



INTRODUCING
Patrika Digital

POWER OF ENGAGEMENT



About Patrika

- One of the largest Media Conglomerates in India with more than 60 years of presence in the field of media and journalism.
- Patrika Group offers a complete multimedia surround with its various verticals, viz. Print, Digital, Radio, Cable, Billboards, Television, Events, Entertainment, etc.
- Rajasthan Patrika is ranked 26th among top 50 paid for dailies (WAN-IFRA).
- Rajasthan Patrika is amongst the top three most trusted newspapers (as per BBC-Reuters survey)
- In India, Rajasthan Patrika is amongst the top three most trusted newspapers (as per BBC-Reuters survey). It also stands amongst country's five community newspapers, as per AMIC UNESCO.
- Patrika Group reaches 8 states, with 37 editions. Patrika Group covers 50% of India's Hindi Heartland.
- Patrika Group has marked its presence in almost every region of India.

WE OFFER MULTIMEDIA



Print Media

Rajasthan Patrika the 4th most read Hindi Daily of nation and No.1 Hindi daily in Rajasthan, Tamil Nadu, Gujarat and Karnataka.



Outdoor

The OOH division of Patrika Group "Planet Outdoor" has over 1000 OOH media units at the most strategic locations in different cities of Rajasthan.



Radio

95 FM Tadka is currently present in four important cities Jaipur, Udaipur, Kota and Raipur. Being a Radio venture of Patrika Group



Events

Patrika Events , has conducted more than 1500 Domestic and International Mega Events ranging from exhibitions to Public Shows, Rural Activations to Tailor-made BTL initiatives, pioneering in conceptualizing and executing consumer trade fairs



Digital

Patrika Digital, is amongst India's fastest growing online news sites. Patrika Digital is building a loyal base of online news consuming audience on Web and Mobile



Patrika TV

Patrika TV is the most credible 24 hours satellite news channel from Rajasthan. It takes pride in its core value; that's credibility, fairness and truthfulness

PATRIKA DIGITAL

Patrika Group brings a unique offering which is incredibly exciting and engaging to reach the right audience through the most sought medium....



Our Strengths

We Offer Multimedia

Patrika Group offers a complete multimedia surround with its various verticals, viz. Print, Digital, Radio, Cable, Billboards, Television, Events, Entertainment, etc

