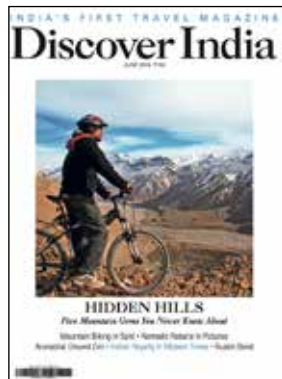
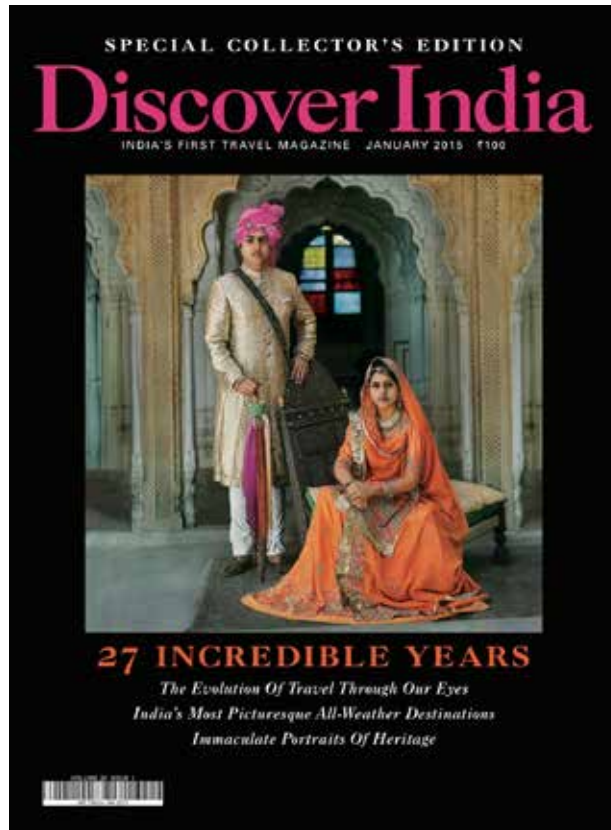
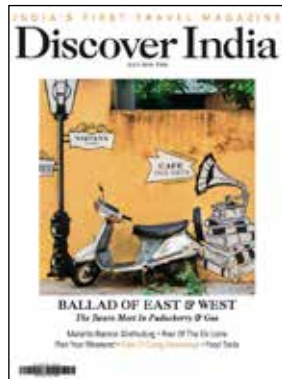


2016 MEDIA KIT

Discover India

INDIA'S FIRST TRAVEL MAGAZINE



THE STRATEGIC LANDSCAPE OF

HUBERT BURDA MEDIA



- 10,300 employees
- 40 million paying consumers
- 500 media products
- 165 million users
- 114 websites
- 43,000 advertising clients

Discover India

NOBODY KNOWS INDIA LIKE WE DO

- Discover India, is a monthly travel and culture magazine, that is what it says—all about India. Covering the length and breadth of the country, the magazine endeavors to bring you India in a new light month after month with the help of finely written features and stunning visuals. DI is the traveller's gateway into India.

- **Contemporary design**

- Well written and researched features

- **4-5 features covering all regions of the country**

- The best hotels and restaurants from around the country

- **Weekend breaks from all four metros**

- An eclectic line up of columnists—Ruskin Bond (hills), Rocky Singh (food), Ashoke Nag (art), Shweta Taneja (mythology), Satyabrata Dam (adventure), Abhishek Madhukar (gypsy chronicles), Roshun Povaiah (road trips)

- **Stunning photo essays**

- India updates (what's happening and what the country is celebrating this month)

- **Section on the latest trends in music & books**

- The latest packages and hot deals from the hospitality industry



Discover India

ANATOMY OF THE DISCOVER INDIA READER



- **Target Age Group: 25 to 60 year**
- Frequent fliers (International & Domestic Travellers)
- **High-end spenders**
- Affluent lifestyle
- Keep abreast of happenings around the city, the country and the world

Highlights not only **heritage tourism, adventure tourism, wildlife tourism, eco tourism** and **rural tourism** but also gives readers the latest developments in the hospitality, aviation, railway and other related sectors. Packaged with thrilling stories and vibrant pictures, the magazine captures and showcases the best of India.

