

# DELHI PRESS MAGAZINES



**Woman's era**  
*Makes Life Beautiful*

**Woman's Era**  
**360° Brand Activation**





## About Woman's Era Magazine

Woman's Era, a monthly for women is one of the largest and widely read women's magazines in India. It has an international reach with the Indian desperado was launched in 1973. Over the years the print magazine has expanded its advance base with websites, social media and events. The magazine is now backed with a stormy social media team along with the print.

Woman's era

ALIVE

सुमन  
सौरभ

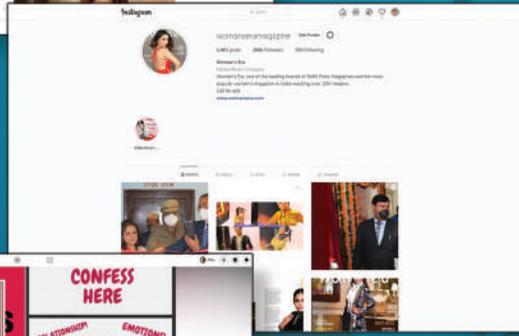
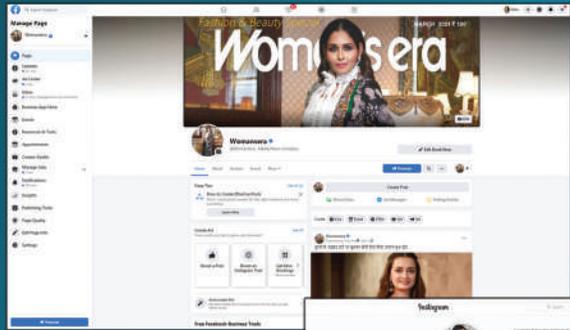
Magazines | Sites | Social Media | Live Videos





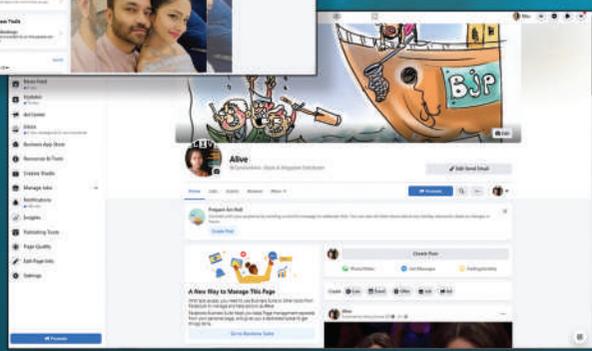
## Proposed Plan

- Print total 12 pages in Woman's Era National edition  
6 issues & 2 pages (double spread) within a period of 6 months.
- The campaign would be amplified through high traffic social media platforms of Woman's Era.
- Digital – Six extensive stories mainly featuring the theme on Woman's Era Website – one story every month.
- Videos – 6 video posts would be featured on Woman's Era Facebook page.



## Social Media Platforms

- Womansera Facebook
- Womansera Instagram
- Womansera confess
- Alive



# Demographics

## Readership Reach Figures Woman's Era Demographics

Category	
Gender: All Male	30%
Gender: All Female	70%
Age: 15-19	7.85%
Age: 20-24	19%
Age: 25-34	30%
Age: 35-44	31%
Age: 45-55	12%
Sec A	54%
Sec B	36%
Sec C	9.53%
Town Class: Metro	73%
Town Class: 10-40 Lakhs	9.17%
Town Class: 5-10 Lakhs	7.78%
Town Class: 1-5 Lakhs	9.81%
Town Class: Less than 1 Lakh	0.64%





