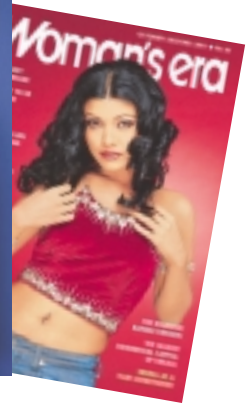


Plain Facts
About

Woman's era

Readers...

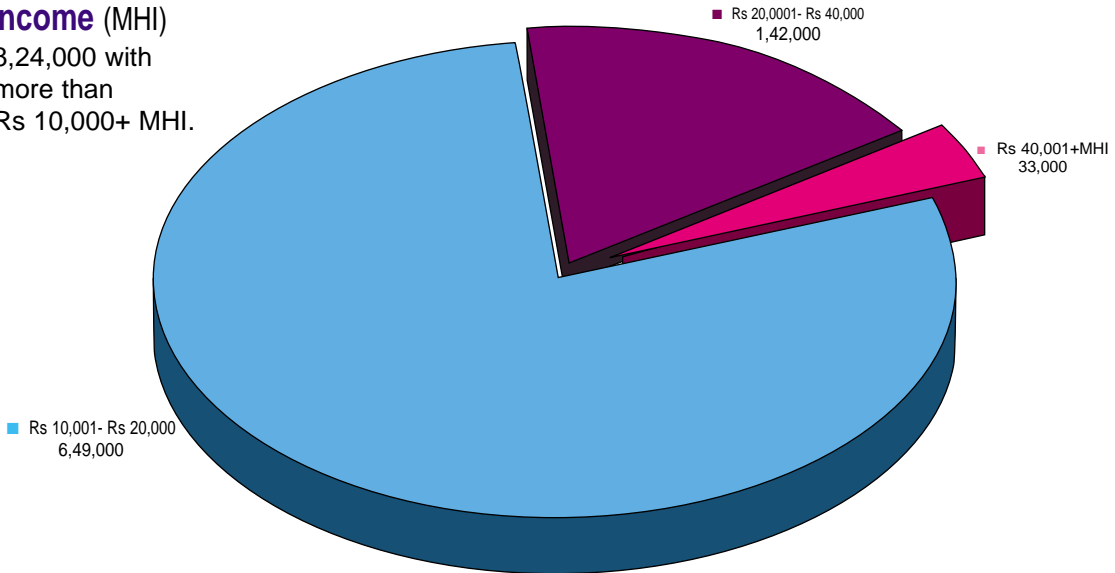
Findings of
National
Readership
Survey
2001



READERS

Monthly Household Income (MHI)

8,24,000 with more than Rs 10,000+ MHI.



	Rs 10,001- Rs 20,000	Rs 20,001- Rs 40,000	Rs 40,001+MHI
Readers	6,49,000	1,42,000	33,000

Woman's Era

Patronised by rich readers

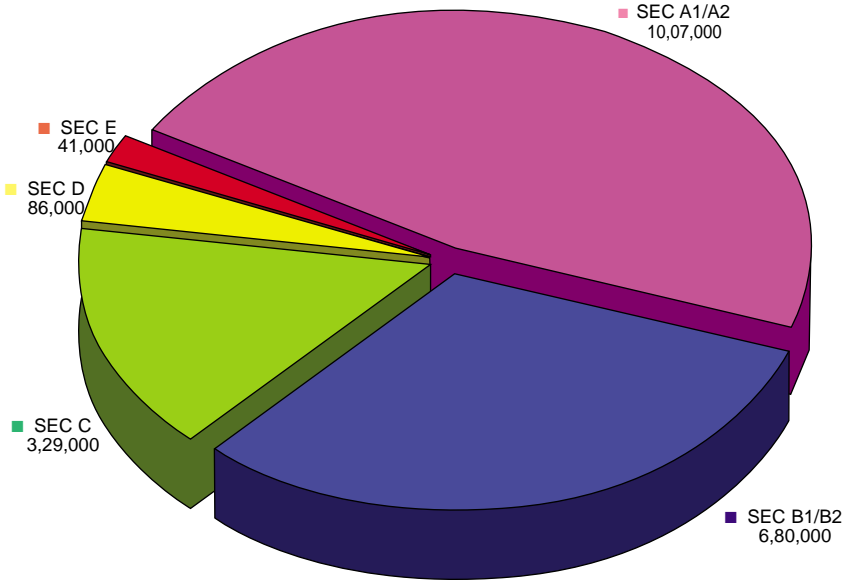
India has only **3,89,000** homes which have a monthly household income of above Rs 40,001, as per the National Readership Survey 2001.

