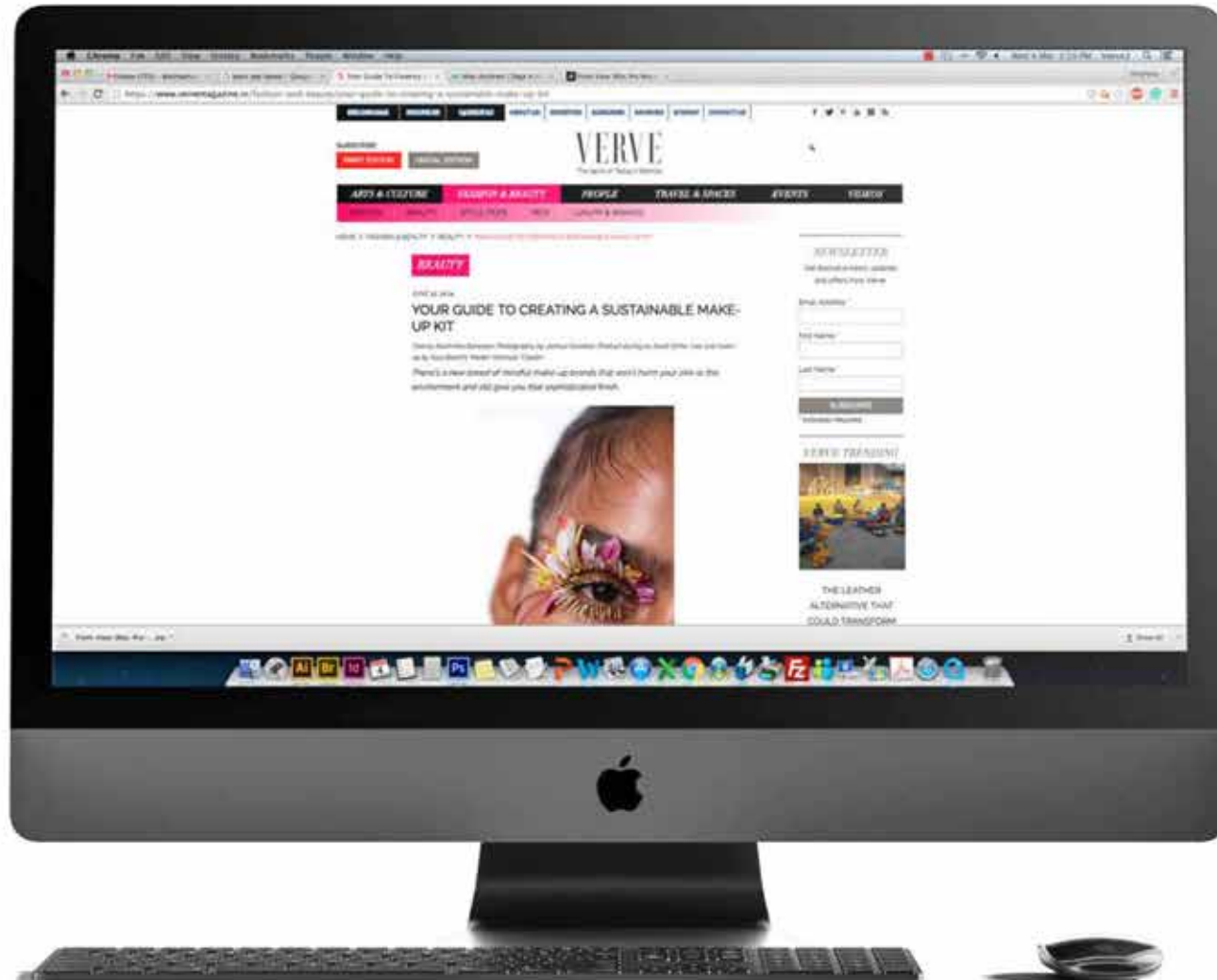


DIGITAL OPTIONS

- *Website*
- *Contests*
- *Facebook*
- *Twitter*
- *Instagram (Feed + Stories)*

WEBSITE

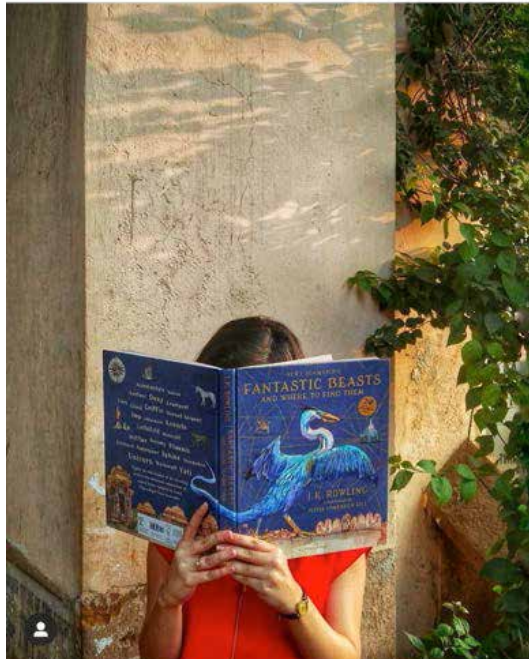
Merging the editorial and advertising



view the article here: <http://www.vervemagazine.in/fashion-and-beauty/your-guide-to-creating-a-sustainable-make-up-kit>

