

Thursday, 7th February, 2008

Latest Newsletter from AdEx India, a division of TAM Media Research

Subject: Snapshot on Print Advertising in 2007 – Part 2

(Note: The entire analysis is based on Col *Cms)

Before we begin with the analysis of Print advertising in 2007 -Part 2, let's have a quick re-cap of the preceding Newsletter:

Highlights:

- **3% rise in Print ad volumes during 2007 over 2006.**
- **'Education' sector leads in Print advertising during 2007.**
- **'Maruti Suzuki Ltd' was the number one advertiser in Print during 2007.**
- **High share of Print advertising during the last quarter of 2006 and 2007.**

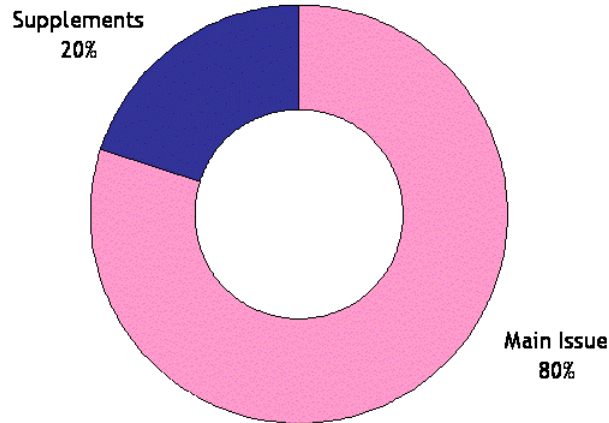
This week AdEx India brings to you the 2nd part of Print Advertising during 2007.

Today's Highlights:

- **High advertising in General Interest Newspapers and Women's magazine during 2007.**
- **'Planman Consultant India Pvt Ltd' topped the chart of exclusive advertisers list in Print during 2007.**
- **Radio Channel Promotion grew by 20% whereas TV Channel Promotion grew by 2% in Print during 2007.**
- **14% of ads in Print were of Sales promotion during 2007.**
- **53% of advertising in Non Metro Newspapers during 2007.**

Share of Main Issue vs Supplements in Print

20% of Print advertising in Supplements during 2007



Source: AdEx India (A Division of TAM Media Research)

Note: Figures are based on Col * Cms

- Main Issue and Supplements were used in the advertising ratio of 80:20 during 2007.

Newspapers and Magazines were used in an advertising ratio of 95:5 in 2007

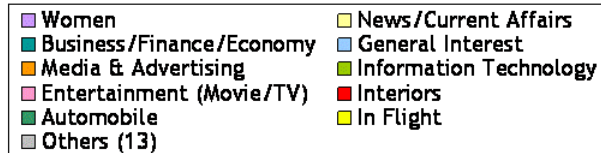
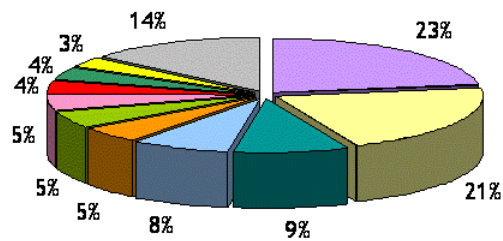
Usage of Publication Genres during 2007

Share of Genres in Print during 2007

Newspaper

General Interest : 91%
Business/Finance/Economy : 9%
Information Technology:0.04%
Youth : 0.02%

