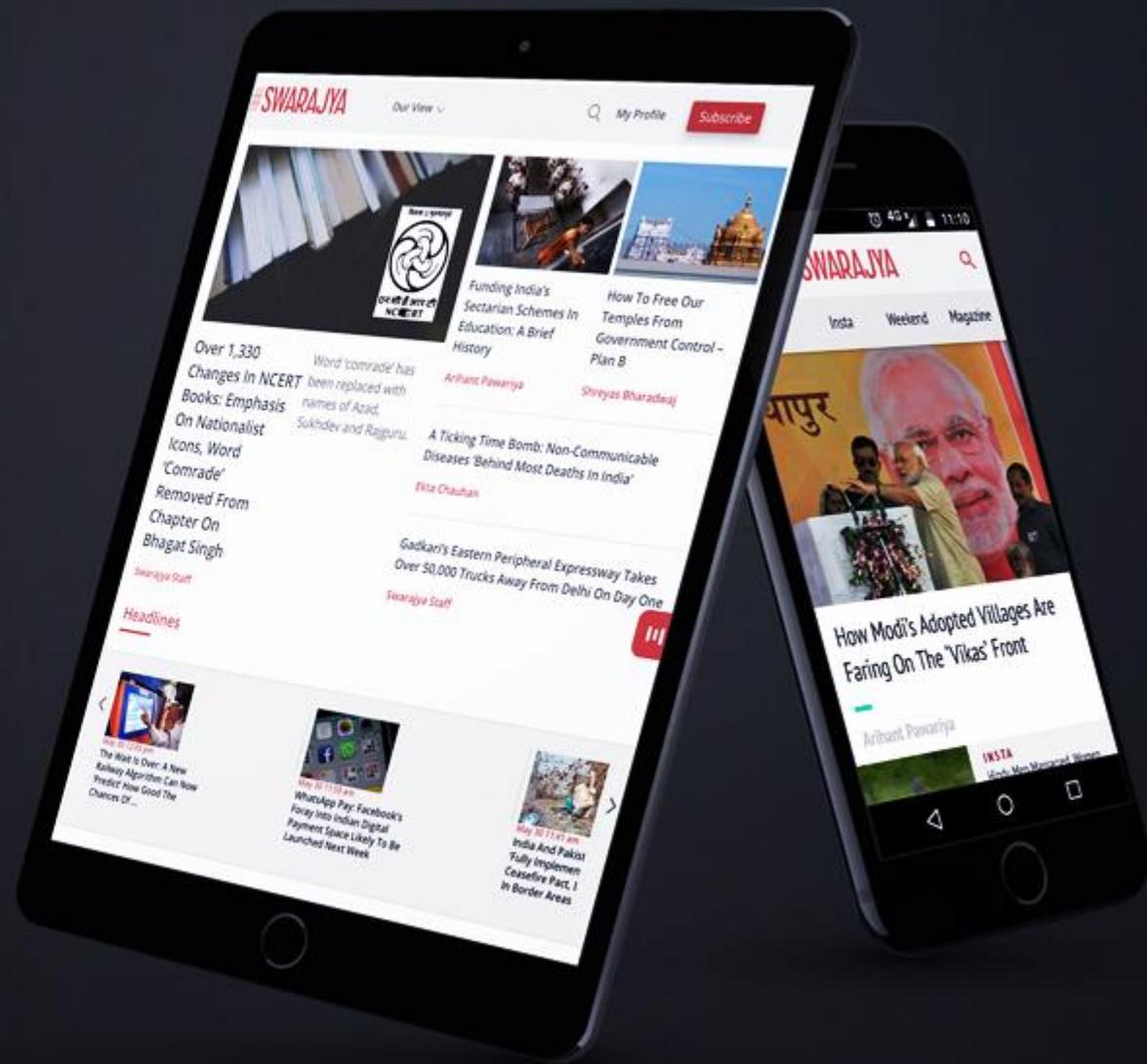


#SWARAJYA

EST.
1956

New Ideas For A New India



OUR LEGACY

SOME THOUGHT LEADERS WHO WROTE FOR **SWARAJYA**

RICH LEGACY

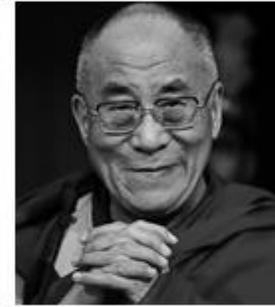
Started in 1956 by C 'Rajaji' Rajagopalachari, India's last Governor General, Statesman and Mahatma Gandhi's 'Conscience Keeper'.