# Pages Galore



## 3D PRINTING TECHNOLOGY CAN REVOLUTIONISE MEDICAL INDUSTRY

**CREATIVEDIRECTOR**

**M**anufacturing models of devices or parts...  
**PRINTING TECHNOLOGY CAN REVOLUTIONISE MEDICAL INDUSTRY**

**CLASS ENCOUNTER**

**N**eed that...  
**OF THE ROBOTS**



## IF YOU LOVE SOMEONE, SET THEM FREE

When your kid moves from home to hostel... by Dr. Bhanu

**BEFORE YOUR CHILD LEAVES FOR COLLEGE**

**THE**...  
**IF YOU**...  
**SET THEM**...  
**FREE**



## Love, Romance and Relationships

In the age of technology... by Megha Bhargava

**IF** you think...  
**Love, Romance and Relationships**



## PHENOMENAL MARKET FOR THE TALENTED

**PHENOMENAL MARKET FOR THE TALENTED**



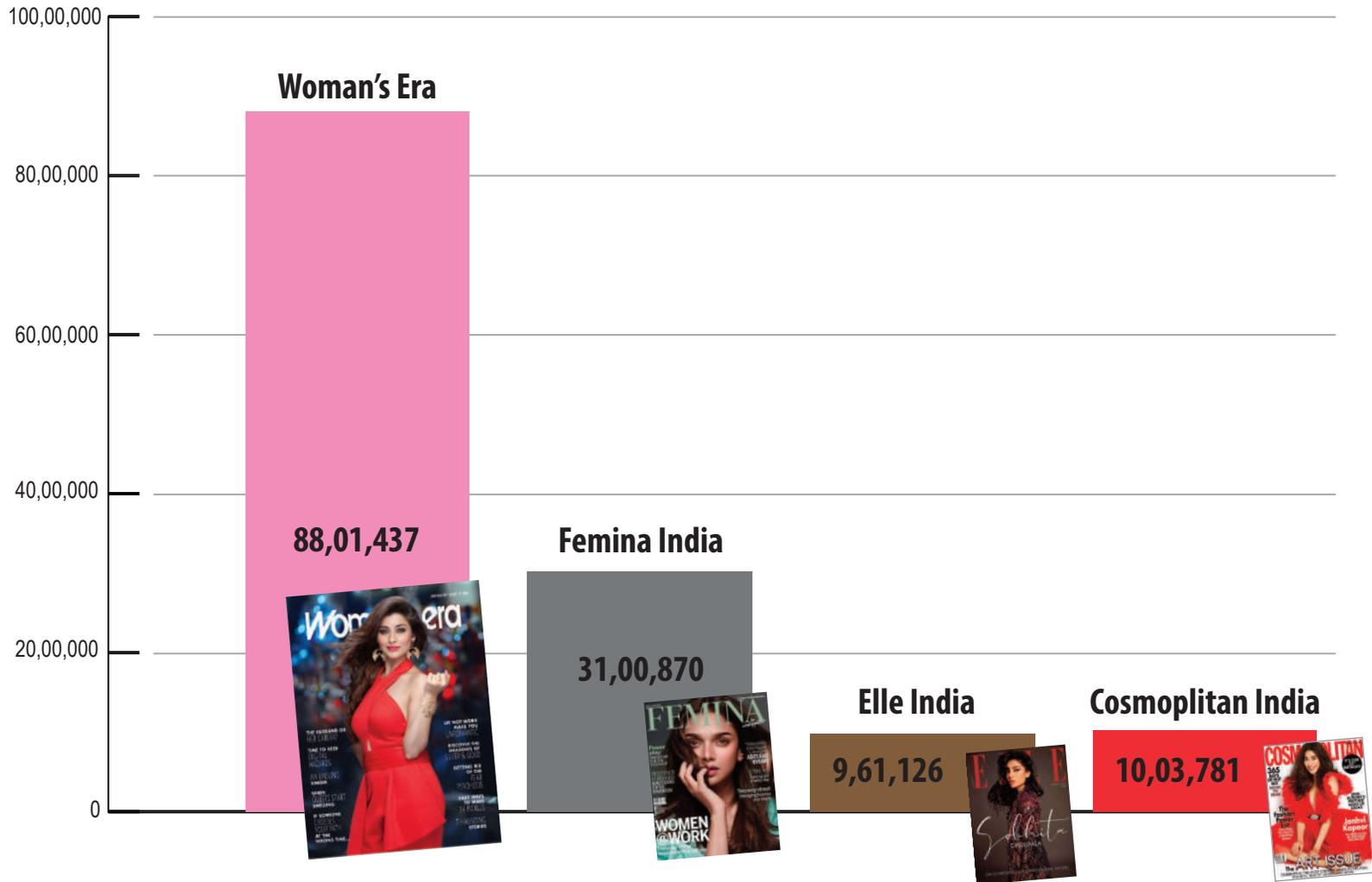
## YOU CAN MAKE POSSIBLE, EVEN THE IMPOSSIBLE