Discover India

READERSHIP BREAK-UP

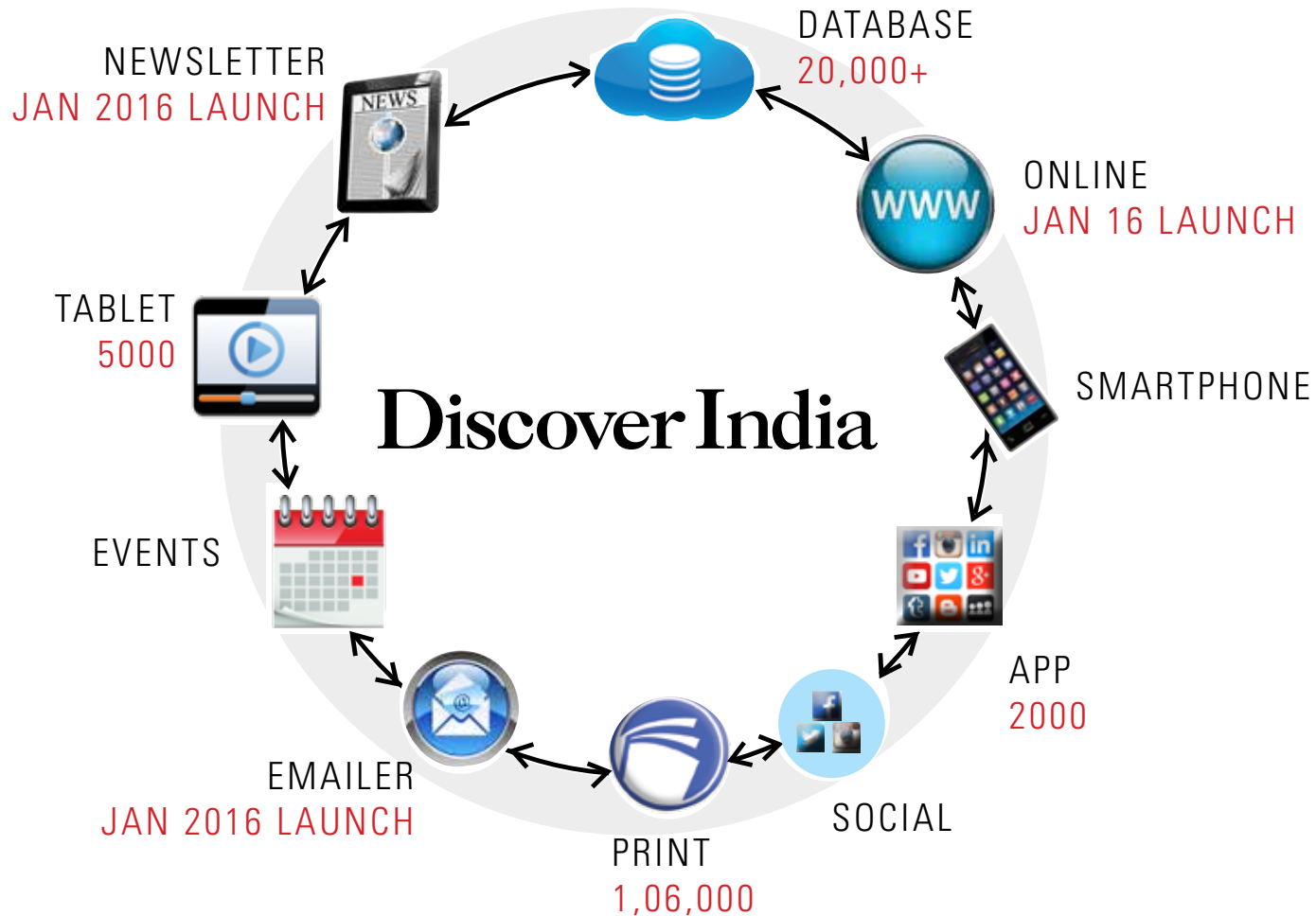
With a print-run of 106,000 copies being circulated to the travel trade, NTO's, Government Tourism Offices overseas, top officials in embassy offices in India, presence in global Indian embassies, bulk sales to Ministry of External Affairs, airlines, hotels, resorts & spas, newsstands and subscribers.