Rajaji



Dr. S Radhakrishnan



Dalai Lama



M Masani



C V Raman

RENEWED SPIRIT

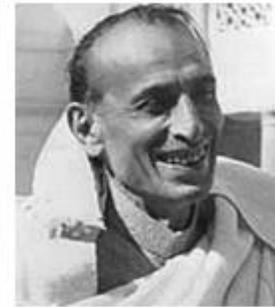
Re-launched in digital and print for the 21st century Indian. A 'Big Tent' of reasoned liberal centre-right views and discourse.



R K Laxman



K M Munshi



A Kripalani

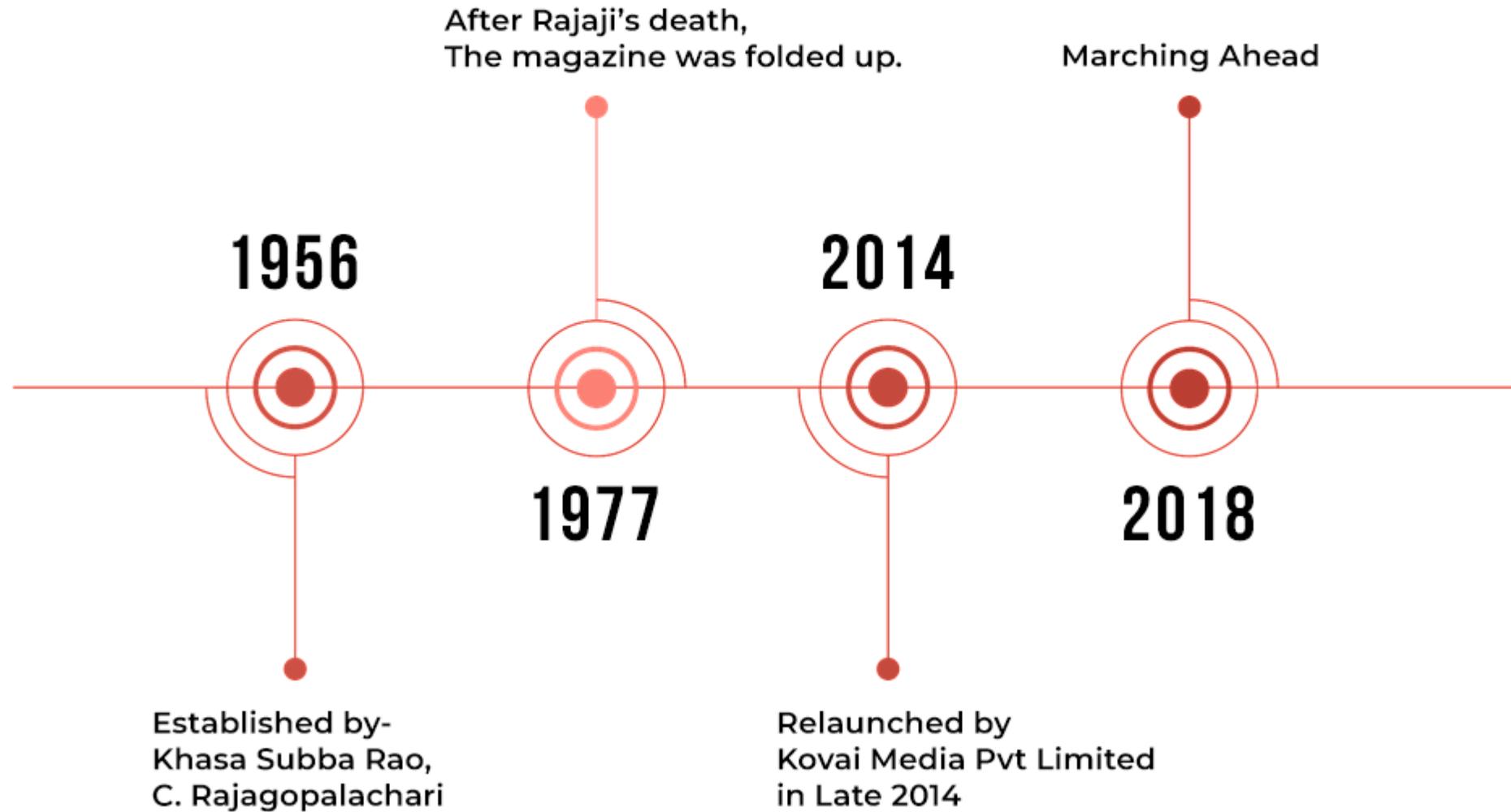