33,000 readers from such homes patronise **Woman's Era**. Such *rich* readership makes **Woman's Era**, an ideal medium for promoting high fashion brands, jewellery, accessories, branded products, cars, cruises, cellular phones, finance, housing, credit cards, life insurance, and much more...



READERS **Socio-economic Category (SEC)**

More than 10 Lakh in SEC A



	SEC A1/A2	SEC B1/B2
Readers	10,07,000	6,80,000

Reaching the top-notch effectively and efficiently...

Woman's Era reaches over 10 lakh buyers in SEC A, almost 50% of the total readership of **Woman's Era**. Even

in the SEC A, 50% are categorised as SEC A1+. These are top-notch buyers. Essentially these 1,75,000 readers of **Woman's Era** have high monthly household income of above Rs 20,001, are graduates and professional, living in one of the 8 metros and believe in classy lifestyles...

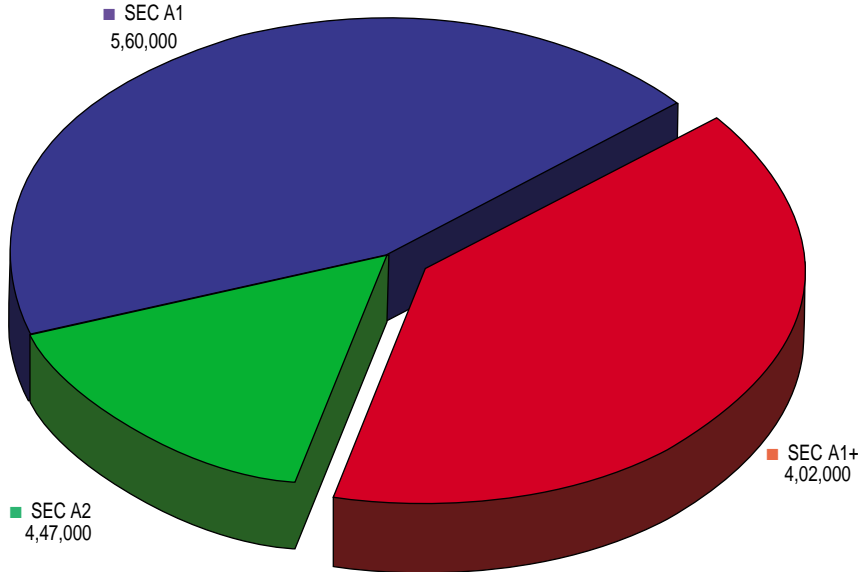
SEC is a generic term used to classify readers as per the National Readership Survey. SEC A represents readers from the high-income metro-living, educated section of society and in the brand response age-group. SEC A1+ is a subset of SEC A, representing the top end consumer.



READERS

Top-notch Socio- economic Category (SEC) 'A'

40% in
SEC A1+

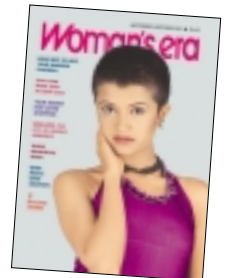


*Available 4,02,000
buyers who can
afford the world...*

Yes, they read **Woman's Era**. With cover price of Rs 60 a month (Rs 30 per fortnight), **Woman's Era** enjoys being in the premium range of magazines.