Magazines

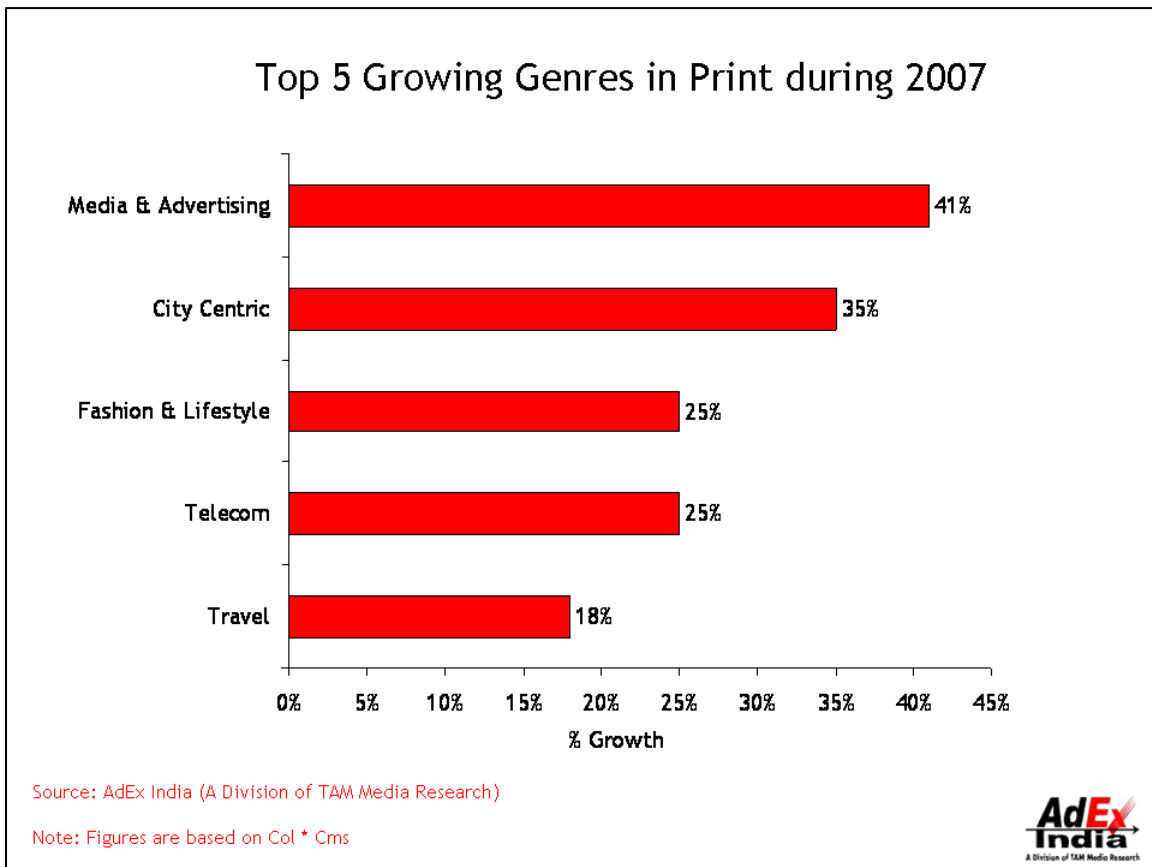


Source: AdEx India (A Division of TAM Media Research)

Note: Figures are based on Col * Cms

- Among magazines 'Women' magazines had maximum share of 23% followed 'News/Current Affairs' and 'Business/Finance/Economy' magazines with 21% and 9% share respectively during 2007.
- 'Business/Finance/Economy' Newspapers and Magazines each had 9% share of Print advertising during 2007.

Top Growing Genre in Print



- Among all the genres in print, 'Media & Advertising' recorded maximum growth of 41% followed 'City Centric' and 'Fashion & Lifestyle' with 35% and 25% share respectively in 2007 compared to 2006.