VERVE

CONTESTS



❤️ 809 likes

💬 107 comments



❤️ 530 likes

💬 55 comments



❤️ 331 likes

💬 65 comments

INSTAGRAM FEED



INSTASTORIES





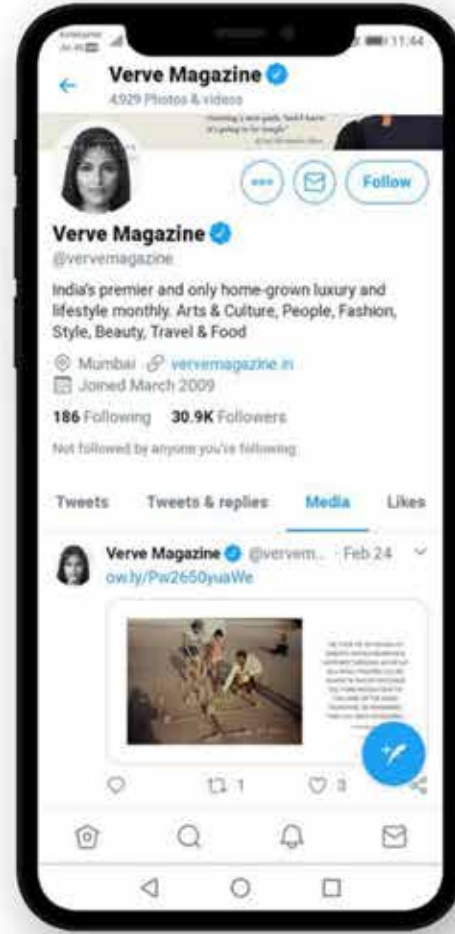
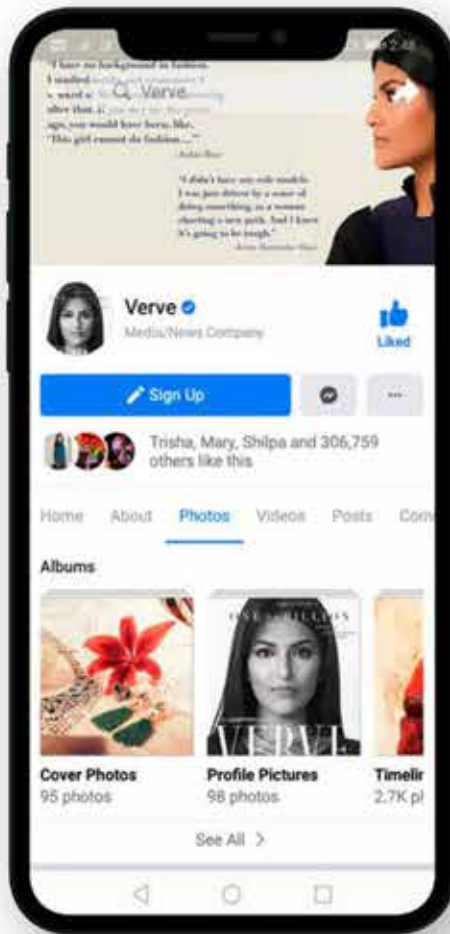
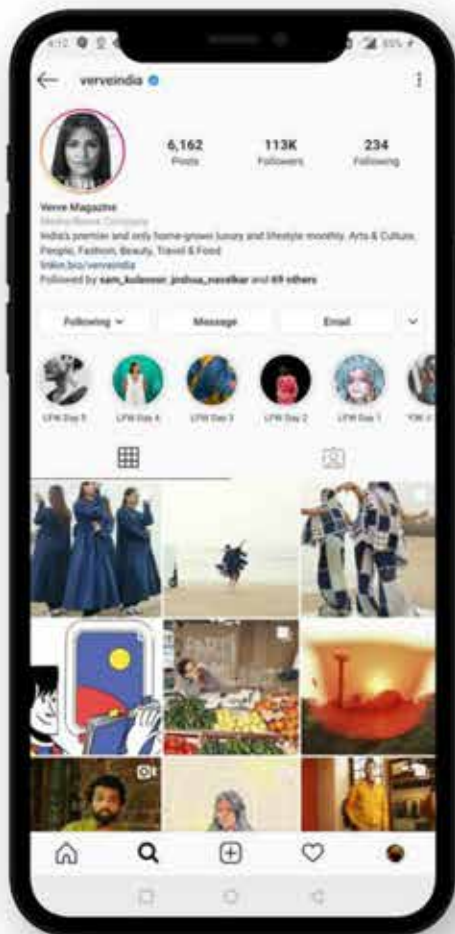
INSTAGRAM