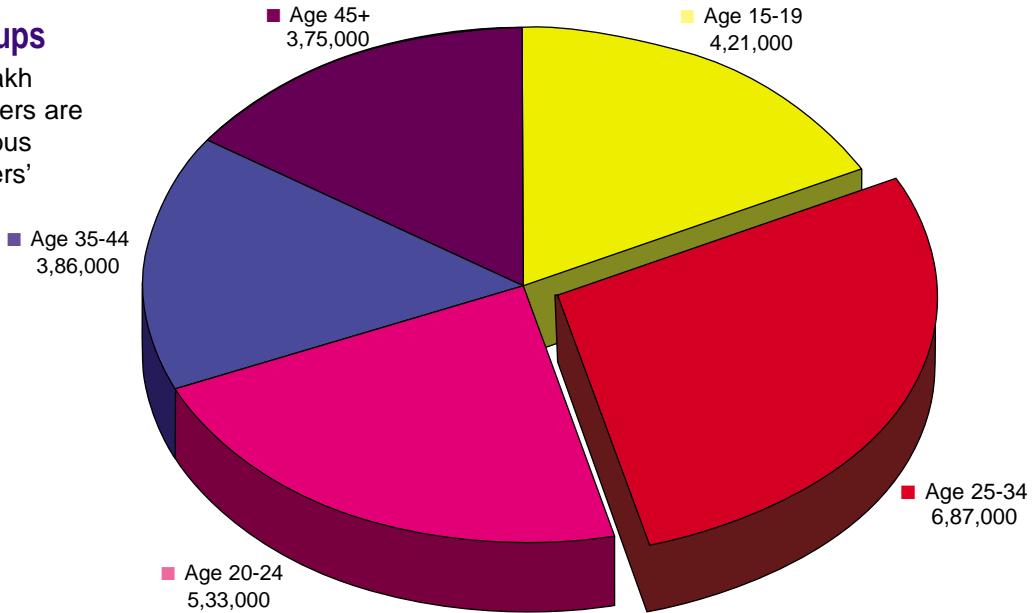
Check the cover price of other women glossies and you will be surprised with their lower cover price. **Woman's Era** serves the upper crust readers with entertainment and glimpses of real life. While most other magazines in English are struggling to keep readers happy with all sorts of gifts and even cars, **Woman's Era** offers true value for money in its pages.

	SEC A1+	SEC A1	SEC A2
Readers	4,02,000	5,60,000	4,47,000



Age Groups

14 lakh readers are serious buyers'



	Age 15-19	Age 25-34	Age 20-24	Age 35-44	Age 45+
Readers	4,21,000	6,87,000	5,33,000	3,86,000	3,75,000

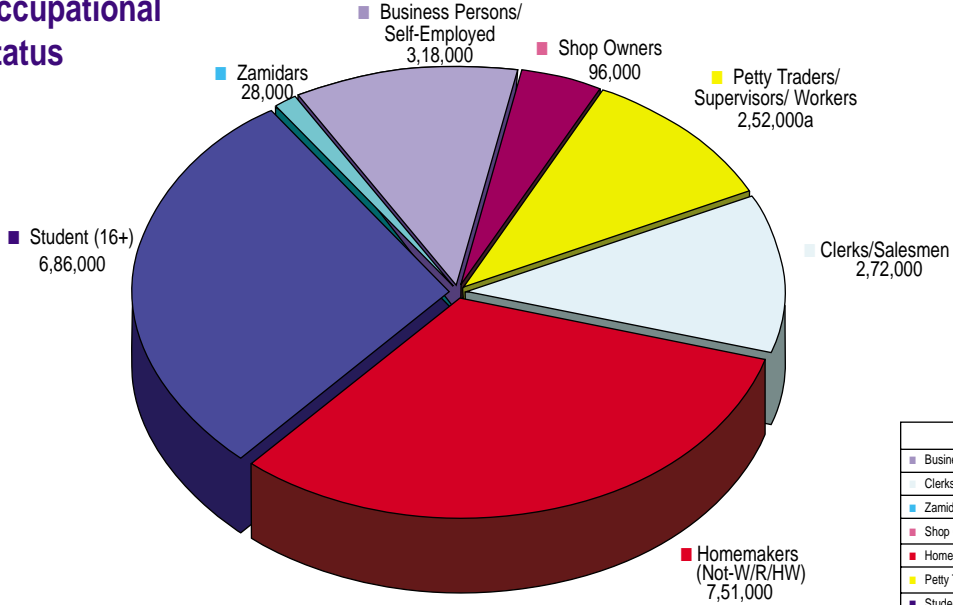
Targeting the buying age-group...

Weddings, anniversaries, birthdays are buying festivals. Not just in India, but all over the world. Generally, age groups with large

disposable incomes are targeted. Typically, Indian urban get married in their 22-26 years. **Woman's Era** is read by more than 10 lakh executives, homemakers, travellers, buyers, car owners in this age-group of 25-34 years. **7,61,000** are in 34+ year age-group. Pitch your advertising rupees with these **Woman's Era** readers.