Maximum Reach

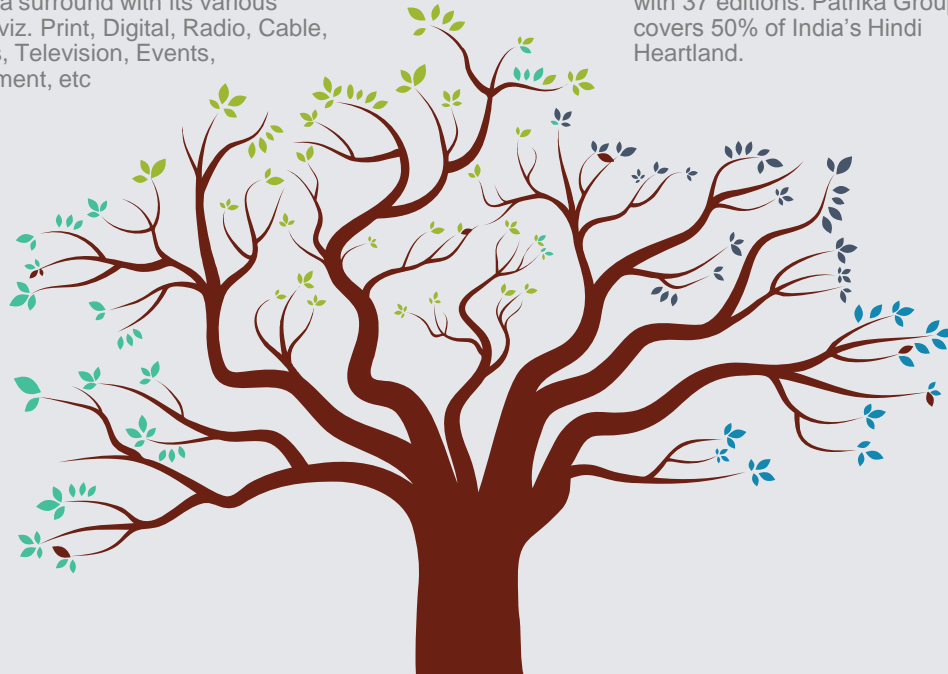
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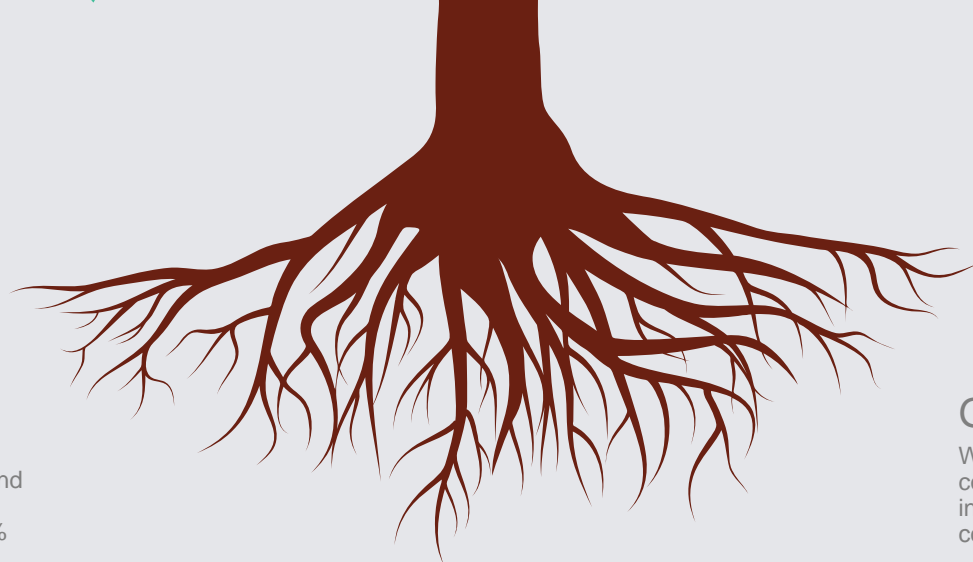
Brand Credibility

Patrika Group is known for its journalistic values and high credibility. We started more than 60 years ago

Local Editorial Team

Robust and aggressive human machinery towards building a loyal base of online news articles for consumption of local audience.





Language Barrier

We serve in local language and India has 88% Non-English Speaking population and 45% Hindi speaking population

Growth rate

We are growing faster than our competitors 27.7% in UV and 32.6% in PV in the news category as per com score April'16

Loyal Users

We have 66% returning visitors who are affluent & loyal towards Patrika Group

On the go MOBILITY

Our Mobile UV Growth is highest among the Competitors. We are growing by 51% as per com score April'16

OUR DIGITAL PRODUCTS

WEB-SITE



Patrika has dedicated news content sites : patrika.com, catchnews.com and Rajasthanpatrika.com.

WAP-SITE



Patrika serves all three sites on mobile as well : Over 70% of the overall traffic comes from Mobile devices.

MOBILE APPLICATION



2 Master Apps on to counter slow connectivity in Tier 2 & 3 cities. Android & iOS Platforms, Patrika and Rajathanpatrika.com.

