

Digital is the way forward

While general interest and niche magazines will attract new advertising categories to the medium, publishers will have to understand the digital medium too and make their presence felt not only on digital stores like Zinio, but tablets too with interactivity as the key tool



The year 2012 would see consolidation of special interest and niche magazines

Amrit Rai | Publisher, Elle India

On key developments with respect to advertising for magazines in 2011

Leaner and more effective measures continued to be adopted as the mood was still recessionary. It was definitely a better year than 2009-10 but has yet not reached its full bloom from an advertising perspective. With respect to Elle India - the plans were quite realistic as it had been more or less anticipated that the slow down would last for a few years. No new launches were planned and only brand extensions that would have connectivity were introduced e.g. Elle Marriage, Elle Beauty Awards pull out and Elle - It girl directory. Elle India revisited the drawing board and focussed on the key areas of the business, and created strategies that synergised and strengthened these plans. In 2011, we felt it was better to consolidate rather than expand, and we feel this has been success-

fully achieved. Elle India also increased the cover price to Rs 100, and not only was there no negative impact at the newsstands, in fact there was an increase of five per cent in our print run.

On relevance of advertising in magazines

Magazines by and large deliver specific and unadulterated audiences, who are receptive to communication if positioned in the relevant environment of the magazine. Elle always advises advertisers to position their communication in the relevant sections of the magazine thus making their communication more relevant to the reader and benefitting to the advertiser. It is always a good strategy to target the reader at the correct time and in the appropriate frame of receptiveness through the fashion, beauty and life and style sec-

tions of the magazine or any other specific genre magazines.

On genres that are doing better

The year 2012 would see a consolidation of special interest magazines and perhaps the launch of a few new special interest titles. Unfortunately, there seems to be a downward trend for general interest magazines and frivolous news in the print media (e.g. Page 3 and party coverage), the consumption of frivolous/ party news seems to be steering more towards the internet media.

On advertising growth in 2012

Overall, most advertisers will stay cautious and conservative in their spending, the market sentiment continues to be in a recessionary frame of mind, even though all is good at the moment in India. The learnings of 2009 are still etched in the minds of advertisers and buoyancy will return only towards the end of 2012/ early 2013 if no further global calamities nor wars occur. ■

As told to Dhaleta Surender Kumar

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Sandeep Khosla
CEO (Publishing),
Infomedia18

Traction is expected from the auto segment

On advertising growth in 2011

Contrary to belief, we have experienced a huge traction for special interest magazines resulting in advertising growth in them. Good quality content will continue to increase traction in this genre, even when general as well as entertainment magazines are losing out to mediums like TV, web, radio & daily newspapers.

We are now building an ecosystem on the web and social media too, to help our partners talk better.

On ad revenue expectations in 2012.

Rs 40-42 crore for us, but static overall.

On genres of magazines that are doing better

Definitely special interest. We have shown a growth in every round of IRS as far as Overdrive is concerned. Also, all our other B2C titles have shown a growth (although non IRS). Also luxury magazines.

On advertising categories that will grow in 2012

More traction is expected from the auto segment, with big plans from BMW, Audi to garner a bigger share of the Indian consumer. Luxury brands will increase advertising. I think gadgets & gizmos like smartphones, iPads, Androids too will advertise more. ■

As told to Dhaleta Surender Kumar

The affluent consumer is developing new interests

On how Conde Nast performed in 2011

Conde Nast titles continue to see significant growth in terms of advertising pages and revenue. We continue to attract the luxury advertisers but we are also seeing a large number of premium brands advertising in our magazines. Domestic brands in categories such as jewellery and fashion have seen highest growth rates.

On why special interest magazines are the best bet

Special interest magazines are clearly the only medium that provide luxury brands the right environment to advertise and be seen in. Magazines like Vogue, GQ

and Conde Nast Traveller help reach the right audience with minimum wastage. The affluent Indian consumer is continuing to develop new interests and therefore is looking to special interest magazines to meet her information needs.

On categories that are showing interest in magazines

Categories that showed high growth were – watches, jewellery, luxury cars, premium fashion brands. Some categories that are already showing growth in 2012 are real estate, jewellery, watches, interiors and travel. ■

As told to Dhaleta Surender Kumar



Oona Dhabhar
Marketing Director,
Conde Nast India



Anant Nath
Director, Delhi Press

Ads in magazines cannot be missed out

On ad growth in 2011 2012

Our ad revenues in 2012, so far have been flat as compared to 2011.

On how magazines can be engaging

The great strength of magazines lie in building engaged communities of readers who place immense trust and faith in the editorial philosophy of a magazine. As compared to other forms of mass media, magazines by their very nature filter audiences from the larger masses in order to build smaller, more engaged, better involved, and highly trusting audiences. Even the most general interest magazines does so when compared with a newspaper or television channel. Here lies the great strength of magazines with respect

to advertising. After spending considerable resources, in terms of editorial ideation, understanding readers' unarticulated needs, a magazine allows advertisers access to their loyal audiences, however small or large they may be. When placed in a magazine, the advertisers communication gets all the advantages of an uninterrupted, non-intrusive, and repeated exposure, as the readers consume the magazine in a relaxed state of mind over a number of sessions.

Unlike in newspapers or TV, where there is a good chance that viewers might miss a specific ad, either because of a rushed morning in case of newspapers, there is no such omission of exposure in case of magazines. ■

As told to Dhaleta Surender Kumar



Gurmeet Singh
 CEO, Forbes (India)

Indian mags can be seen on Zinio and Magzter

Points that publishers should bear in mind while going digital

Publishers need to understand exactly how technology is influencing the behaviour of their readers and why. Every magazine has a different/unique TG and it's very important to understand what's in it for them -- and what's in it for us. Publishers usually end up creating brand pages on every social network one can imagine. But, we won't succeed unless we know whom we're trying to reach.