Occupational Status



Category	Readers
Business Persons/Self-Employed	3,18,000
Clerks/Salesmen	2,72,000
Zamidars	28,000
Shop Owners	96,000
Homemakers (Not- W/R/HW)	7,51,000
Petty Traders/ Supervisors/ Workers	2,52,000
Student (16+)	6,86,000

Reaches across all segments...

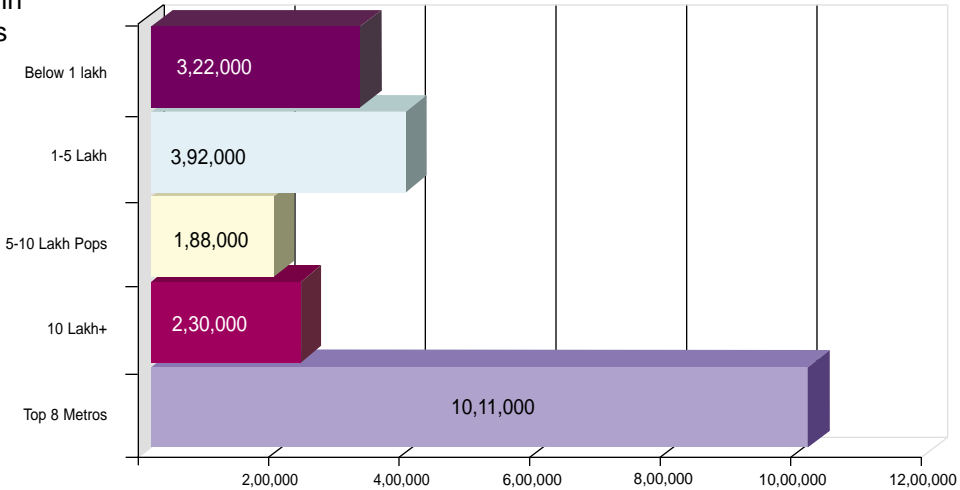
Woman's Era was the first to call **them** **HOMEMAKERS**. They are the today's superwomen who balance everything from cheque books to getting the children admitted in school.

Homemakers are an educated lot and are proud of their families. Their husbands seek advice on business, financial matters, cars etc. They wear solitaire diamonds. Incidentally, **Woman's Era** is the only women's magazine wherein over 130 jewellers advertise regularly. **LIFESTYLE SPECIAL** every October carries more than 100 pages of advertisements... Book Now.



READERS Townwise Spread

10 lakh+ readers in 8 metros



	Top 8 Metros	10 Lakh+	5-10 Lakh Pops	1-5 Lakhs	Below 1 Lakh
Readers	10,11,000	2,30,000	1,88,000	3,92,000	3,22,000

Uptown girl...

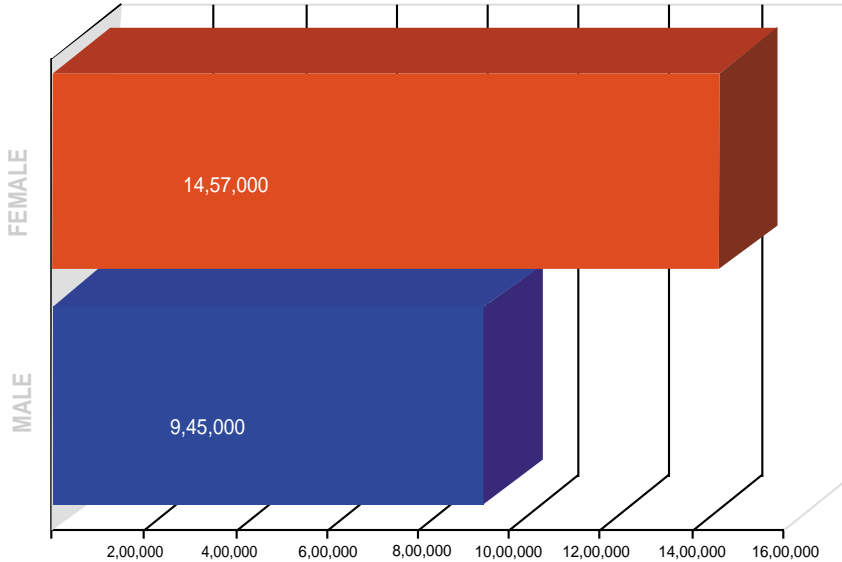
Reach 10,11,000 Potential buyers from 8 metros. Target New Delhi, Mumbai & Pune, Bangalore, Hyderabad, Ahmedabad, Chennai,

Kolkata and other metros at cost-effective advertising rates. City pages highlight happenings every fortnight. Check for the latest issues on the news-stands or e-mail: delpress@bol.net.in for copies, advertisement inquiries and associations.



