T3 India Media Information

STYLISH / AUTHORITATIVE / ENTERTAINING / INTELLIGENT

Global reach: 2.5M

T3 India Overview

iPAD

DIGITAL

PRINT

70,000 Newsstand & 15000 complimentary for first 3months

T3

- **Active Purchasers**
- **Early Adopters**
- **Influencers**

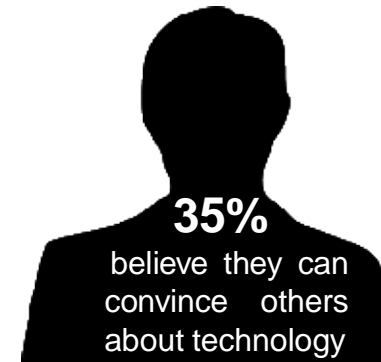**TECH BUYING POWER**

ADVOCACY

53% have talked to many different people about technology in the last year

INFLUENCE

35% believe they can convince others about technology

ACTIONS

- **95%** *have taken action as a result of reading T3 magazine*
- **57%** *have bought a technology product as a result of visiting T3.com*
- **81%** *have taken action as a result of reading the T3: iPad Edition*

T3 India Audience

- The T3 audience loves new technology and smooth design and their lives revolve around these passions. They get excited about **new launches** and **innovative products.**

- By engaging and interacting with the T3 user on a consistent basis you will be **increasing awareness** of your brand through a **strongly integrated content and advertising cross platform campaign**.

- Our platforms allow our users to celebrate the your brand but also encourages them to **share, interact and discover.**

- Making the smart choice is essential and by advertising with T3 and creating a high impact rich media campaign will highlight your brand's **great image, great design and great functionality** over the duration of the campaign, prompting **brand consideration at the critical moment of purchase.**

The T3 India ipad user

The T3 ipad man

iPad Edition readers are more likely to work full-time and are very affluent with high incomes as a result they are into higher end pursuits.

88% work full time

38 average age

37% agree it is important to be attractive to the opposite sex

56% have visited a companies' website as a result of seeing an advert/article in the ipad edition

107 is the average amount of minutes spent reading the ipad edition

The T3 India mag reader

The magazine man *Magazine readers tend to be younger, single and less likely to have kids. They are very knowledgeable, influential and advocates for technology.*

- -

76% A+

36 Average age

Rs.12Lacs average family income before tax

60% agree they like to treat themselves to items they don't need

It is important for **42%** to look well dressed

51% agree they often treat themselves to things they don't need

Twice as likely to agree that they *wear designer clothes*

More likely to go for *premium goods* than standard goods/services

53% agree that they have a very good sense of style

T3 India Advertising Rates

T3 Magazine

Series	1	3	6	12
FULL PAGE	Rs.2,40,000	Rs.218,000	Rs.196,000	Rs.152,500
DPS	Rs.4,40,000	Rs.395,000	Rs.355,000	Rs.370,000
IFC/IBC	Rs.330,000	Rs.310,000	Rs.280,000	Rs.225,000
OBC	Rs.500,000	Rs.475,000	Rs.450,000	Rs.380,000

T3 india.com

AD FORMAT

728 x 90 Leaderboard	Rs.25,000 pm
160 x 600 Skyscraper	Rs.20,000 pm
300 x 250 MPU	Rs.15,000 pm
Email Newsletter sponsorship	Rs.15,000 per shot

T3 iPAD

STANDARD SOLUTIONS

Page Ad (dual format) with web link*	Rs.25,000
Page Ad Amendments**	Rs.10,000
Multi Page Ads (maximum 3)	Rs.55000
Additional cost per page	Rs.15000

STANDARD SOLUTIONS

Gallery (maximum images 5)	On request
Additional cost per image	On request
In-Page Web View	On request
In-Page Scrollable Area****	On request
Streamed Video (up to 30 seconds)	On request
Streamed Video (up to 60 seconds)	On request
Embedded Video	50% premium
Hot Spots (maximum 5)	On request
Additional cost per hot spot	On request
Embedded Audio	On request
(maximum 3 clips, total 60 seconds)	On request

T3 India Awards 2016

- The T3 Gadget Awards are the UK's biggest and most prestigious tech awards celebrating the very best in consumer technology

- Described by the BBC as the "Oscars for Gadgets", the T3 Gadget Awards take place in January every year in India

- An extensive PR and marketing campaign is undertaken to raise awareness of the awards and gain press coverage across print, radio, TV and online

- The public are able to vote in 19 categories – hosted on a dedicated microsite via T3's websites