Are publishers doing enough on digital?

At a very basic level, I can see many more Indian

magazines on digital stores like Zinio, Magzter etc. Magazines like India Today are there on the Kindle -- as well as on Apple News stand. A few of them have WAP sites and mobile apps as well.

Any examples that stand out

I shall speak about Forbes India. We started our website www.forbesindia.com in January 2012 after getting the requisite license. Forbes India has 25,000 followers across its two Twitter handles @forbesindia and @forbes_india. This number is the largest and the most active in the Business Magazines segment. ■

As told to Noor Fathima Warsia

Digital is not a one way communication

Are Indian magazines adopting digital?

Magazines today are expected to have a digital platform from both consumers and advertisers point of view. Publishers are slowly embracing digital as it is a critical part of survival. Most magazines have a social media presence and few have even launched apps. In India, the business model for this format is still evolving. At Paprika Media, we are in the process of launching Time Out websites which will be based on the ease of search and readily available information on things to do now.

Do publishers understand digital enough?

Digital is not a one way communication - it is having a direct conversation with the reader. The world has taken a quantum leap from couple of 'letters to editor' to thousands of direct feedback on the magazine site, comments on social media, blogs etc. Publishers have to understand and adapt themselves to the new audience and tool. Also, since the audience is much wider, the challenge is to retain the core promise of the magazine and still cater to a larger audience. ■

As told to Neha Goel



Smiti Ruia
 Founder, Paprika Media



Mahendra Jain
 Publisher, Upkar Prakashan & Pratiyogita Darpan

National players will lead R&D of content

On the growth of educational and competitive magazines in India

This segment is pegged to grow enormously in coming years and has become an attractive investment destination with large to small players entering the arena. Career and competition magazines like Pratiyogita Darpan play a vital role in the education sector in India. These magazines help candidates and aspirants to prepare fundamentally for their career by providing useful information, knowledge and guidance. In my view, the future of education and career magazines is highly competitive.

On the role of regional languages spurting growth

The content quality and presentation will influence the readership scenario. Readers will be comforta-

ble reading and exploring avenues in their regional language. We have already witnessed the growth and acceptability of regional language magazines in last couple of years with the Indian Readership Survey findings and cannot deny the fact that this is just a beginning of their growth.

On how magazines can increase base in rural areas

If we talk about the future trend of magazines, as far as I see, national players will lead research and development of content, content sourcing pattern, presentation and expansion of reader base. Education and career awareness generation (through government aid or private player's strategy) will define penetration and growth of magazines in the rural areas. ■

As told to Dhaleta Surender Kumar



High reader involvement and better quality paper are two benefits that magazines bring

Murgavel Janakiraman | Founder and CEO BharatMatrimony.com

How has BharatMatrimony utilised magazines for advertising?

As a group, we advertise extensively on a wide range of general and specialist magazines - English as well as regional publications. We have found that magazines allow us to reach highly targeted audiences in a more focussed manner.

Which genres of magazines do you usually go with?

That depends on the service. For instance, EliteMatrimony is a big advertiser on magazines that cater to a highly affluent and educated readership because it is a

premium matchmaking service for the creme de la creme of society. You will find EliteMatrimony ads in in-flight magazines of Jet Airways, Good Housekeeping, Inside Out, Newsweek, Business Today, to name a few. BharatMatrimony ads can be found in more general interest magazines like India Today, Outlook, etc. You will find ads of our regional websites in the relevant regional magazines.

Why does it make sense for your brand to advertise with magazines rather than newspapers or any other media?

Magazines complement our presence on

newspapers. Shelf life is usually higher apart from the focussed targeting of the relevant audiences that magazines permit.

Do magazines have an edge over newspapers, as far as advertising is concerned?

Each medium is unique with its own strengths and weaknesses. Magazine cater to specific audiences or have editorial content that appeals to specific segments. As such, targeting is more focussed and precise. High reader involvement and better quality paper are two other benefits that come to my mind. ■

As told to Dhaleta Surender Kumar



Magazine advertising helps us create awareness over a period of time

Suvodeep Das | Marketing Head, Kaya Skin Clinic

How has Kaya utilised magazines for advertising?

Kaya Skin Clinic uses magazines as a medium to build relevance & create awareness about the brand as well the services and products we offer. We also leverage specific occasion and segment-based issues like bridal and wedding, skin-care/ anti-ageing, etc to generate awareness about the brand's offerings in these spaces. Lifestyle magazine editors and Beauty editors at these magazines, are also key influencers when it comes to our TG. We engage with them by offering experiences of our services and products.

Their personal review helps us further enhance the brand's credibility.

Which genres of magazines does Kaya usually go with?

We advertise in fashion and lifestyle magazines. We sometimes engage with key trade magazines that reach out to dermatologists.

Why does it make sense for Kaya to advertise with magazines rather than newspapers or any other media?

We do advertise across various other media. Newspapers are for immediate im-

pact whereas magazine advertising helps us create education and awareness over a period of time, as magazines are a higher-involvement medium and have a greater shelf life. This helps us run campaigns where we need to educate consumers on specific services and products over a period of time.

What percentage of your ad revenues goes to magazines?

Approximately 10 per cent – 15 per cent of our advertising spends goes to magazine advertising. ■

As told to Dhaleta Surender Kumar