Nani Palkhivala



F M Cariappa

OUR JOURNEY



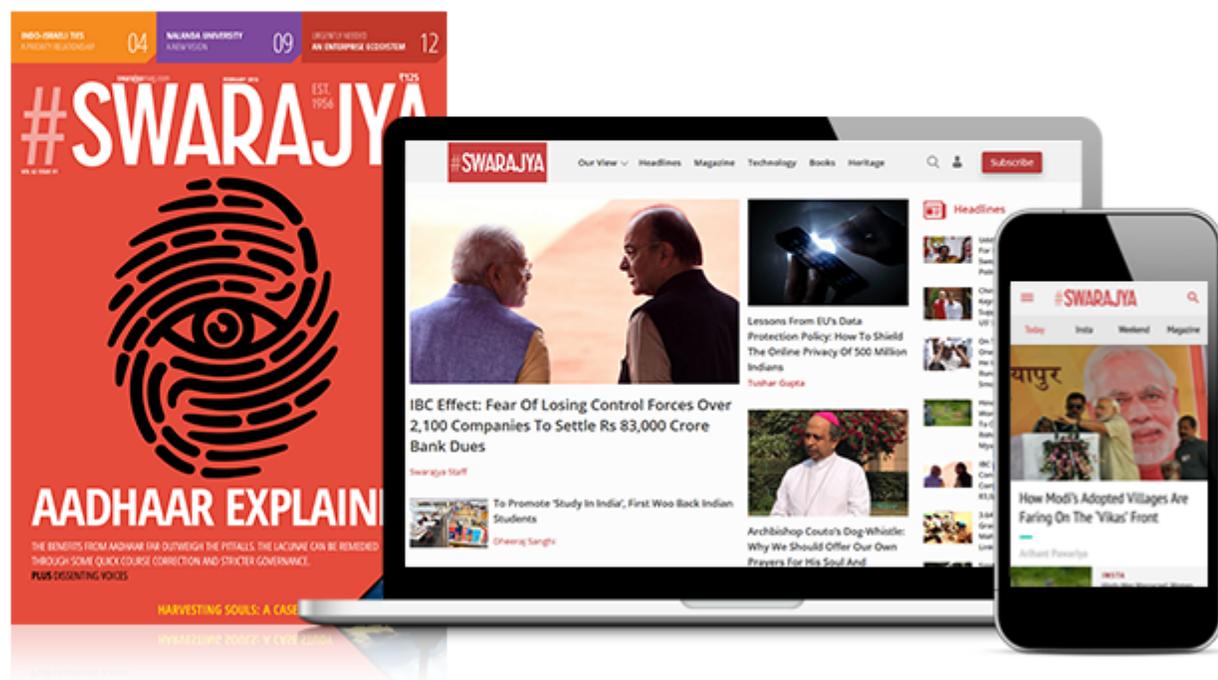
ABOUT US | Print & Digital

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

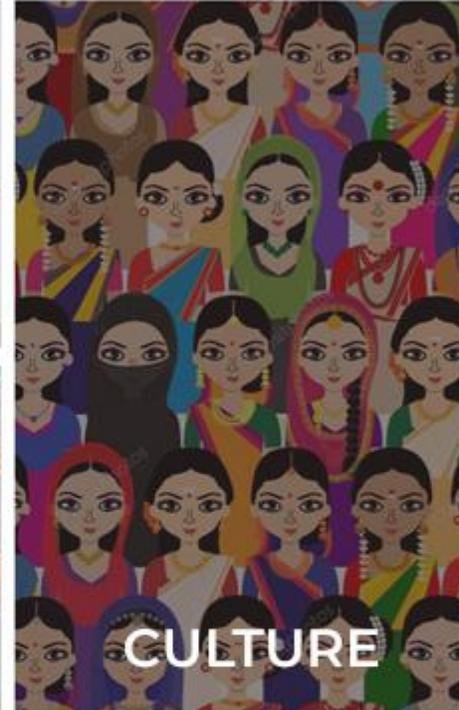
- ✓ Strong Social Media Footprint.
- ✓ Articles, Videos, Podcast, Quizzes, Polls, Conversations and more.



