

India's leading publishing house



GICPL
GILL INDIA COMMUNICATIONS
PRIVATE LIMITED

About us

Gill India Communications Private Limited (GICPL) has successfully accomplished its vision for creating high quality, niche publications that disseminate knowledge and insights in their areas of specialisation — be it travel & tourism, aviation, pharmaceuticals and consumer lifestyle. A few more are in the process of being launched.

Emerging as a significant global player, with an expanded reach to a growing audience, GICPL's flagship magazine, *Today's Traveller*, is now in its 12th year of publication, and is one of India's popular travel magazines. The other publications under the GICPL banner include *Today's Traveller NEWSWIRE*, *Pharma+Health NEWSWIRE* and the soon-to-be launched upmarket product, *Lifestyle Living*. The company's core competence is editorial excellence, and it attaches high values to design, print and production. GICPL has been recognised at various international fora for its publishing standards.

For all business and editorial enquiries:
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Today's Traveller

A niche magazine with high-end readership and a distribution base comprising on-the-stands-consumers, key corporate and business decision-makers. The only travel magazine that showcases the achievements of Indian states and their future travel projects. An exclusive upmarket travel magazine for the world traveller. The only Indian magazine to ever win 4 PATA Gold Awards. These include the PATA Gold Award 2006 in the Consumer Publications category in addition to PATA Gold Awards in 1998, 2001 and 2005. Sanghi Trophy for best travel writing in 2000 and 2002 by TAAI. Marriott Golden Circle Award.

Target audience: India's leading consumer travel magazine and the flagship magazine for the group. This 11 year glossy consumer product has won 4 PATA Gold Awards. Targets Leisure, Business and Corporate travellers, including Purchase Managers of companies buying travel products. On the stands countywide.

Circulation:75,000 | **Readership:** 14,80,400



Today's Traveller Newswire

Today's Traveller NEWSWIRE, the 2008 PATA Gold Winner is a niche outbound newspaper providing detailed reporting on foreign destinations and hotels, airline updates, initiatives by foreign tourism bodies, changing trends of the outbound tourists, international news as well as in-depth stories. It provides comprehensive coverage of industry developments from a global perspective to the business traveller and the travel trade industry.

Target audience: India's only dedicated outbound travel trade news magazine reaching decision makers across India. It reaches travel agents, tour operators, hotels, airlines, international and national tourism bodies, cruise companies, corporate and business bodies for the MICE segment and MNC's, embassies and expats all over India.

Circulation: 44,000 | **Readership:** 13,20,300



Pharma+ Health Newswire

Pharma+Health NEWSWIRE is a niche consumer magazine for readers with a healthy attitude to life, who wish to maintain their wellbeing and to garner the best products and practices available in the pharma healthcare sector. Irrespective of the age or gender, NEWSWIRE is an informative and easy-read magazine for every consumer. It is being brought to you every month by Gill India Communications Pvt. Ltd., one of India's leading publishing houses.

Target audience: It is a must-read for doctors, pharmacists, healthcare professionals, pharmaceutical companies and all stakeholders in the pharma and healthcare industry. The magazine will also be of interest to those involved in research, manufacture, management, distribution, marketing and sale of pharma and health products and hence provides the best mileage to an advertiser.

Circulation: 41,600 | **Readership:** 10,10,500



Lifestyle Living

Lifestyle Living is a niche, high-end magazine, exclusively dedicated to creative, even edgy lifestyle. It showcases the best that life has to offer, through the perspective of cutting edge design. It aims to provide a style statement through a inspired rendering of the unusual be it original designer jewellery, electronic gizmos, futuristic automobile blueprints, a hi-tech airport, an automated temperature controlled swimming pool, a celebrity's personal space, an airline's service design, ingenious interiors be it a spa/home/hotel or office. It includes the realm of hi fashion and cosmetics, inventive art &craft and world class paintings.

Target audience: Upmarket, top-end consumer with high net value. These celebrities / achievers are recognised for their distinctive contribution to their area of expertise. Includes corporate heads, film stars, fashion divas, designer community, jewellers designer luxury brands, pleasure destinations and products and so on.

Circulation: 40,000 | **Readership:** 8,02,140



What Women Want

What Women Want is for a woman who loves life. She is a progressive woman aged between 20 and 45 years who performs different roles-she is a homemaker, a professional, a mentor, a friend, a therapist, a chef, a businesswoman, a beautician, a travel agent, an interior decorator, a doctor, a personal shopper and more—but what she wants right now is a copy of What Women Want. It is for the woman in charge. She is ambitious, sexy and socially aware. She actively enjoys her life. She's interested in beauty but her health is just as important, her family's well-being as well as her own being top priority. She is someone who is willing to walk the extra mile to help herself and to care for others. She represents the modern face of the country even as she embodies the culture, goodness and aura of India.

Target audience: Women between ages 20-45 years. Professional. Up-to-date with latest trends, disposable income, independent and informed decision maker.