It's a question of attitude

**DELVE INTO THE PROBLEM**

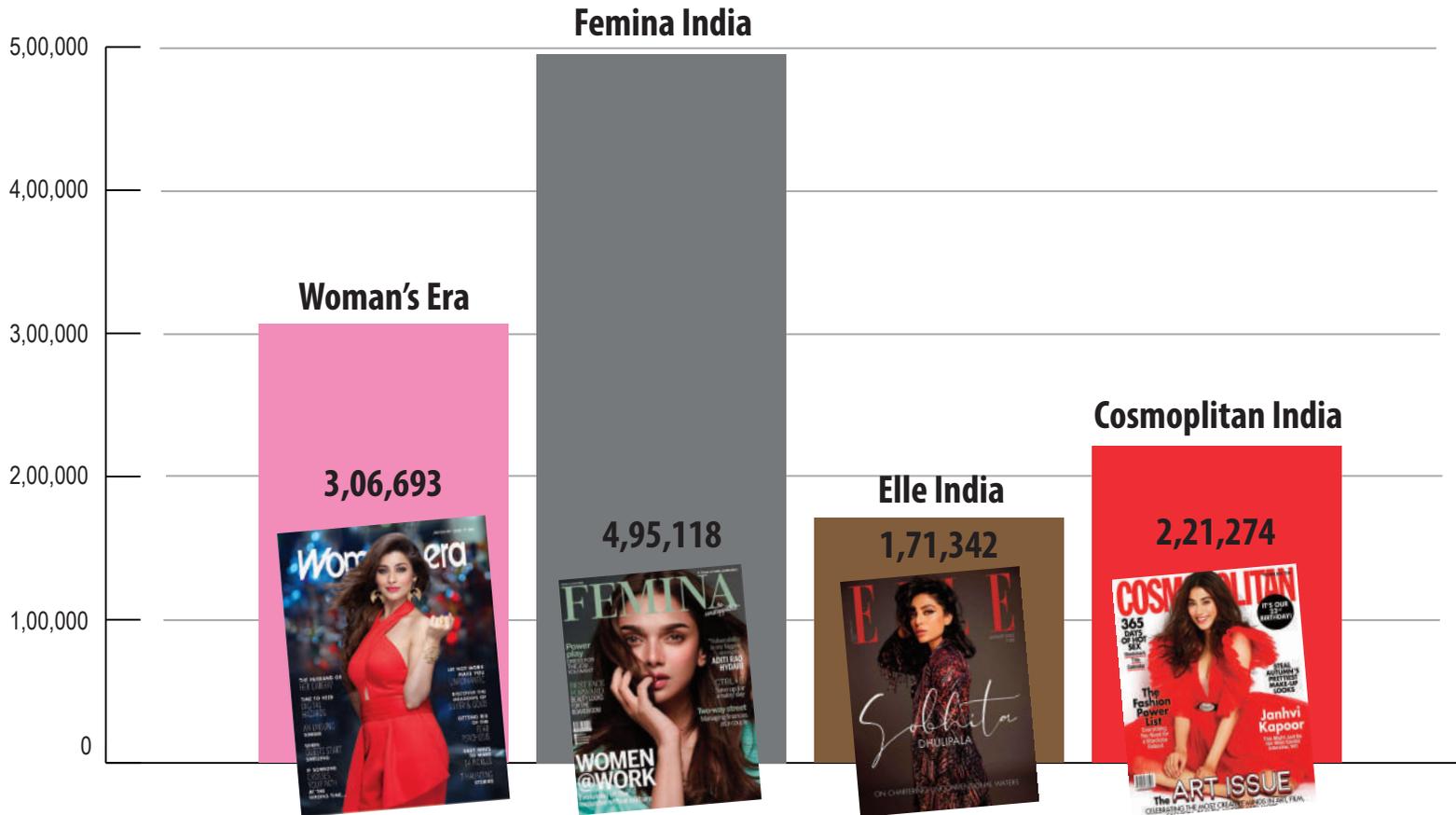
**THE**...  
**YOU CAN MAKE POSSIBLE, EVEN THE IMPOSSIBLE**

# Facebook Followers



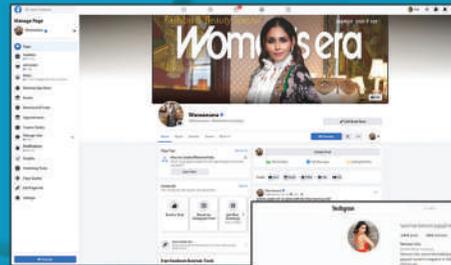
Woman's Era is leading on Facebook among the top magazines in India.