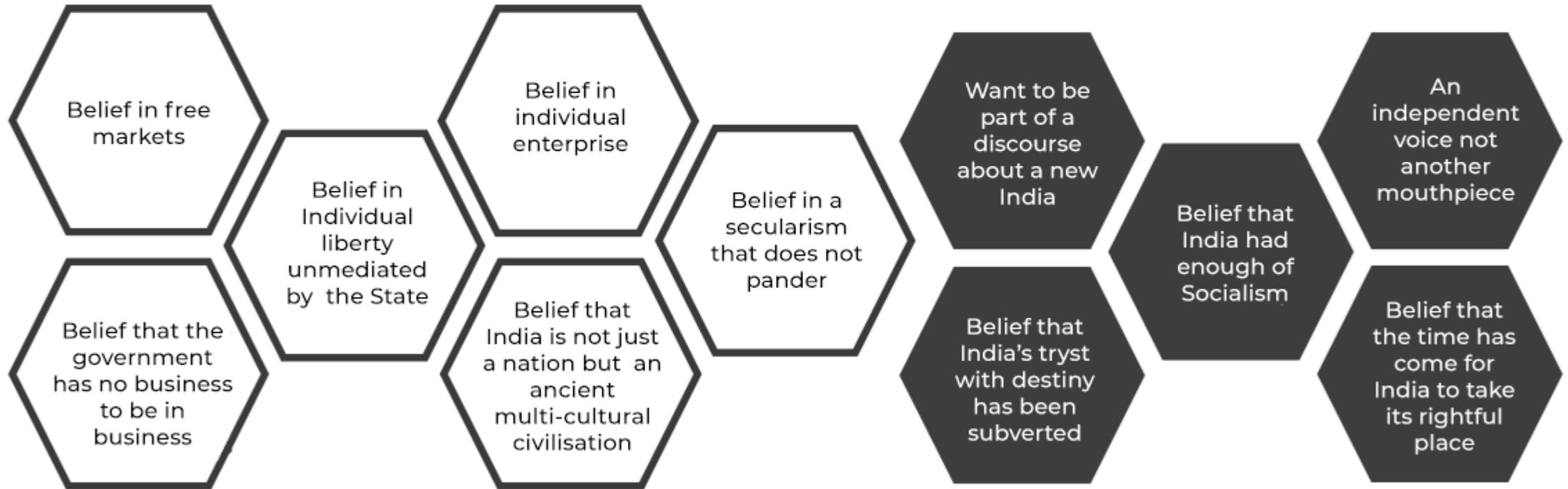
OUR CONTENT COVERAGE

#SWARAJYA EST. 1994

We write
on issues
pertaining
to:



