#SWARAJYA

New Ideas For A New India
OUR LEGACY

RICH LEGACY

Started in 1956 by C ‘Rajaji’ Rajagopalachari, India’s last Governor General, Statesman and Mahatma Gandhi’s ‘Conscience Keeper’.

RENEWED SPIRIT

Re-launched in digital and print for the 21st century Indian. A ‘Big Tent’ of reasoned liberal centre-right views and discourse.

SOME THOUGHT LEADERS WHO WROTE FOR SWARAJYA

Rajaji Dr. S Radhakrishnan Dalai Lama M Masani C V Raman
R K Laxman K M Munshi A Kripalani Nani Palkhivala F M Cariappa
OUR JOURNEY

After Rajaji’s death, The magazine was folded up.

1956
Established by Khasa Subba Rao, C. Rajagopalachari

1977

2014
Relaunched by Kovai Media Pvt Limited in Late 2014

2018
Marching Ahead
An Independent Media Product

✓ Daily Digital Commentary
✓ Swarajya Headlines
✓ Fortnightly Digital Magazine
✓ Monthly Print Flagship
✓ Daily Newsletter
✓ Swarajya Videos Explainer
✓ Swarajya Heritage Campaign

Engagement Model

✓ Strong Social Media Footprint.
✓ Articles, Videos, Podcast, Quizzes, Polls, Conversations and more.
OUR CONTENT COVERAGE

#SWARAJYA

We write on issues pertaining to:

- POLITICS
- DEFENSE
- WORLD
- ECONOMY
- INFRASTRUCTURE
- CULTURE
- VIDEOS
- BUSINESS
- BOOK & IDEAS
- SCIENCE
- PODCASTS
- TECHNOLOGY
OUR EDITORIAL | Ethos

Belief in free markets
Belief in individual enterprise
Belief in a secularism that does not pander
Belief that India is not just a nation but an ancient multi-cultural civilisation
Belief that the government has no business to be in business
Want to be part of a discourse about a new India
Belief that India had enough of Socialism
Belief that India's tryst with destiny has been subverted
An independent voice not another mouthpiece
Belief that the time has come for India to take its rightful place
Jaggi was previously editor-in-chief of Network 18 publications. He was instrumental in scripting the trailblazing success of FirstPost and building it as one of India's most successful digital outlets. He has previously edited publications such as The Financial Express, Business Standard, Daily News and Analysis &
OUR EDITORIAL | Advisory Board

**JERRY RAO**
Founder and CEO of IT giant MPhasis, former head of Citibank’s Global Technology Development Division. Executive Chairman of Value and Budget Housing Corporation.

**SURJIT BHALLA**
Princeton economist who has been associated with Rand Corporation, Brookings Institution and the World Bank. He runs emerging markets assets management firm Oxus.

**MANISH SABHARWAL**
India’s largest staffing and training firm. A Wharton MBA, he serves on various state and central government committees on education and employability.

**SWAPAN DASGUPTA**
Oxford historian, veteran journalist and an authoritative voice of the Indian right. Padma Bhushan recipient.
OUR BRANDS

SWARAJYA AWARDS
Flagship event held at the India Ideas Conclave, Goa every year.

Held in partnership with Indic Academy and India Foundation

SWARAJYA CONVERSATIONS
One hour tête-à-tête with well known authors, technocrats, public intellectuals and political leaders.

Previous speakers: Jayant Sinha, Nandan Nilekani, Sanjeev Sanyal, Raghav Bahl, Rajiv Chandrasekhar

INDIA ECONOMIC SEMINAR
Two day format with presentations on economic policy issues.

2016 edition held at IIM-Bangalore, with over 100 public policy enthusiasts attending the event.

SWARAJYA INDIA QUIZ
Mass reach, multi-city quizzing format.

Reached over 30,000 students including 1,500 participants and guests in 2015 edition.
OUR REACH

01 75000+ Daily Newsletter Readers
02 700+ Authors Published
03 3 Million Unique Visitors A Month
04 7 lakh Followers on Facebook
05 8000+ Paid Subscribers
OUR READERS INCLUDE

Arvind Panagariya  Baijayant Jay Panda  Jayant Sinha  N R Narayan Murthy  Sanjeev Sanyal

Nirmala Sitharaman  Gurcharan Das  Amish Tripathi  Piyush Goyal  Mohandas Pai
OUR AUDIENCE

<table>
<thead>
<tr>
<th>EDUCATION LEVEL</th>
<th>INCOME LEVEL</th>
</tr>
</thead>
<tbody>
<tr>
<td>55% Doctorate &amp; PG</td>
<td>35% &lt;15 lakhs</td>
</tr>
<tr>
<td>25% Humanities Graduates</td>
<td>45% 15 - 25 lakhs</td>
</tr>
<tr>
<td>20% STEM Graduates</td>
<td>20% &gt;25 lakhs</td>
</tr>
</tbody>
</table>

AGE

- 35% 25-34
- 20% 35-44
- 20% 55+
- 15% 18-24
- 10% 45-54

77% MALE
23% FEMALE
OUR READERS

A young, urban audience that cares, reads & engages.