Sex Ratio

60% female readers



	Male Readers	Female Readers
Readers	9,45,000	14,57,000

No better deal in women's magazine market

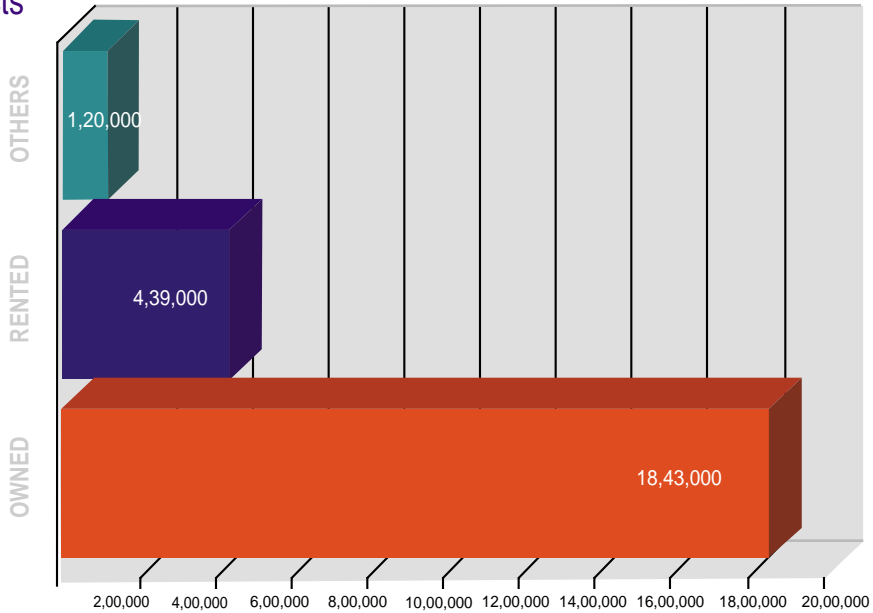
If your products target women and their families, advertise with **Woman's era**. With over 900 display advertisements every year, it

reaches women like no other publication in this category. Other women's magazines apparently have more male readers. We have no clue why. Check their readership statistics before you pitch your advertising rupees.

Sex ratio is important. Men don't wear necklaces, lipsticks, lingerie (?), san...nap...and a lot many things which women do. And majority of women do not read newspapers.



House Owners Amazing Facts



	Own House	Rented House	Company/Others
Readers	18,43,000	4,39,000	1,20,000

Woman's Era readers own the houses they live in...

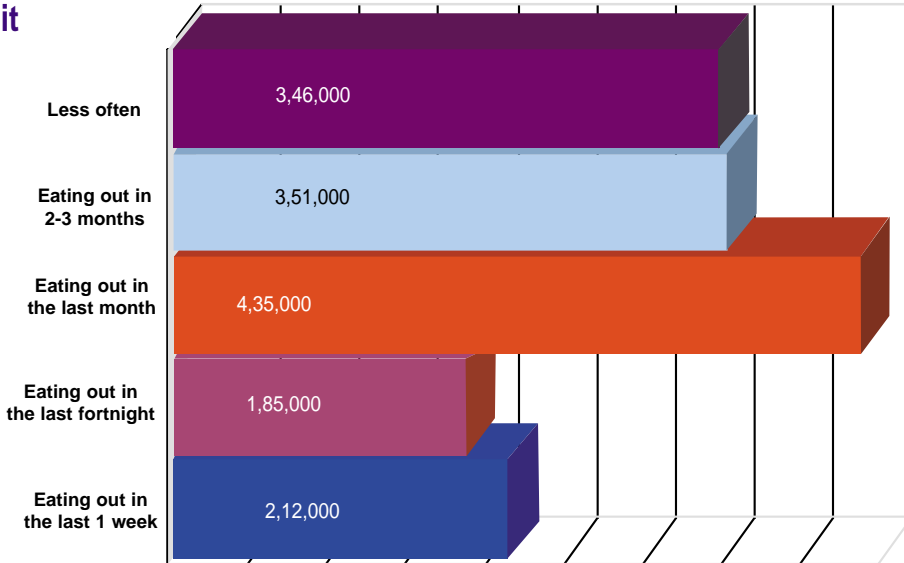
Woman's Era is read by **18,43,000 house owners.**