OUR EDITORIAL | Ethos



OUR EDITORIAL DIRECTOR



R. Jagannathan

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 &

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



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DASGUPTA**

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OUR BRANDS

#SWARAJYA

THE SWARAJYA
INDIA QUIZ



INDIA
ECONOMIC SEMINAR

#SWARAJYA
CONVERSATIONS

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



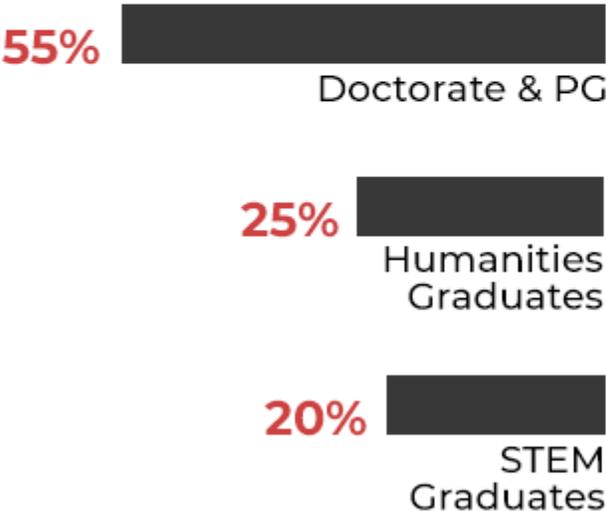
Mohandas Pai

BRANDS WHO TRUST US

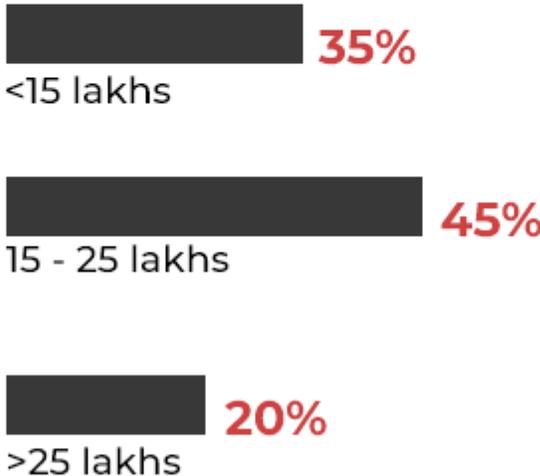


OUR AUDIENCE

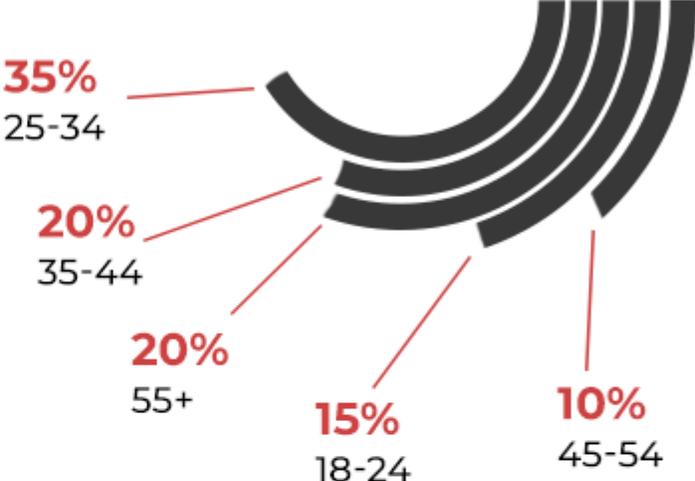
EDUCATION LEVEL



INCOME LEVEL

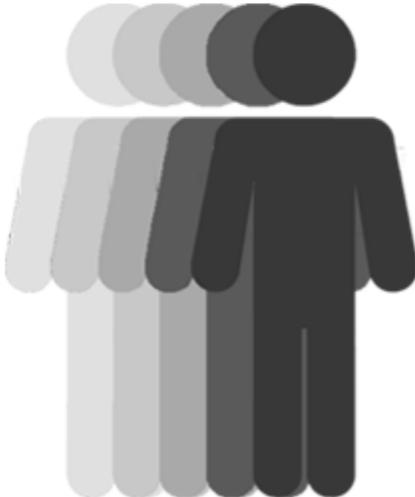


AGE

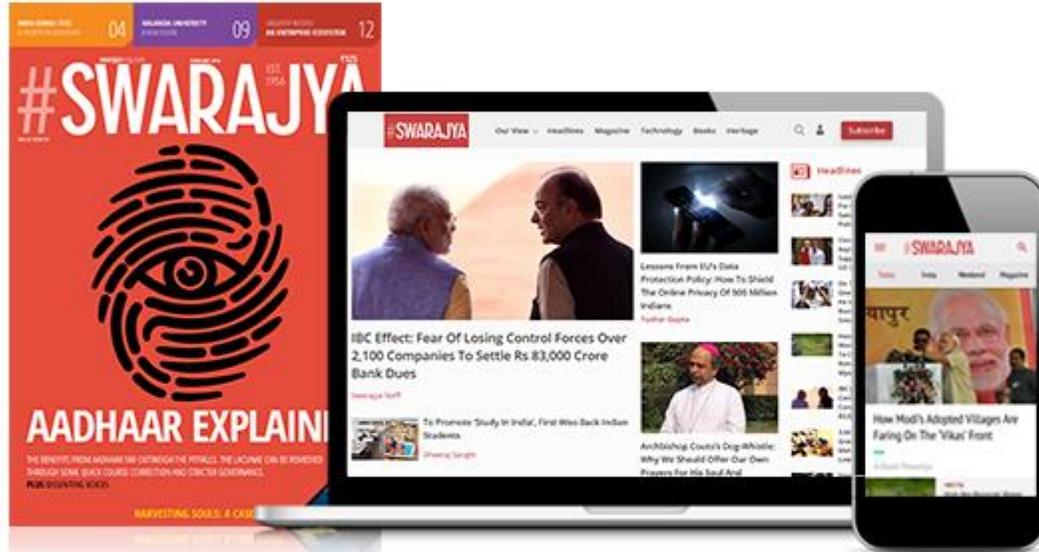


77%
MALE

23%
FEMALE

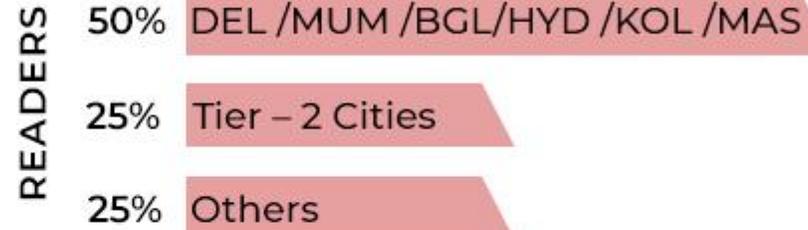


OUR READERS



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

GEO



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



VOTR
@myVOTR

Follow

Congrats @SwarajyaMag @TheJaggi
@prasannavishy

Not bad @ScoopWhoop @OpIndia_com
@DailyO_

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

इन डिजिटल मीडिया संस्थाओं में से
सबसे समझदार एवं निष्पक्ष कौनसी है?