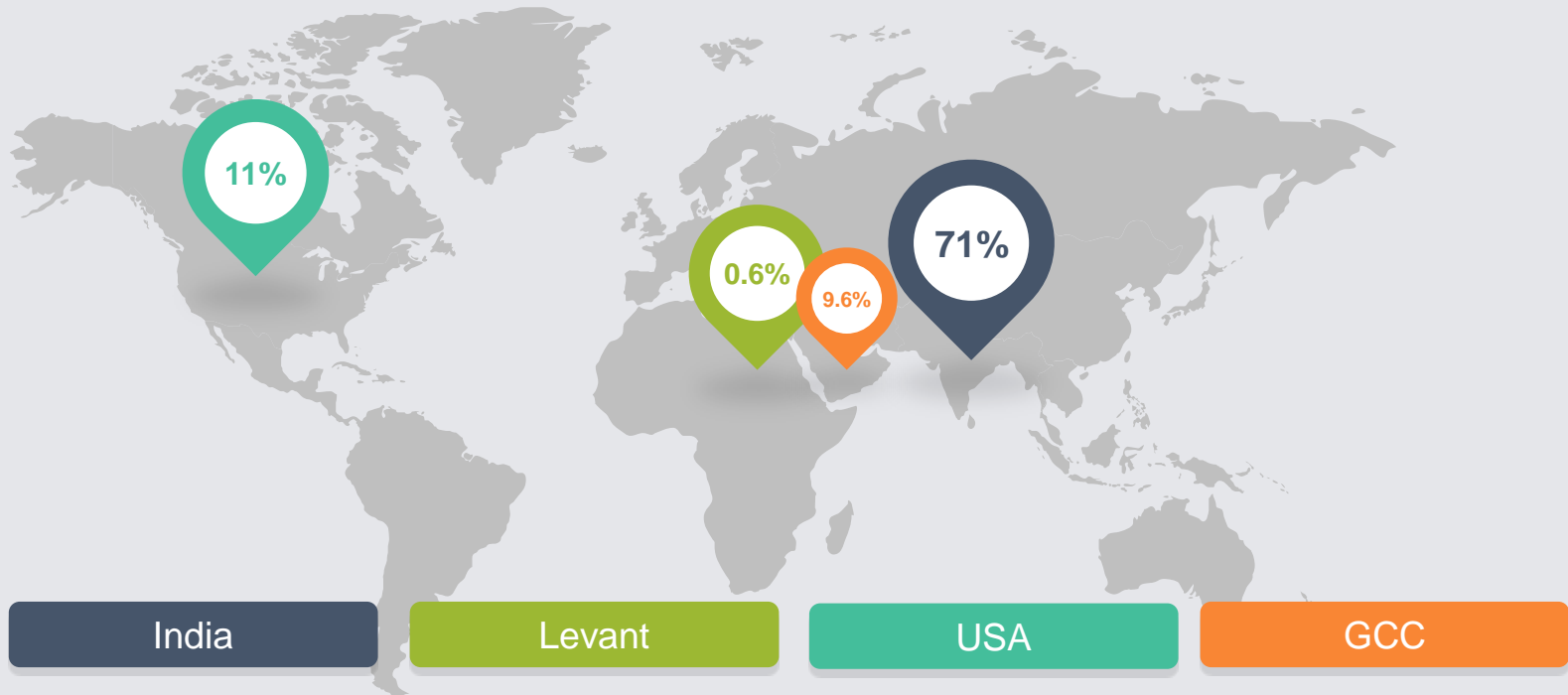
Our Group Numbers

Patrika Group brings a unique offering which is incredibly exciting and engaging to reach the right audience through the most sought medium...



OUR AUDIENCE

We monitor and validate localized geo-targeted web/mobile ads as it appears in each geolocation as per requirement