FACEBOOK



TWITTER



VERVE

THE NUMBERS

V	<i>Website views for November 2021</i>	<i>3,66,800</i>
V	<i>Website views for December 2021</i>	<i>4,29,669</i>
V	<i>Website views for January 2022</i>	<i>4,83,197</i>
V	<i>Website views for February 2022</i>	<i>3,90,983</i>

THE NUMBERS



Facebook followers

2,91,894



Instagram followers

114k



Twitter followers

30.6k

EVENT OPTIONS

- *Media Partner*
- *Launches*
- *Pop-Ups*
- *Customised Design and Curation*

DS&DURGA INDIA LAUNCH

(In partnership with Scentido)

SCARF: SHILPA KUMAR



Rishi Agarwal, Shilpa Kumar, Rishi Agarwal, Shilpa Kumar

PARTY NOTES

Last month, Verve threw a soirée to remember for Kavi Ahuja Mulla, designer and co-founder of New York-based fragrance brand D.S. & Durga.

EVENT CREATIVE DIRECTION BY NITYA ARORA

PHOTOGRAPHY BY MALIKA CHANDRA

Only Verve can make a sit-down dinner party for 30 guests feel intimate. We transformed one of our own spaces in Mumbai, The Opera, an atmospheric room on the ground floor of the beautifully-restored Gateway House at Colaba, into the ideal venue for this bespoke evening. We were celebrating the cover person for our Design Issue (released in July), New York's Kavi Ahuja Mulla of D.S. & Durga, a decade-old fragrance house co-founded by the designer, which explores the "juicy" of things told through scent. She was making the city to launch the brand in India, and with one of its newest perfumes being exclusively named Rishi. Besides, Verve added into its little black book to come up with a gift for that

was as eclectic as the description of its notes. "The notes radiate from a sophisticated, seductive, ripe in the Indian East. Hot copper takes with the soft, warm, refreshing blossoms of musk, steam, peach, ambrette, rose, cedar, distilled, and other perfumers, Scentido, which has earlier launched all D.S. & Durga's perfumes in the city, met the co-foot of the evening.

An inspiring mix of galleries, restaurateurs, stylists and artists had a chance to mingle and talk art, food, fashion and design as hints of D.S. & Durga lived around them and sleek neon pink tube lights — inspired by the cover of the Design Issue — cast a dreamlike glow. To quote the brand's brochure: "A great scent is a world you can return to again and over — a keyhole into another realm."

BY LUCAS — NOVEMBER 2011



Lusha Aggarwal, Shilpa Kumar



Ashwini Patel



Rishi Agarwal



Neha Sharma, Shilpa Kumar, Shilpa Kumar



Shilpa Kumar, Shilpa Kumar



Fragrances from D.S. & Durga



The Design Issue

VERVE

SUSTAINABILITY POP-UP

(Sponsored by Eco Vero)



time to make a *change*

To reiterate the necessity of making conscious lifestyle choices, Verve, in collaboration with Leasing EcoVero, organised a two-day affair to highlight modern sustainability practices, thoughtful consumption habits and environment friendly initiatives.