25,705
VOTES

POLL RESULTS

1	Swarajya Magazine	29.4%	6	FirstPost	4.7%
2	ScoopWhoop	18.2%	7	The Wire	2.9%
3	OpIndia	13.5%	8	HuffPost India	2.8%
4	DailyO	11.0%	9	scroll.in	1.9%
5	The Print	5.5%	10	3 Others	10.0%

8th March 2018



9:20 AM - 10 Mar 2018



Vijay Shekhar

@vijayshekhar

I prefer :

38% SwarajyaMag

45% OpIndia

11% The Wire

6% Scroll

14,612 votes • Final results

2:24 AM - 8 Dec 2017

SWARAJYA IMPACT

Association of Indian Magazines & exchange4media
Present
2ND EDITION
MAGZIMISE AWARDS
REWARDING EXCELLENCE IN ADVERTISING IN MAGAZINES

Congratulations to all the Winners!

MEDIA : BEST INTEGRATED MAGAZINE AD OR CAMPAIGN

Brand - Campaign Name	Agency	Medal
UNLEASH YOUR WILD SIDE - MAGNUM, HUL	MINDSHARE INDIA	★
SWARAJYA HERITAGE CAMPAIGN AND SWARAJYA AGAINST RTE	SWARAJYA	★

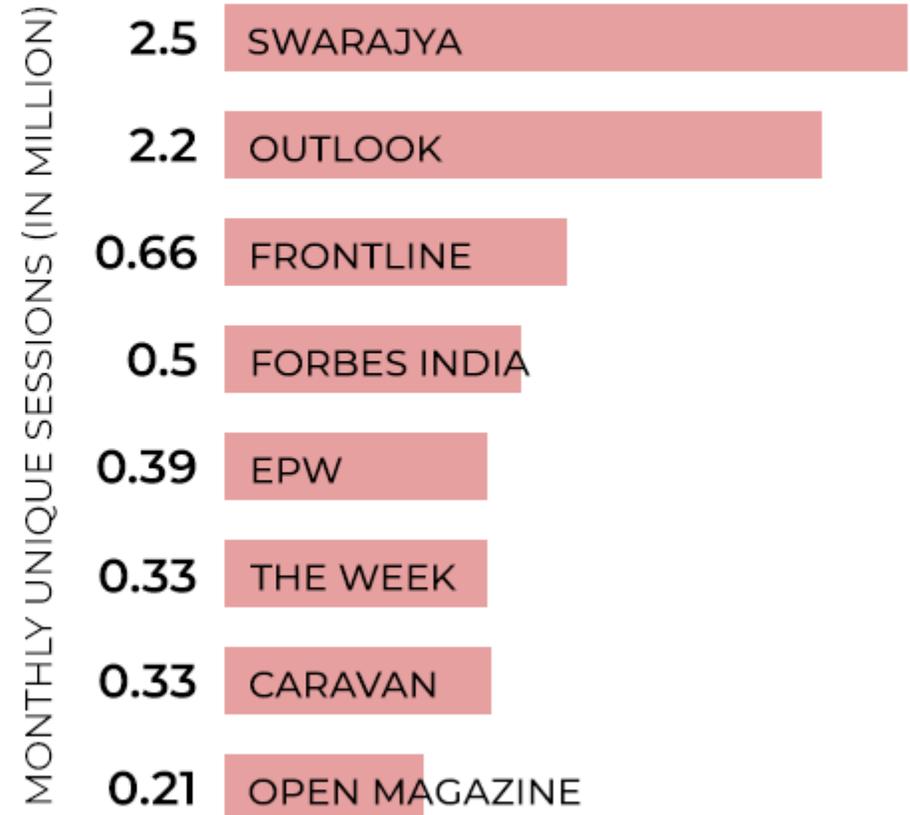
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DELHI PRESS MAGAZINES, INDIA TODAY GROUP, Outlook group, THE WEEK