| | |
|---|------------------------|
| Government Tourism Offices overseas | : 20,000 copies |
| Top officials in embassy offices in India | : 500 copies |
| Presence in global Indian embassies | : 1000 copies |
| Bulk sales to Ministry of External Affairs | : 5000 copies |
| Airlines | : 25,000 copies |
| Hotels, Resorts & Spas bulk sales | : 3,900 copies |
| News stands and subscribers | : 49,950 copies |
| Complimentary mailing list to travel trade industry | : 650 copies |



Discover India

360° REACH



Discover India

CALENDAR 2016



JANUARY
INDIA A TO Z ON A SHOE-
STRING BUDGET



FEBRUARY
HOLLYWOOD IN INDIA



MARCH
BACKPACKING IN INDIA



APRIL
TRAIL OF BUDDHA



MAY
BEST KIDDIE VACATIONS



JUNE
THE ADVENTURE ISSUE



JULY
WELLNESS GETAWAYS



AUGUST
THE ART ISSUE



SEPTEMBER
NIGHT LIFE IN INDIA



OCTOBER
TEXTILES IN INDIA

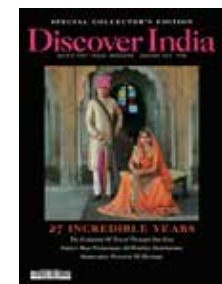


NOVEMBER
WILDLIFE SPECIAL



DECEMBER
THE SNOW VACATION

ANNUAL
SPECIAL



SPECIAL
COLLECTOR'S
EDITION

Discover India

LEADER AT NEWSSTANDS



- Print distribution with Living Media India Ltd
- **Network extends across India's top 60 cities and towns**
- 2000+ key retail spaces
- **30 prominent airport sites**
- 80 key national bookstores
- **Vendor partnership program that ensures visibility**
- Sited at India's premier heritage hotels, spas and lounges
- **Promoted heavily on all leading digital newsstands**

Discover India

24-HOUR 360° ENGAGEMENT

CATCH-UP TIME

- Morning hours
- Exclusive to smartphone use
- Search for snippety bytes in newsfeed
- Social media access for quick updates/news



FOCUS TIME

- Daytime hours. Customers know what they want and how to get it
- Access through website
- Simultaneous access to social media on smartphone
- Print
- App for trends and updates. Lunchtime scrolling
- Receptive to events



TOUCH TIME

- Evening/night time for relaxation
- Access to social media on smartphone and tablet
- Print



DOWN TIME

- Come back to website for longer reads
- App on tablet and smartphone for trends and updates
- Receptive to ads