Top Exclusive advertiser in Print

Top 10 Exclusive Advertisers in Print during 2007

Rank	Top Exclusive Advertiser
1	Planman Consultant India Pvt Ltd
2	Sikkim/Royal Government Of Bhutan
3	Silk Museum
4	Vellore Institute Of Technology
5	National Mineral Development Corporation
6	Multani Pharmaceuticals Ltd
7	Raj Travels & Tours Ltd
8	Thyrocare Technologies Ltd
9	REPL India
10	Ministry Of Civil Aviation

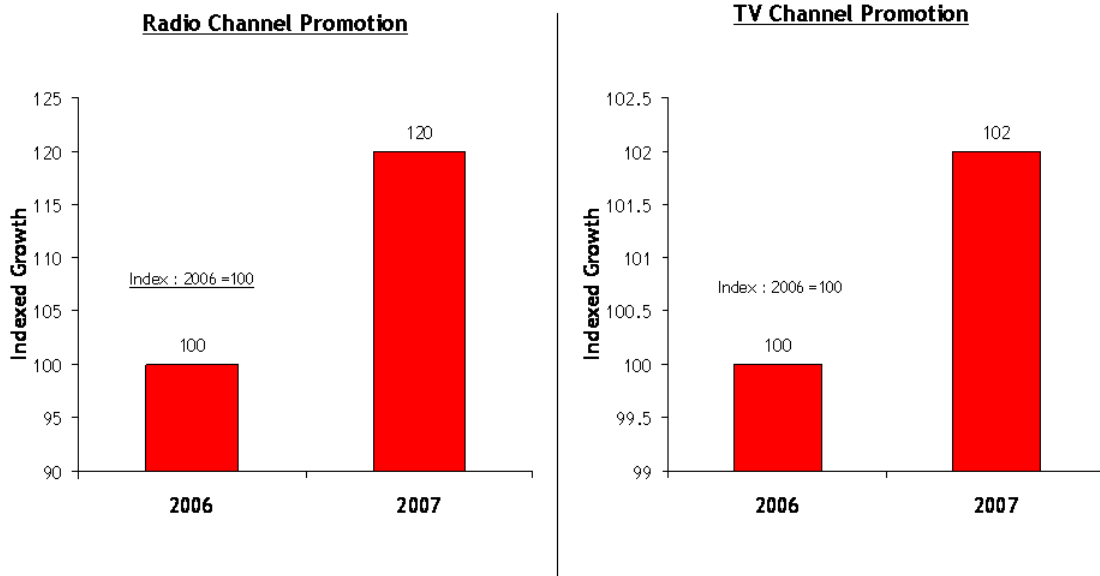
Source: AdEx India (A Division of TAM Media Research)

Note: Rank are based on Col * Cms

- 'Planman Consultant India Pvt Ltd', 'Sikkim/Royal Government of Bhutan' and 'Silk Museum' were the top 3 Exclusive advertisers in Print during 2007.

