

Country: India

Info: Total population 1,129,866,000 – Internet population 70,000,000 - % of population 6%

Introduction

Background

- Publishers of the world’s largest English Daily and Second largest financial daily.
- Other Media Ventures include Internet, Magazines, Radio, Television, Outdoor & Events; making us the largest media house in India.

General Info

- biggest Digital Media Publisher in India
- primary source of information on political & business environment in India

Key Metrics

- **Reach:** 26 million unique users; 37% reach per month
- **Page impressions:** 586 million per month

Advertising Metrics

Portfolio:

Times of India: online version of the world’s largest broad sheet daily: The Times of India. Provides diversified and in depth content on general news, city specific news & current affairs. 10.8 million UU, 240 million Page Impressions

Economic Times: online version of the world’s second largest business & financial daily: The Economic Times. Provides breaking news on business, economy as well as investments & tax planning. It is the preferred destination on the net for business decision makers as well as the business communities across the globe. 7.6 million UU, 55 million Page Impressions

Indiatimes: delivering a wide assortment of content and services to fuel and leverage the growth of internet. A one stop shop for information related to general news to entertainment to business news to lifestyle. Smart, youthful, exciting & informative. 9.1 million UU, 40 million Page Impressions
Channels on Indiatimes: **Indiatimes US** (20 million PI), **Cricket** (80 million PI), **Movies** (50 million PI), **Broadband** (25.3 million PI), **Lifestyle** (60 million PI), **Infotech** (15.7 million PI).

Specials: movie microsite, contests, downloads, banner ads, web chats, mailers, auctions of movie merchandise

Links:

- <http://timesofindia.indiatimes.com/>
- <http://economictimes.indiatimes.com/>
- <http://in.indiatimes.com/>