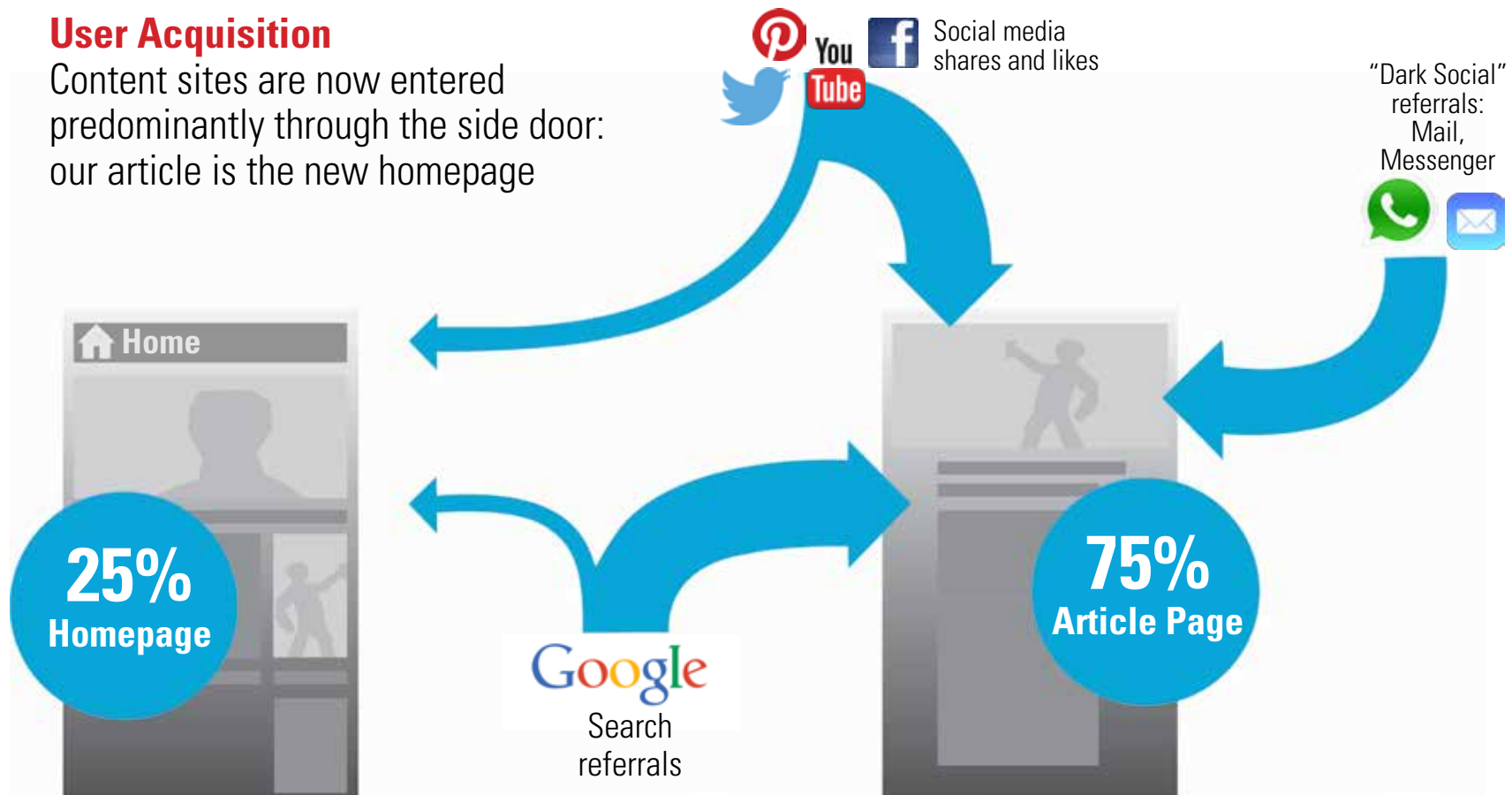


Discover India

PREMIUM CONTENT = PREMIUM ENGAGEMENT

User Acquisition

Content sites are now entered predominantly through the side door: our article is the new homepage



Discover India

LISTENING AND MEASUREMENT

We engage customers with a responsive philosophy. Users now expect brands to listen and react, to be part of the relevant travel conversation.