# Total Visits on Website



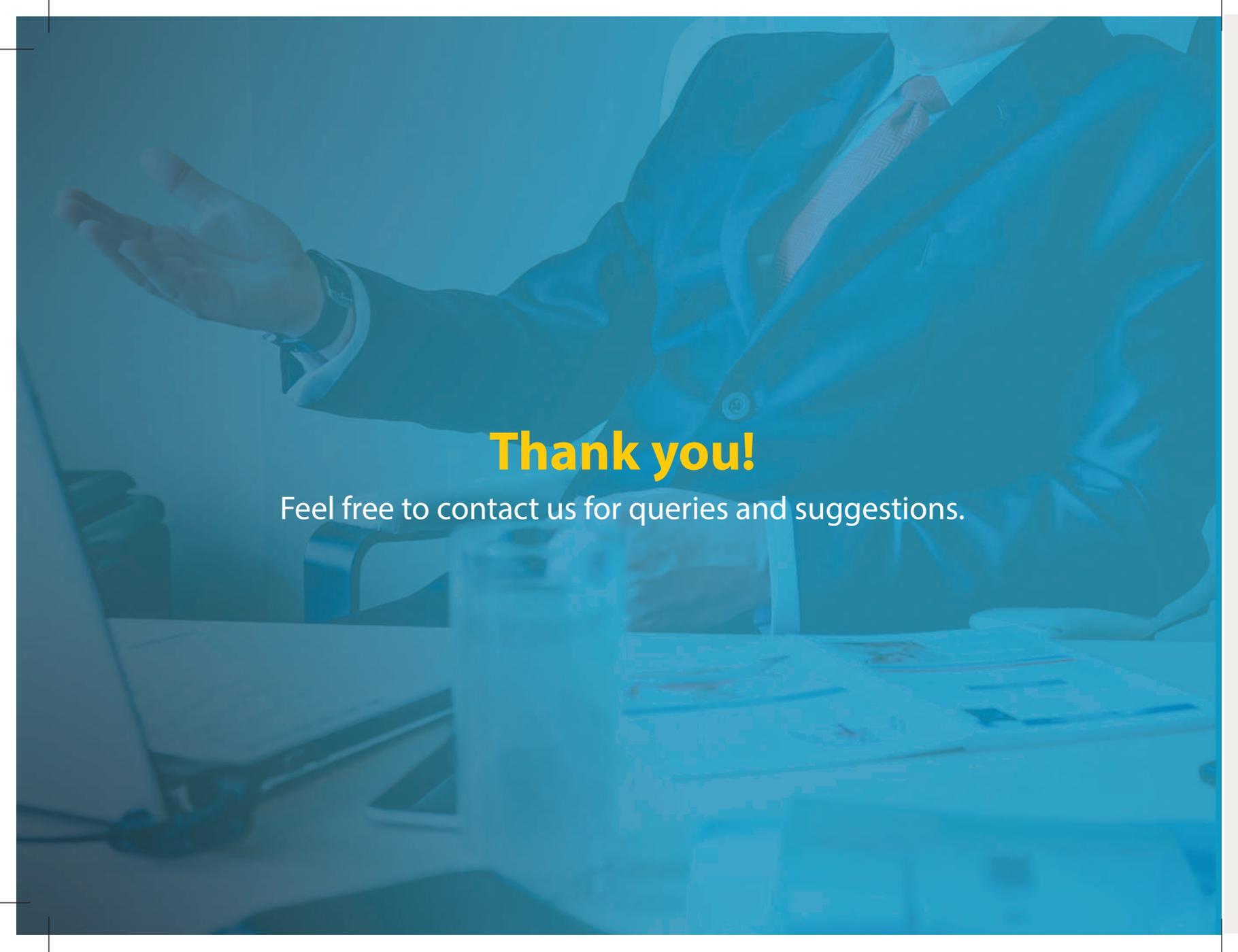
Woman's Era holds a strong position after Femina India among leading magazine sites.

Figures are taken from credible websites for pageviews, Facebook for followers, as of Q4 of 2023. These stats can be verified and are available in public domain, The comparative is narrated for limited magazines that addressed women, family and lifestyle.



# Overall Package

Print + Digital + Social

A photograph of a person in a dark suit and tie sitting at a desk. The person's right hand is raised in a gesture, palm facing up. On the desk, there is a computer monitor on the left, a glass of water in the center, and some papers on the right. The entire image is covered with a semi-transparent blue gradient.

**Thank you!**

Feel free to contact us for queries and suggestions.



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