EVENT CONCEPTUALISED AND CURATED BY NITYA AGORA
PHOTOGRAPHED BY JOSHUA RAJASEKAR

A lounge at Studio Architects, the quiet space enveloped in lush foliage, in the bustling hub of Mumbai, was the perfect venue for Verve's curated pop-up on sustainability. The two-day event in June was eye-opening, teaching the participants that it is possible to effortlessly make changes in the way they live and positively impact the environment.

Day 1 brought together sustainable lifestyle advocates for a panel discussion on 'The Past, Present and Future of

Sustainable Fashion', hosted in collaboration with Leasing EcoVero. Sanya made from egg yolk? Swimsuits created from recycled fishing nets? Rubber slippers repurposed into bags? These kinds of products, the invitees learnt, are not fanciful propositions for the decades to come but the need of the hour. The panelists - Divya Meera, Divya Ramchandran, Ganesha Iyer, Shashi Himanshu, Sanya Tambi and Surya Gati - drew heavily from their personal lives and elucidated the audience about how they have, in their own ways, started to implement



INDIA ART FAIR 2020

(Collaboration with three new-age artists)



ADVERTISING RATES

<i>Cover Gatefold:</i>	<i>Rs. 7,00,000</i>
<i>Inside Back Cover:</i>	<i>Rs. 6,00,000</i>
<i>Outside Back Cover:</i>	<i>Rs. 6,75,000</i>
<i>Inside Front Cover opening spread:</i>	<i>Rs. 7,50,000</i>
<i>Colour Full Page:</i>	<i>Rs. 2,50,000</i>
<i>Colour Double Spread:</i>	<i>Rs. 5,00,000</i>
<i>Advertorial Full Page:</i>	<i>Rs.2,25,000</i>
<i>Page Opposite Masthead:</i>	<i>Rs.2,75,000</i>
<i>Page Opposite Contents:</i>	<i>Rs.2,75,000</i>
<i>Page Opposite Editor's Note:</i>	<i>Rs.2,75,000</i>
<i>Page Opposite Reader's Write:</i>	<i>Rs.2,75,000</i>

DIGITAL MEDIA RATES

INSTAGRAM

Instagram Post and Instagram story	Rs.1,00,000
Instagram Post	Rs.85,000
Instagram Story	Rs.65,000
Instagram Interactive Post /DIY/Video	Rs.1,30,000
Endorsement by key influencer	Rs.1,30,000

VERVE WEBSITE

Banners	Rs.80,000
Website Article	Rs. 2,00,000

FACEBOOK

Post	Rs.60,000
Video/DIY	Rs.75,000

Please note: An additional 25 per cent premium will be levied for creative direction and creative services.