Circulation: 66,340 | **Readership:** 8,96,020



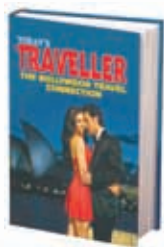
Today's Traveller Coffee Table Book 07

Today's Traveller Coffee Table Book 2007 has positioned as a product that understands travel habits and travel needs better than any other product in the country. It is a collector's item showcasing travel and tourism in the country, with pages exploring different spheres of leisure and business. In this special edition, we have stories by prominent writers like Karan Singh, Pavan Verma, Muzaffar Ali, OP Jain, Amitabh Kant etc. The contents are divided into different sections like Hospitality, Travel & Technology, Civil Aviation, Inbound Destinations, India outbound etc.



Today's Traveller Coffee Table Book 08

As the name implies, the coffee-table book 'Bollywood Travel Connections' features celebrities and their preferred destinations. It unfolds as a Bollywood collector's item, bringing together stories of Bollywood icons and their place in the echelons of the film world. It showcases travel and tourism in the country exploring different spheres of leisure and business. It also brings the world of fashion into focus since Bollywood is increasingly in step with fashion. The Coffee Table book showcases glimpses of travel industry and the lifestyle they follow.



2008 2006 2005 2001 1998

**PATA GOLD
AWARD 2008**

for article, *Aviation
and Climate Change*,
featured in *Today's
Traveller Newswire* in
2008

**PATA GOLD
AWARD 2006**

for article, *Niche
Tourism-Small Is
Beautiful*, featured in
Today's Traveller in
August-September
2005 issue

**PATA GOLD
AWARD 2005**

for article, *Domestic
Tourism... The Next
Big Wave*, featured in
Today's Traveller in
September-October
2004 Issue

**PATA GOLD
AWARD 2001**

for article, *Serving Up
India... The Right
Way*, featured in
Today's Traveller in
February- March
2000 issue

**PATA GOLD
AWARD 1998**

for article, *50 years of
Independence: Whither
Tourism?*, featured in
Today's Traveller in
August 1997 issue

ACCOLADES

Today's Traveller Award



Future plans

- GICPL's upmarket design magazine, *Lifestyle Living*, is all set to be launched. Its target is the elite, luxury-loving and lifestyle-conscious community, which includes CEOs, managing directors, vice-presidents, celebrities, socialites, artists and the design, architecture and fashion fraternity.
 - As part of its expansion programme to mass-based national and international target audience are interactive web versions of all magazines to meet the aspirations of its fast expanding global client base.
 - GICPL will continue to set benchmarks of excellence in quality and introduce novel publication ventures in the marketplace.
 - Another B-to-B venture, which plans to cater to the business and retail sectors, is in the offing.
 - An independent Exhibitions Division is being established to synergise with existing expertise in niche market segments where magazines are already well recognised and enjoy good brand recognition.
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READERSHIP PROFILE

Region	Percentage
North India	28%
East India	11%
West India	25%
South India	28%
Overseas	10%

Gender

Male

Percentage

65%

Female

35%

Circulation

Cities	No of copies
Delhi/NCR	20,250
Mumbai/Gujarat	19,350
Chennai	5,030
Bangalore	5,460
Hyderabad	2,985
Thiruvananthapuram/Kochi	4,085
Kolkata	1,520
Goa	700
Jaipur	625
Rest of India	11,495
Overseas	3,500
Total	75,000

Age range

- Readers between 18 and 55 years
- Average age of reader: 31

Education

- 86% of our readers have a university degree
- 40% have a masters degree or above

82% of our subscribers renew their subscription regularly

On an average 20 people read each copy of *Today's Traveller*

AVERAGE

ANNUAL

INCOME OF THE READER IS

Rs 9,00,000

Whereas **48%** have income level

higher than **Rs 12,00,000**

56%

of our readers travel on business at least 20 times a year

More than **44%**

of our readers spend **Rs 5,00,000** and above on holidays, short breaks and weekend trips in a year

Today's Traveller

has a readership of **14,80,000** (every month) with **75,000** copies per issue

97% of our readers use Today's Traveller as a source of information

for travel plans and entertainment

50% of our readers get the copy from

subscription, hotel rooms/suites and newsstands

Annual travel frequency

Business travellers—20 or more times

Leisure and family travellers—5 or more times

The class our readers fly

Premium—35%

Economy—65%

MARKETING KNOW-HOW

After reading Today's Traveller

30%	Keep it for future reference
55%	Place it in the living room/Suites of hotels
12%	Circulate it among friends
3%	Dispose it off

READERSHIP PROFILE

Readership categories	Details of copies	People Reached Per Issue
Hotels	8,300 copies x 60 (1 double room x 30 days)	4,98,000
Airline offices	1,100 copies x 16 (office and visitors)	17,600
Travel agents and tour operators	9,280 copies x 49 (4 staff per office + 45 visitors per month)	4,53,740
Tourism offices	1,500 copies x 20 (visitors)	30,000
Corporate offices	11,500 copies x 3 (visitors and friends)	34,500
Subscription	9,340 copies x 4 (family and friends)	37,360
Advertising agencies	400 copies x 8 (office and visitors)	3,200
Lending libraries	1,400 copies x 30 (15 homes x 2 persons)	42,000
Overseas travel agents and tour operators	3,500 copies x 34 (4 staff per office + 30 visitors)	1,19,000
Diplomats and ex-pats	7,000 copies x 4 (visitors)	28,000
Total direct distribution		53,300
On-the-stand sales	21,700 x 10 readers	2,17,000
Total	75,000	14,80,400

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