CATEGORY PARTNER
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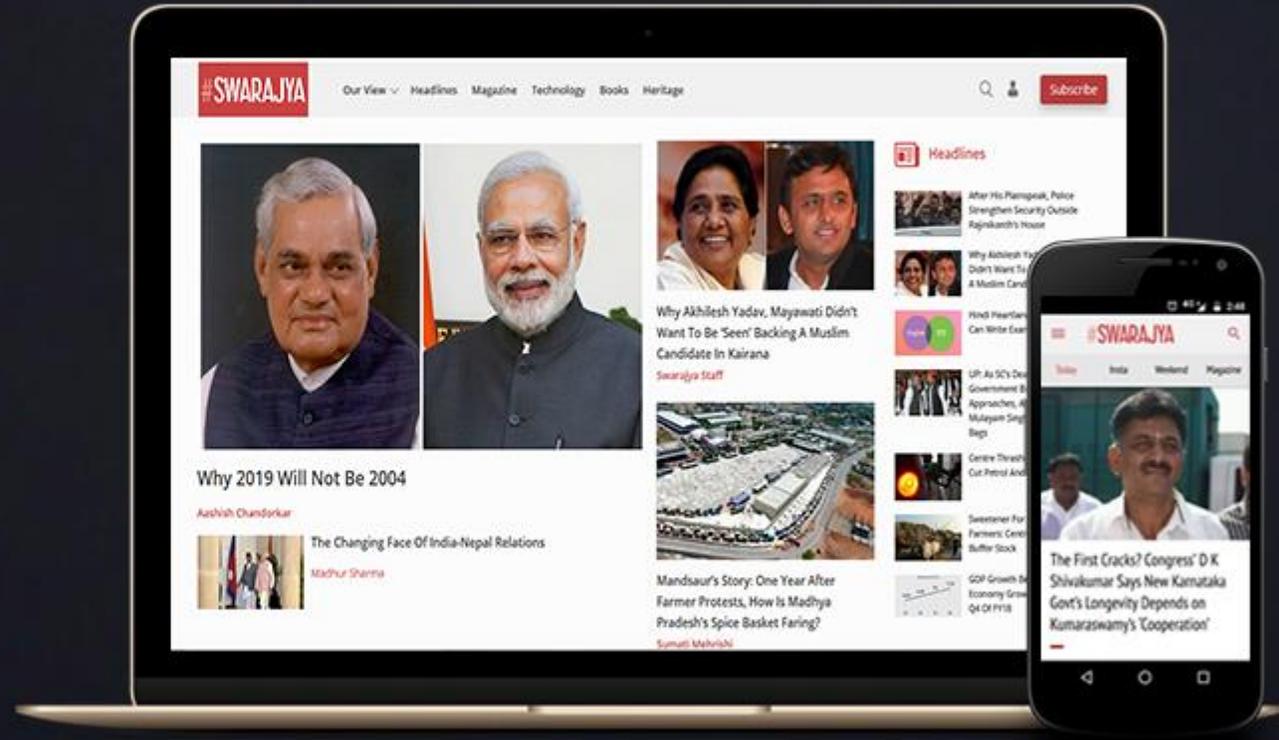
BUSINESS MEDIA PARTNER
BW BUSINESSWORLD



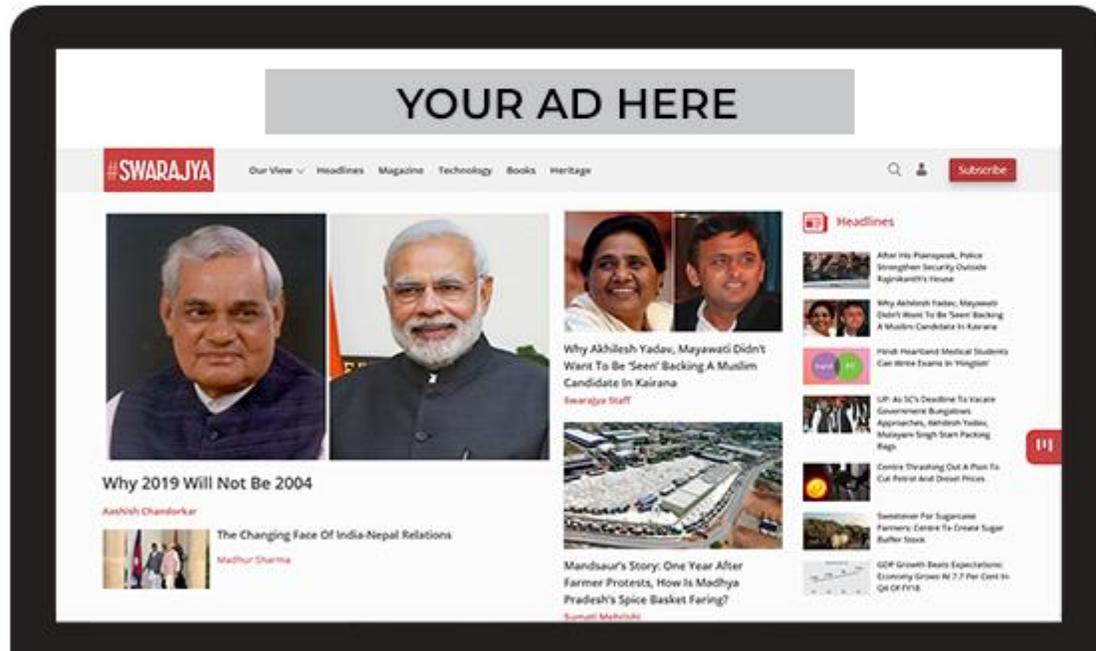
SPECIAL AD PLANS FOR 3 MONTHS

Basic	Rs. 25,000	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
Full Week Saturation Presence	Rs. 1,00,000	7 days banner ads for your brand- including standard creative work by Swarajya Ad Studio. Assured 1.5 million impressions. Approx. Rs 65/CPM
30 Day Complete Package	Rs. 3,50,000	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