Radio and TV channel Promotion in Print

Radio and TV Channel Promotion in Print during 2007

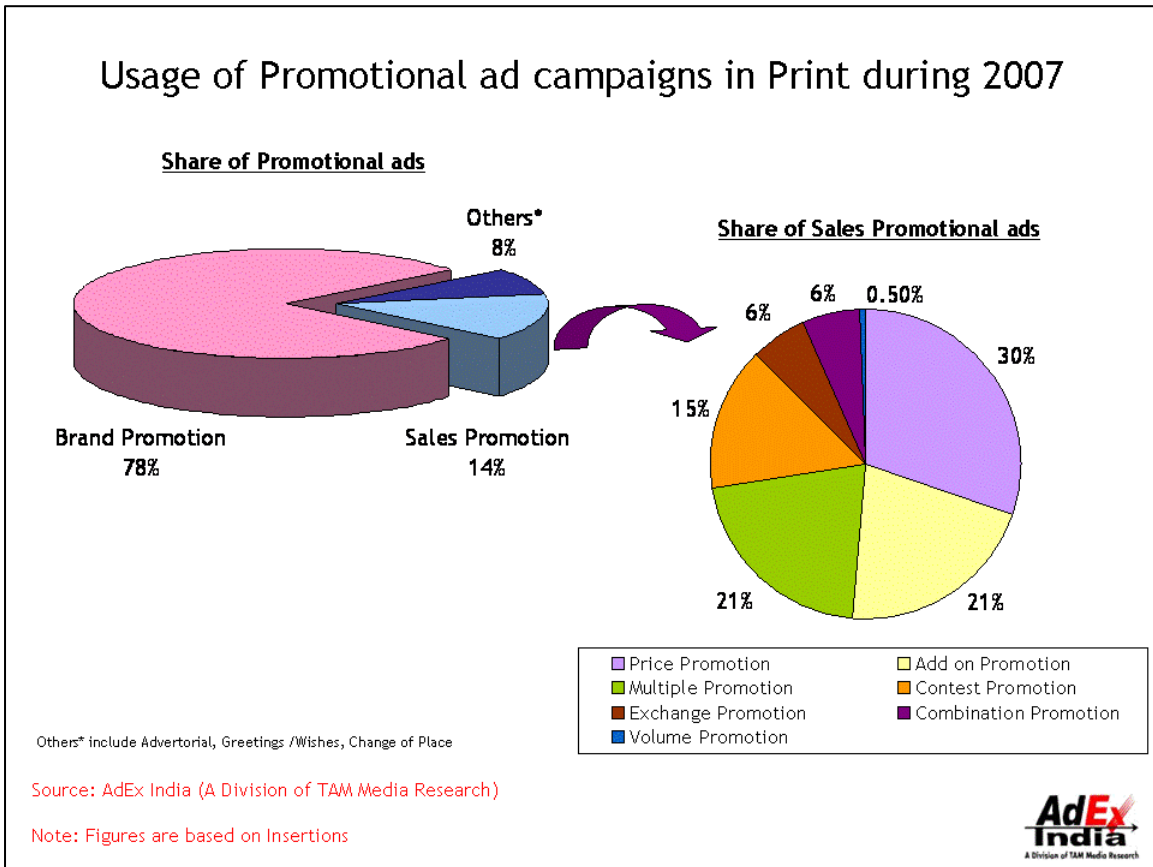


Source: AdEx India (A Division of TAM Media Research)

Note: Figures are based on Col * Cms

- During 2007, Radio Channel Promotion in Print grew by 20% compared to 2006.
- TV Channel Promotions in Print saw a growth of 2% during 2007 over 2006.

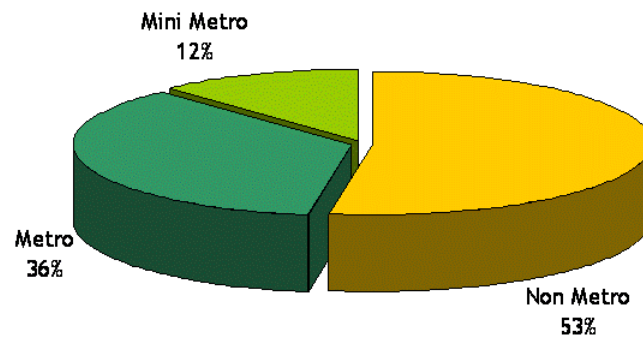
Share of Promotional ads in Print



- Among all the Sales Promotional ads, 'Price Promotion' had the largest share of 30% followed 'Add on Promotion' and 'Multiple Promotion' with equal share of 21% each during 2007.

Share of Newspaper advertising (Metro Vs Non Metro City)

More than 50% of advertising in Non Metro Newspapers



Source: AdEx India (A Division of TAM Media Research)

Note: Figures are based on Col * Cms

- Maximum advertising of 53% in 'Non Metro' Newspapers followed 'Metro' and 'Mini Metro' Newspapers with 36% and 12% share respectively during 2007.

(Analysis from AdEx India-A Division of TAM Media Research)

+++

Siddhartha Mukherjee

*Vice President - Communications
TAM Media Research Pvt. Ltd
Mafatlal Chambers – B
N M Joshi Marg
Lower Parel (East)
Mumbai – 400 013
India*

Tel: +91 22 56531205

Mobile: +91 9820082516

E-mail: Siddhartha@tamindia.com

Website: www.tamindia.com