No problem with perception here. Furthermore 14,08,000 of these

houses have more than 4 rooms. 'All this reported by NRS 2001.' A fertile ground for advertising for interiors and associated utilities. **Woman's Era** provides yet another vast ground to promote home loans and associated services. Pick a copy and book a page today.



The Dinning habit



	Eating out in the last 1 week	Eating out in the last fortnight	Eating out in the last month	Eating out in 2-3 months	Less Often
Readers	2,12,000	1,85,000	4,35,000	3,51,000	3,46,000

Diners, travellers support jazzy lifestyles...

Family Car Rally 2001 & Winter Golfing Championship 2002 hosted by **Woman's Era** are some

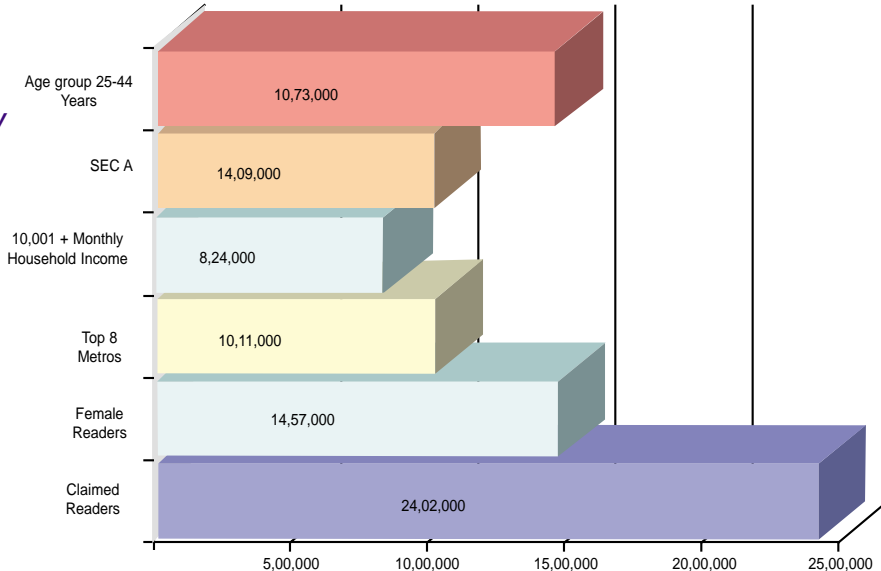
examples of value added services provided to **Woman's Era** patrons, readers and advertisers. Furthermore 70% readers of **Woman's Era** traveled in India and abroad in last one year. **Woman's Era** readers buy high-value household and entertainment products, and are very receptive to new product launches and modern technology.

ADVERTISE EVERYTHING FROM CHIPS TO SHIPS WITH WOMAN'S ERA.



**Best
Cost per
thousand
readers
SUMMARY**

Only Rs 50
per 1000
readers.



	Readers	Female Readers	Top 8 Metros	10,001+ MHI	SEC/A	Age 25-44 Years
Readers	24,07,000	14,57,000	10,11,000	8,24,000	14,09,000	10,73,000

**Maximise mileage on
advertising rupee spent**

Woman's Era, with its phenomenal readership and the recently revamped looks, is the best vehicle in terms of gloss, editorial mix

and cost per thousand readers (CPT) for targeting upper segment buyers. Most readers coming from metros, hailing from the top-notch socio-economic section society, educated, professional and in the yuppie zip zap zoom age-group, it's one of the best magazines in women's magazines in English for the past 30 years.



Place Advertisements for...

