

READER GRAPHICS

The ability to “See” your Readers with TGI

“My reader is a young married working male. He holds a managerial position with a private company and is a post graduate. He lives in a nuclear family and holidays once a year in a destination outside India. He is active on social media and has accounts on facebook and twitter. He loves watching features on wild life and travel and likes maintaining a healthy lifestyle. He is not too keen on eating out and avoids junk food. He has a good circle of influence among his friends on topics ranging from clothes to gadgets”



**Wouldn't you like to know more about your reader...
not just your reader but also your competitor's reader?**

Reader Graphics helps you understand who your current and potential readers are and how to reach them effectively

1. Who is my reader?

Demographics –age, gender, affluence level, etc.

Lifestage – College goers, empty nesters, etc

| | All Male | All Female | 15-19 | 20-24 | 25-34 | 35-44 | 45-55 | A | B | C |
|-----------------|----------|------------|-------|-------|-------|-------|-------|-----|-----|-----|
| Magazine A | 102 | 97 | 127 | 115 | 92 | 101 | 79 | 121 | 108 | 83 |
| Magazine B | 79 | 127 | 92 | 110 | 98 | 98 | 104 | 95 | 100 | 102 |
| Client Magazine | 59 | 146 | 111 | 120 | 99 | 101 | 95 | 110 | 109 | 88 |
| Magazine C | 67 | 137 | 96 | 95 | 105 | 94 | 106 | 125 | 107 | 82 |
| Magazine D | 138 | 58 | 167 | 113 | 99 | 79 | 69 | 90 | 101 | 104 |



The client Magazine has a more female oriented younger Up Market audience

2. What do they consume?

Categories consumed

Heaviness of consumption (for specific categories)

Brands consumed

Expenditure on Toiletries - < Rs. 100 per mth.

Heavier User of Talcum Powder

Higher PC owners- 38% own at home



Magazine A

Expenditure on toiletries Rs 300 per month

Uses deodorant
Heavy user of Denim
After shave

Smokes Regular size cigarettes (Index - 250)

Owns more - Mobile
Credit Crads, ATM Cards



Magazine B

Magazine B readers have a bigger personal care basket and also spend more

Magazine Redership and Brand Usage



Magazine 8 readers more likely to use Adidas brand

3. Where do I find them?

Lifestyle – Gyms, Restaurants, Movie Theatres

Where do they shop?

Are they present online?

What do they do online?

| Magazine A | | | Magazine B | |
|----------------------------|----|---|----------------------------|----|
| Visit pubs | 73 |  | Visit pubs | 20 |
| Eat out once a month | 55 |  | Eat out once a month | 15 |
| Gym membership comfortable | 20 |  | Gym membership comfortable | 65 |
| Shopping online | 20 |  | Shopping online | 55 |

Magazine A readers like to go out and indulge often, while Magazine B readers come across as more health conscious and net savvy