IQ – THE INDIAN QUARTERLY



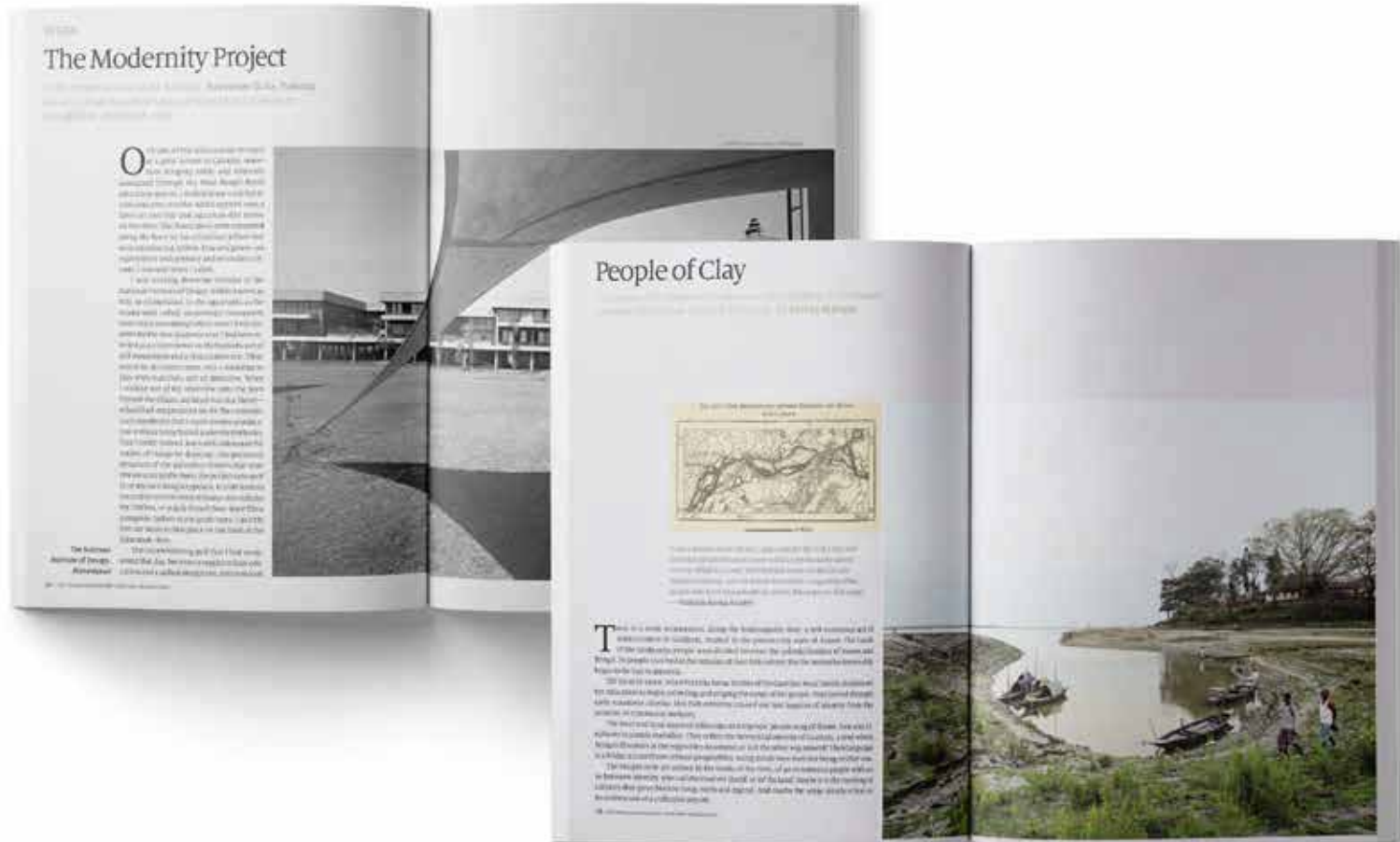
IQ is a literary and cultural quarterly magazine, from the publishers of Verve. Over more than five years, it has come to occupy a unique space in the Indian publishing firmament, by offering a cosmopolitan, open-minded and provocative perspective on the world and on India

In recent years there have been fewer and fewer magazine vehicles for the thoughtful long-form journalism that so many of us love and enjoy. With Indian Quarterly we hope to fill some of that gap and to provide a home for the best in essays, features, essay-reviews, photo-essays and travelogue.

IQ is a national and international magazine. We hope that just as The New Yorker exhibits a distinctly Manhattan sensibility and always contains articles about New York City, IQ will manifest the fact that it is edited and published in Mumbai through its cosmopolitan and open-minded perspective on the world and on India.

In fact, we hope to provide a unique way of interpreting our ever changing culture, and to define our own experiences through the strength of thought, ideas and imagery, be it in the form of fact, fiction, poetry, illustration or photography. IQ is therefore a paean to the polyphonic nature of reflection and the creativity that is its outcome.

READER



IQ is targeted at an intelligent, well-informed readership. The driving force of the magazine is to encourage and provoke dialogues and exchanges between different disciplines, geographies and generations. It reflects the fact that its readers have wide interests, that they are as concerned with our evolving popular culture and its implications, on the future.

VERVE

ADVERTISING RATES

<i>Inside Front Cover:</i>	<i>Rs. 2,50,000</i>
<i>Inside Back Cover:</i>	<i>Rs. 2,50,000</i>
<i>Cover Gate Fold:</i>	<i>Rs. 5,00,000</i>
<i>Outside Back Cover:</i>	<i>Rs. 4,00,000</i>
<i>Inside Front Cover Opening Spread:</i>	<i>Rs. 4,25,000</i>
<i>1st DBS after IFC:</i>	<i>Rs. 3,00,000</i>
<i>Full Page Color:</i>	<i>Rs. 1,25,000</i>
<i>Double Spread:</i>	<i>Rs. 2,50,000</i>
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<i>Page Opposite Contents:</i>	<i>Rs. 1,75,000</i>
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