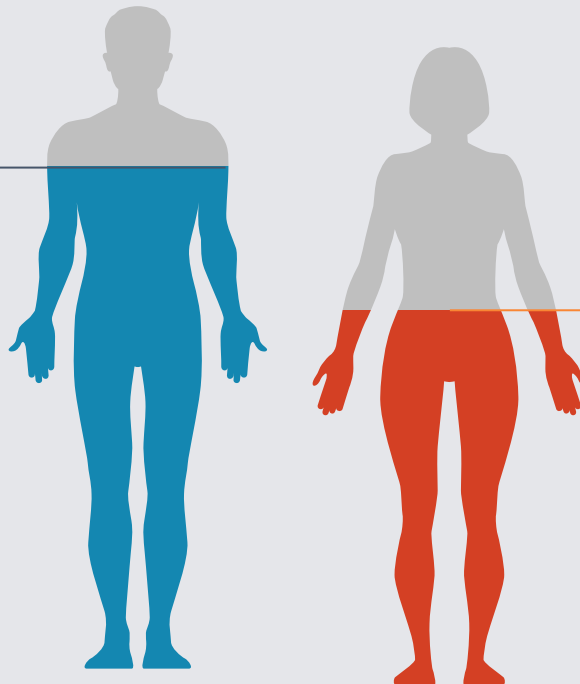


Gender Wise Demographics

Campaigns and recognizing the importance of reaching the right audience to add relevancy and truly make a difference