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

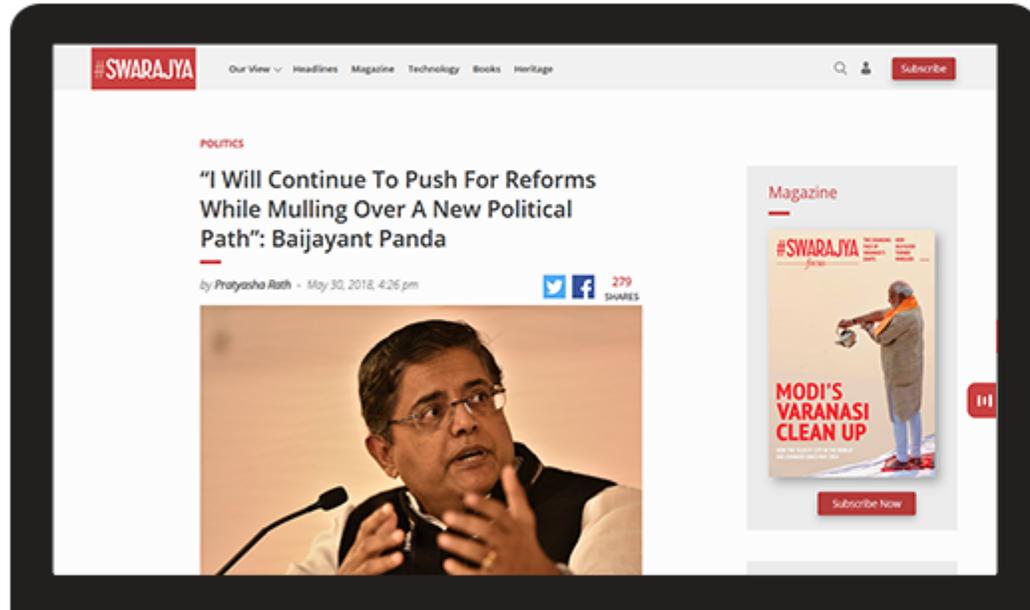
NEWSLETTER



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

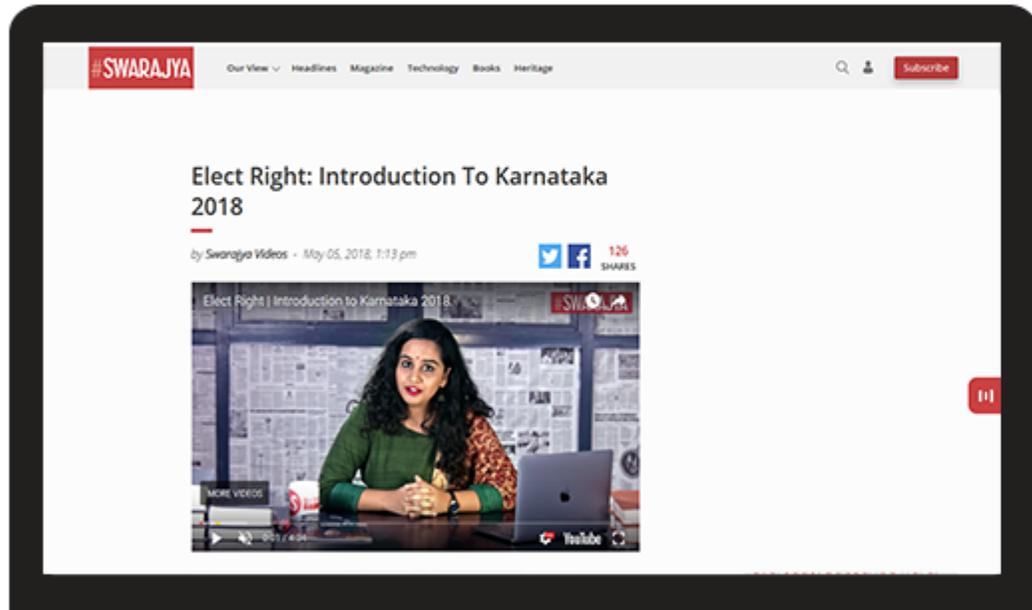
COMMUNIQUE



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

#SWARAJYA EST. 1956

Write to us:
sales@swarajyamag.com

 swarajyamag.com