4. What interests them?

Channels watched

Programs listened to

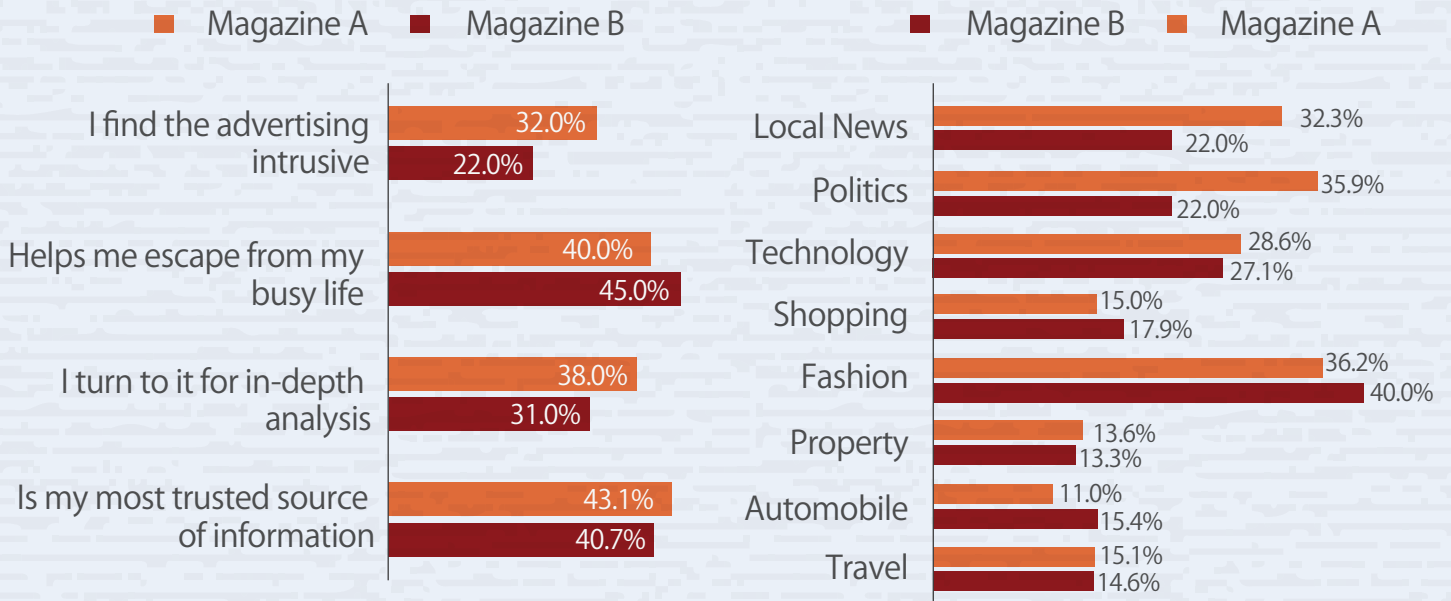
Magazines, Magazines Read

Topics of interest

| | Magazine A | Magazine B | Magazine C | Magazine D |
|--|------------|------------|------------|------------|
|  Radio listened last week | 10% | 55% | 10% | 35% |
|  TV watched | 30% | 25% | 55% | 75% |
|  Magazine read | 60% | 35% | 45% | 10% |
| @ Internet accessed | 12% | 45% | 10% | 60% |

Readers of Magazine B also interact with other media more

Information Sources - TV



Readers of Newspaper B tend to turn to TV to escape from their busy life as a source of entertainment. They specifically turn to TV for information on fashion, automobile etc.

How can you put this information to use?

1. Understand your consumers better – Identify whether you are reaching the right target audience, analyze your effectiveness in reaching your target group and formulate strategies for effective reach

2. Understand your competition better - How different are they from your readers? Identify competitor strengths and weaknesses. Is there potential to target them?

3. Space Selling – Targeted offerings based on the demographic, product usage and interest profile of your readers

4. Content Creation – Develop content of interest to your target audience

Source: The report is sourced from Target Group Index (TGI), a continuous global study conducted by IMRB International in India since 2001. TGI is widely accepted for developing strategies, understanding consumers segments, for business development and sales, for category and competition analysis etc.

With a sample size of 36000 across SECABC segments in 190 + towns in Urban India TGI provides insights across demographics, media consumption, psychographics, product consumption and lifestyle

Regional Magazines

| | North | East | West | South |
|------------------------------|-------|------|------|-------|
| India Today | ● | ● | ● | ● |
| Outlook | ● | ● | ● | ● |
| The Sportstar | | | | ● |
| The Week | | | | ● |
| Time | | | | |
| Economist | | | | ● |
| Times of India Crest Edition | | | ● | ● |
| Business India | ● | | ● | ● |
| Business Today | ● | ● | ● | ● |
| Champak | ● | | | |
| Computer world | ● | | | ● |
| Femina | ● | | ● | ● |
| Outlook Business | ● | | | |
| Business Traveller | ● | | | ● |
| Cine Blitz | | | | |
| Competition Refresher | ● | ● | | |
| Competition Success Review | ● | ● | | ● |
| Femina Girl | ● | | ● | |
| Filmfare | ● | ● | ● | ● |
| General Knowledge Today | ● | ● | ● | ● |
| Outlook traveller | ● | | | |
| Reader's Digest | ● | | ● | ● |
| Stardust | ● | ● | ● | |
| Auto Car | ● | | | ● |
| Diamond Cricket Today | ● | | | |
| India Today Travel PLus | ● | | ● | ● |
| National Geography | | | | |
| Business and Economy | | ● | ● | |
| India Today Plus | ● | ● | ● | ● |
| Design Today | ● | | | |
| Health and Nutrition | ● | | | |
| Newsweek | | | | |
| Frontline | | | | |
| Women's Era | | | | |
| Outlook Money | | | | |
| Auto India | | | | |
| Cosmopolitan | | | | |
| Debonair | | | | |
| Digit | | | | |
| Design Digest | | | | |
| Overdrive | | | | |

Cost: The cost of the report is Rs 200,000/- per magazine per zone

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