80%

MALE AUDIENCE



20%

FEMALE AUDIENCE

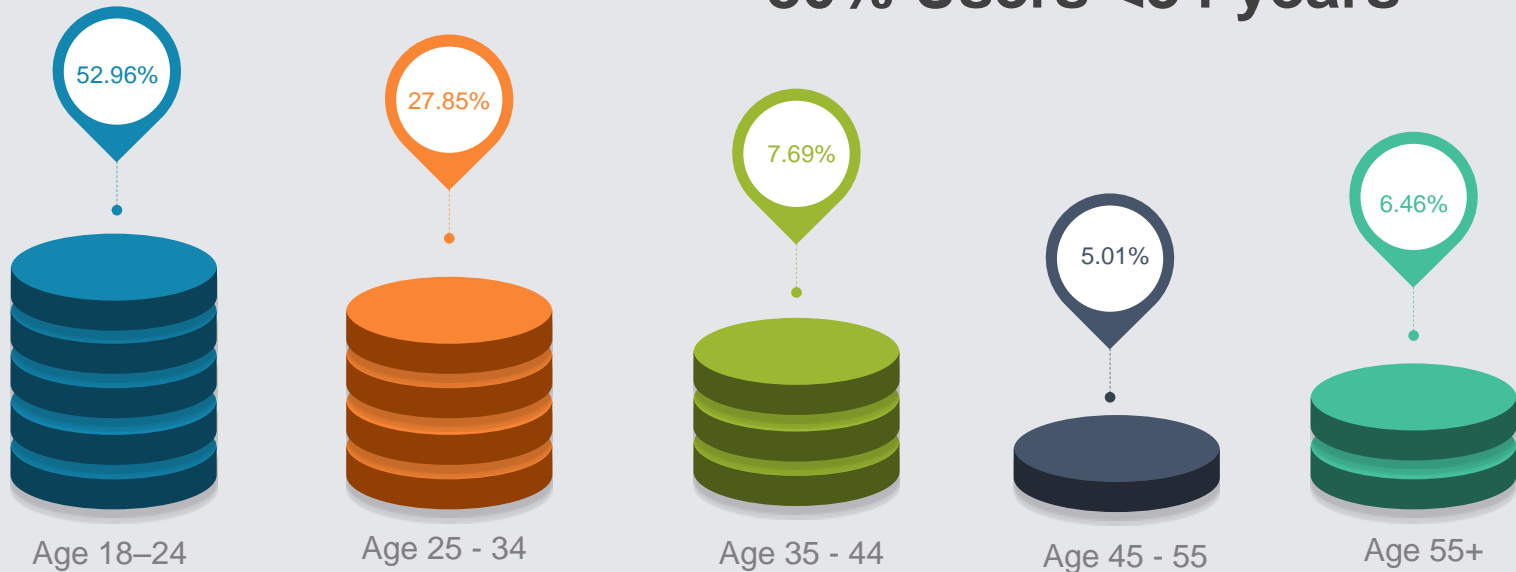
Our Facebook Fans
8.8+ Million



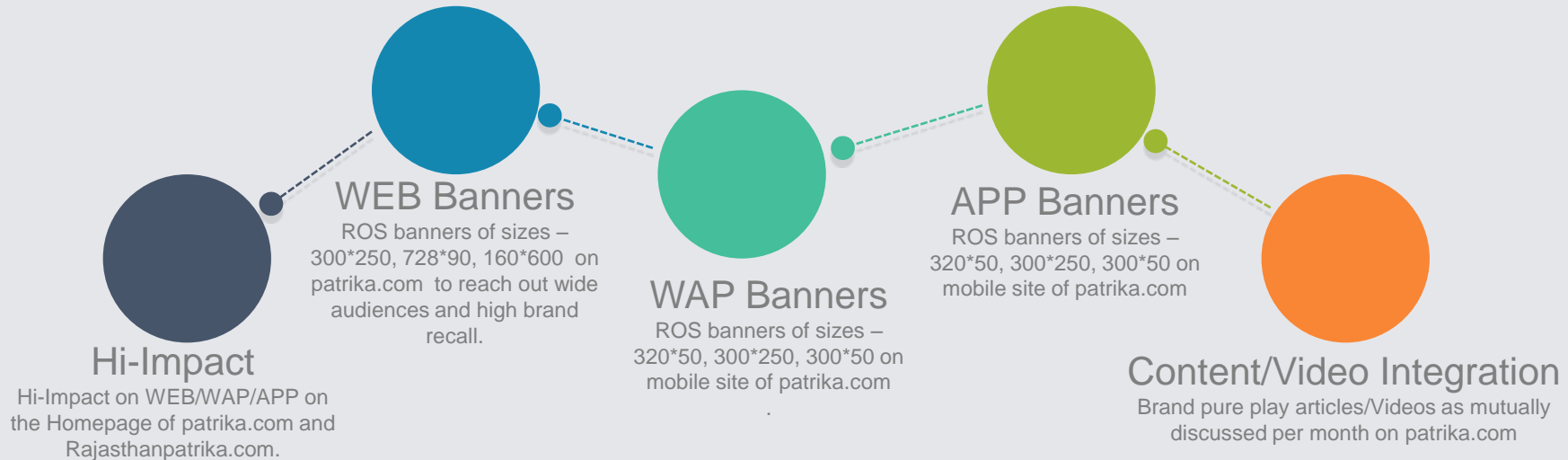
AGE-WISE DEMOGRAPHICS

We have audiences which can be targeted with a right message to validate reach and effectiveness to your brand.

80% Users <34 years



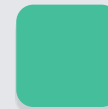
Campaign Approach



HI – IMPACT (Interstitial)



- ✓ Hi-Impact ad on Home Page and ROS. This is placed before the home page or article page gets loaded. The user has an option to skip the ad for better UI.
- ✓ Presence – Home page & Article page.
- ✓ Estimated CTR: 1.00%
- ✓ Size:800 X 400 pixels,



Home Page

We place above mentioned innovation banners on home page to target direct traffic

HI – IMPACT (Roadblock)



- ✓ Hi-Impact ad on Home Page. Only one client banner is placed on all the ATF inventory to give the client maximum response.
- ✓ Presence – Home page.
- ✓ Estimated CTR: 1.00%
- ✓ Size:300 X 250 pixels, 728 x 90 pixels and 160 x 600 pixels.



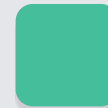
Home Page

We place above mentioned innovation banners on home page to target direct traffic

HI – IMPACT (Side Kick)



- ✓ Hi-Impact ad on Home Page. Clients website is synced to our home page. It pops up from right hand side of home page .
- ✓ Presence – Home page.
- ✓ Estimated CTR: 1.00%
- ✓ Design Required in flash.