GEO

50% DEL/MUM/BGL/HYD/KOL/MAS
25% Tier – 2 Cities
25% Others

Website Traffic

Monthly Unique Sessions: 3.0 Million
Monthly Unique Visitors: 1.3 Million
EXCELLENT ENGAGEMENT METRICS (around 500k)
LARGE SOCIAL PRESENCE
FB/Twitter: 1 Million Strong Community
SWARAJYA IMPACT

Congrats @SwarajyaMag @TheJaggi @prasannavishy

Not bad @ScoopWhoop @OplIndia_com @DailyO_

Of these New Media startups, which is the Most Sensible?

<table>
<thead>
<tr>
<th>Poll Results</th>
<th>25,705 Votes</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Swarajya Magazine</td>
<td>29.4%</td>
</tr>
<tr>
<td>2. ScoopWhoop</td>
<td>18.2%</td>
</tr>
<tr>
<td>3. OplIndia</td>
<td>13.5%</td>
</tr>
<tr>
<td>4. DailyO</td>
<td>11.0%</td>
</tr>
<tr>
<td>5. The Print</td>
<td>5.3%</td>
</tr>
<tr>
<td>6. FirstPost</td>
<td>4.7%</td>
</tr>
<tr>
<td>7. The Wire</td>
<td>2.9%</td>
</tr>
<tr>
<td>8. HuffPost India</td>
<td>2.8%</td>
</tr>
<tr>
<td>9. scroll.in</td>
<td>1.9%</td>
</tr>
<tr>
<td>10. 3 Others</td>
<td>10.0%</td>
</tr>
</tbody>
</table>

14,612 votes - Final results

9:20 AM - 10 Mar 2018

I prefer:

38% SwarajyaMag
45% OplIndia
11% The Wire
6% Scroll

2:24 AM - 8 Dec 2017
# SWARAJYA IMPACT

**Congratulations to all the Winners!**

### MEDIA : BEST INTEGRATED MAGAZINE AD OR CAMPAIGN

<table>
<thead>
<tr>
<th>Brand - Campaign Name</th>
<th>Agency</th>
<th>Medal</th>
</tr>
</thead>
<tbody>
<tr>
<td>UNLEASH YOUR WILD SIDE - MAGNUM HUL</td>
<td>MINDSHARE INDIA</td>
<td></td>
</tr>
<tr>
<td>SWARAJYA HERITAGE CAMPAIGN AND SWARAJYA AGAINST RTE</td>
<td>SWARAJYA</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>MONTHLY UNIQUE SESSIONS (IN MILLION)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2.5</td>
</tr>
<tr>
<td>2.2</td>
</tr>
<tr>
<td>0.66</td>
</tr>
<tr>
<td>0.5</td>
</tr>
<tr>
<td>0.39</td>
</tr>
<tr>
<td>0.33</td>
</tr>
<tr>
<td>0.33</td>
</tr>
<tr>
<td>0.21</td>
</tr>
</tbody>
</table>
## SPECIAL AD PLANS FOR 3 MONTHS

<table>
<thead>
<tr>
<th>Plan</th>
<th>Price</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Basic</strong></td>
<td>Rs. 25,000</td>
<td>3 days banners for your brand- including standard creative creation by Swarajya Ad Studio. Assured 4,50,000 impressions in 72 hrs. Approx. Rs. 65/CPM</td>
</tr>
<tr>
<td><strong>Full Week Saturation Presence</strong></td>
<td>Rs. 1,00,000</td>
<td>7 days banner ads for your brand- including standard creative work by Swarajya Ad Studio. Assured 1.5 million impressions. Approx. Rs 65/CPM</td>
</tr>
<tr>
<td><strong>30 Day Complete Package</strong></td>
<td>Rs. 3,50,000</td>
<td>30 days saturation presence across all Swarajya digital properties, package includes standard creative work by our Ad Studio, 1-2 video creatives where suitable. Assured 5 million impressions. Approx. Rs 65/CPM</td>
</tr>
</tbody>
</table>
Ad Formats
360° ADVERTISEMENT SPACE

- Advantage of upfront brand visibility
- More than 3 million traffic monthly
- Available Banner Size:
  - 1000 x 300
  - 300 x 250
  - 300 x 600
  - 728 x 90
  - 300 x 50
We provide content visibility on our prominent daily place

- Daily Newsletter 50,000
- Full coverage link directed to home page
- Low barrier to click through
- Contextual targeting
We tap our publishing experience to create branded stories with:

- Rich text and media
- Strong impact and recall value
- Genuine information for readers
- High share ability potential
VIDEOS

Fully Customized videos as per requirements

✓ Brand Specific Videos
✓ Content Specific Videos
✓ Reach over 8,00,000 followers of Swarajya's social media feeds
✓ Social media amplification
✓ Mix of footage, text and graphics