Cosmetics
Toiletries
Consumer electronics
Entertainment electronics
Toys and games
Makeup accessories
Kitchen appliances
Apparel
Branded wears
Fashion accessories
Gems and jewellery
Men's accessories
Bags and shoes
Food and food products
Packaged foods
Methai and Namkeens
Perfumes
Watches
Chocolates
OTC medicines
Health care services
Life Insurance
General Insurance

Home loans and finances
Housing and buildings
Special promotions
Shopping weeks
Events and Family
Credit Cards
Banking services
Mutual Funds
Travel agents
Tours and packages
Catalogues
Mail Order products
Valentine's Day offers
Festival offers
Corporate public issues
Exhibitions
Welfare programmes
NRI-related products
Jewellery stores
Men's clothes
Hospitality
Hotels and resorts
Cellular phones



All figures of readership in this document are based on 'claimed readers' as per NRS 2001 data. Cumulative reach is the readers who have read the magazine over a period of 12 issues, or 6 months from the date of issue.

Internet services
Computers
Office equipment
Home interiors
House building stuff
Furniture
Art and sculpture
Theatre and movies
Branded clothes
Branded jewellery
Branded anything
Gifts
Automobiles
2-wheelers
Car accessories
And all the rest...

Woman's Era can provide readership figures for each class of products. Ask for a customised presentation for your brands and products.



DELHI PRESS MAGAZINES

Delhi Press Building, E-3 Jhandewala Estate, Rani Jhansi Marg, New Delhi - 110 055

Fax 91-11-3625020 **Telephone** 011-3529557 **Tlx** 31-63053 DEPR IN **E-mail** delpress@bol.net.in **Web** womans-era.com

NEW DELHI Delhi Press, E-3 Jhandewala Estate, New Delhi-110 055 Ph. 3529557-62, Fax: 011-3625020, Telex: 031-63053 DEPR-IN. Email: delpress@bol.net.in **AHMEDABAD** 503, Narayan Chambers, Ashram Road, Ahmedabad-380009. Ph. 6577845 Telex: 0121-6925 **BANGALORE** 302 B, Third floor, Queen's Corner Apartments, Queen's Road, Bangalore-560 001. Ph.2267233 Telex: 0845-3214 **BHOPAL** 12-B, Maharana Pratap Nagar, Zone-I, Bhopal-462 011, Ph. 573057 **KOLKATA** Poddar Point, 3rd Floor, 113, Park Street, Kolkata-700 016. Ph. 2298981 **COCHIN** G-7, Pioneer Towers 1, Marine Drive, Cochin-682 031. Ph. 371537 **CHENNAI** 2/92 First Floor, Cison's Complex, Montieth Road, Chennai-600 008. Ph. 8554448 **LUCKNOW** Ground Floor, 4, Sapru Marg, Lucknow-226001. Ph. 218856 **MUMBAI** 79-A, Mittal Chambers, Nariman Point, Mumbai-400 021 Ph. 2022409 Fax:2854841 Telex: 011-01134 DEPR-IN **PATNA** 111, Ashiana Towers, Exhibition Road, Patna-800 001, Ph. 685286 **SECUNDERABAD** 122, Cheney Trade Centre, 116, Park Lane, Secunderabad-500 003. Ph.7841596.

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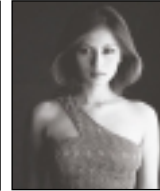
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W	2 9 16 23 30
T	3 10 17 24 31
F	4 11 18 25
S	5 12 19 26



FEBRUARY	
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M	4 11 18 25
T	5 12 19 26
W	6 13 20 27
T	7 14 21 28
F	1 8 15 22
S	2 9 16 23



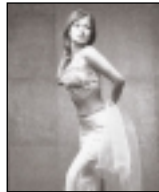
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APRIL	
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MAY	
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T	2 9 16 23 30
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JUNE	
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JULY	
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S	6 13 20 27



AUGUST	
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OCTOBER	
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W	2 9 16 23 30
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NOVEMBER	
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M	4 11 18 25
T	5 12 19 26
W	6 13 20 27
T	7 14 21 28
F	1 8 15 22 29
S	2 9 16 23 30



DECEMBER	
S	1 8 15 22 29
M	2 9 16 23 30
T	3 10 17 24 31
W	4 11 18 25
T	5 12 19 26
F	6 13 20 27
S	7 14 21 28

Woman's era

MOST POPULAR WOMEN'S FORTNIGHTLY

A DELHI PRESS MAGAZINE