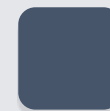
Home Page

We place above mentioned innovation banners on home page to target direct traffic

ROS (Banners)

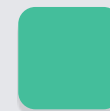


- ✓ Standard size rectangular & square banner at the top / middle and bottom of the page. .
- ✓ Presence – Home page and ROS
- ✓ Estimated CTR:0.20%
- ✓ Size:300 X 250 pixels, 300 x 600 pixels, 728 x 90 pixels, 160 x 600 pixels and 970 x 90 pixels



Feature Page

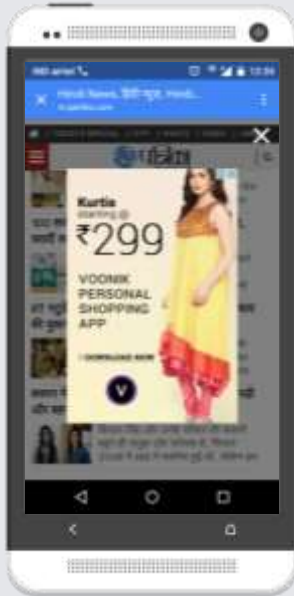
We place above mentioned sizes of banners on featured page (article pages) where we have maximum traffic



Home Page

We also place above mentioned sizes of banners on home page to target direct traffic.

Hi-Impact (Interstitial)



- ✓ Hi-Impact ad on Home Page and ROS. This is placed before the home page or article page gets loaded. The user has an option to skip the ad for better UI.
- ✓ Presence – Home page & Article page.
- ✓ Estimated CTR: 1.00%
- ✓ Size: 320 X 480 pixels,



Home Page

We place above mentioned innovation banners on home page to target direct traffic

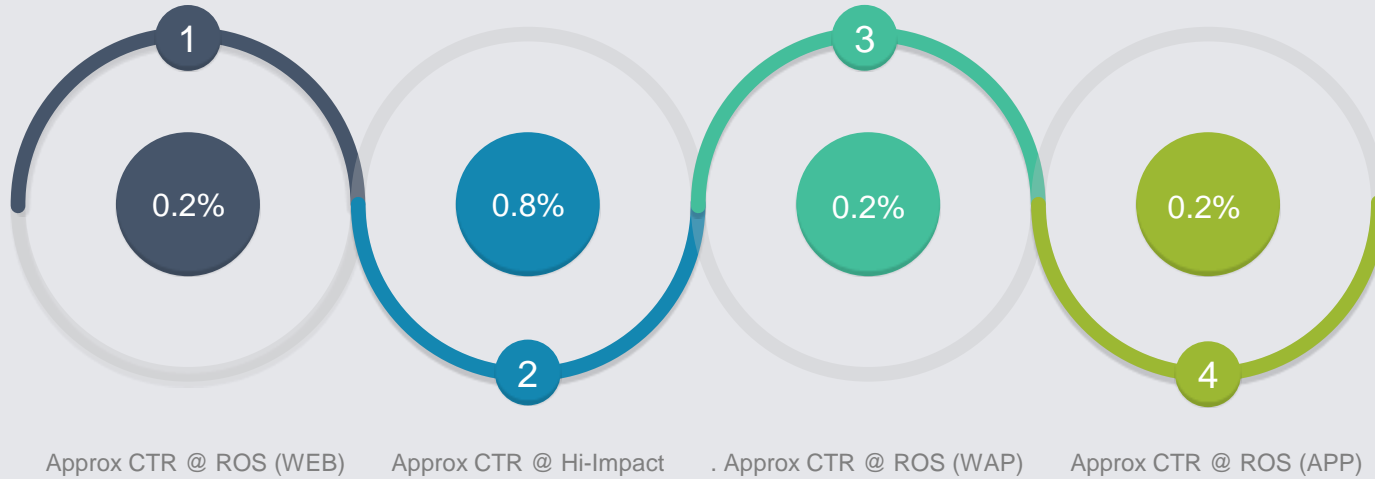
ROS (Banners)

- ✓ It is Standard square size box banner in between of the news at the top and middle of the page
- ✓ Presence – Home page and ROS
- ✓ Estimated CTR:0.20%
- ✓ Size:300 X 50 pixels



- ✓ It is Standard rectangle size box banner after the news at the bottom of the page
- ✓ Presence – Home page and ROS
- ✓ Estimated CTR:0.20%
- ✓ Size:300 X 50 pixels

CTR Delivery





THANK YOU