BRIGHTEDGE



UBERVU



Buzzsumo



LISTENING

Monitoring of suitable topics, upcoming trends and ongoing conversations

RESPONSIVE CONTENT

Content tailored to existing conversations and trends

Discover India

OUR ADVERTISERS

GOVERNMENT & PSU

- Maharashtra Tourism
- Goa Tourism
- Gujarat Tourism
- Odisha Tourism
- West Bengal Tourism
- Jharkhand Tourism
- Bihar Tourism
- Assam Tourism
- Tripura Tourism
- Meghalaya Tourism
- Manipur Tourism
- Nagaland Tourism
- Arunachal Tourism
- Sikkim Tourism
- Mizoram Tourism
- Andhra Pradesh Tourism
- Kerala Tourism
- Tamil Nadu Tourism
- Puducherry Tourism
- Karnataka Tourism
- Chandigarh Tourism
- Haryana Tourism
- Himachal Pradesh Tourism
- Uttar Pradesh Tourism
- Uttrakhand Tourism
- Rajasthan Tourism
- Jammu & Kashmir Tourism
- Department of Tourism
- Ministry of Textile (Handloom & Handicraft)
- Boyonika

HOTELS

- Hyatt Gurgaon
- Radisson
- Lemon tree
- Mayfair Hotels and Resorts
- Fort Rajwada
- Oberoi
- Welcom Heritage
- Le Meridian
- Orchid
- Pride Hotels
- Taj
- ITC

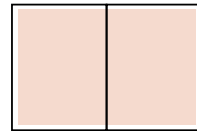


Discover India

PRINT ADVERTISING RATE CARD

SPECIFICATIONS

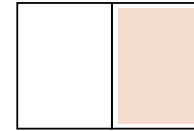
MAGAZINE TRIM SIZE
205 MM X 273 MM



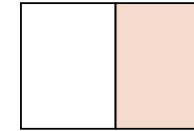
**DOUBLE SPREAD
(NON BLEED)**
380 MM X 250 MM
₹6,00,000



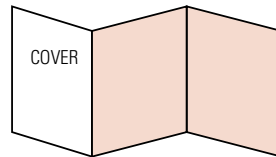
**DOUBLE SPREAD
(BLEED)**
410 MM X 273 MM
₹6,00,000



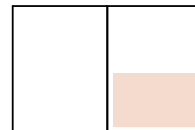
**FULL PAGE
(NON BLEED)**
190 MM X 250 MM
₹3,00,000



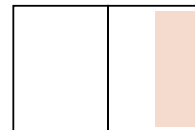
**FULL PAGE
(BLEED)**
205 MM X 273 MM
₹3,00,000



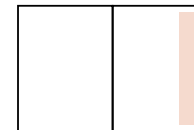
**REVERSE GATEFOLD
(BLEED)**
407 MM X 273 MM
₹7,00,000



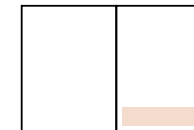
**HALF PAGE HORIZONTAL
(NON BLEED)**
120 MM X 180 MM
₹1,50,000



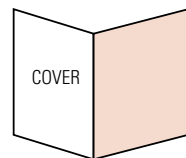
**HALF PAGE VERTICAL
(NON BLEED)**
90 MM X 250 MM
₹1,50,000



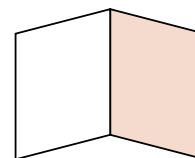
**SINGLE COLUMN
VERTICAL**
55 MM X 250 MM
₹1,00,000



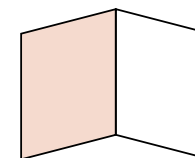
HORIZONTAL STRIP
50 MM X 180 MM
₹1,00,000



**INSIDE FRONT DSP
(BLEED)**
410 MM X 273 MM
₹6,50,000



**OUTSIDE BACK COVER
(BLEED)**
205 MM X 273 MM
₹5,00,000



**INSIDE BACK COVER
(BLEED)**
205 MM X 273 MM
₹4,00,000

NOTE:

- For bleed ads allow 3-mm bleed margin after cut mark.
- The live matter should be well within 5 mm from the trim size.
- Gutter: 8 mm (4 mm on each page) only for live matters in double spread ads.

MATERIAL NEEDED FOR REPRODUCTION:

- Digital file in EPS/PDF format . files containing high resolution images minimum in 300 DPI printable size.
- All links should be in CMYK mode and font should be embedded with the file.

EXPOSURE MEDIA MARKETING PVT. LTD.

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