
A Case Study of Effectiveness of Events Organized by Selected Niche Magazines

Introduction:

Dear Sir / Madam,

I am interested in your opinions and suggestions. My Research subject with yours opinion will be beneficial for the marketing professionals to learn about the events effectiveness and its value for a niche magazines growth.

Although I understand that your schedule is busy, I am hoping that you will take the little time required to fill out the enclosed questionnaire. I will make sure that your company data and information will be not disclosed and a copy of research work will be forward to you as well.

Your suggestions and opinions are valuable for this research.

Thank you for your time.

Regards

Questionnaire

- a) Name : Mr./ Ms.....
- b) Age : Yrs
- c) Designation :

- d) Department.....
- e) Organization Name
- f) Address
-
- g) Organization Annual Turnover (Rs) :
- h) Organization detail:
- 1) Publication**

a) Newspaper

S.No.	Name of Publication	Language	Duration of Publication (Plz Choose one)
1		Hindi / English / Any Other plz specify	Daily () / Weekly () / Fortnightly () / Monthly () / Any other plz specify
2		Hindi / English / Any Other plz specify	Daily () / Weekly () / Fortnightly () / Monthly () / Any other plz specify
3		Hindi / English / Any Other plz specify	Daily () / Weekly () / Fortnightly () / Monthly () / Any other plz specify

b) Magazine

S.No.	Name of Publication	Language	Duration of Publication (Plz Choose one)
1		Hindi / English / Any Other plz specify	Daily () / Weekly () / Fortnightly () / Monthly () / Any other plz specify
2		Hindi / English / Any Other plz specify	Daily () / Weekly () / Fortnightly () / Monthly () / Any other plz specify
3		Hindi / English / Any Other plz specify	Daily () / Weekly () / Fortnightly () / Monthly () / Any other plz specify

c) Niche Magazine

S.No.	Name of Publication	Language	Duration of Publication (Plz Choose one)
1		Hindi / English / Any Other plz specify	Daily () / Weekly () / Fortnightly () / Monthly () / Any other plz specify
2		Hindi / English / Any Other plz specify	Daily () / Weekly () / Fortnightly () / Monthly () / Any other plz specify
3		Hindi / English / Any Other plz specify	Daily () / Weekly () / Fortnightly () / Monthly () / Any other plz specify

d) Journals

S.No.	Name of Publication	Language	Duration of Publication (Plz Choose one)
1		Hindi / English / Any Other plz specify	Daily () / Weekly () / Fortnightly () / Monthly () / Any other plz specify
2		Hindi / English / Any Other plz specify	Daily () / Weekly () / Fortnightly () / Monthly () / Any other plz specify
3		Hindi / English / Any Other plz specify	Daily () / Weekly () / Fortnightly () / Monthly () / Any other plz specify

e) Any Other plz specify.....

S.No.	Name of Publication	Language	Duration of Publication (Plz Choose one)
1		Hindi / English / Any Other plz specify	Daily () / Weekly () / Fortnightly () / Monthly () / Any other plz specify
2		Hindi / English / Any Other plz specify	Daily () / Weekly () / Fortnightly () / Monthly () / Any other plz specify
3		Hindi / English / Any Other plz specify	Daily () / Weekly () / Fortnightly () / Monthly () / Any other plz specify

2. T.V. Detail

S.No.			
Name of Channel			
Genre of T.V. (News/ GEC/ Infotainment/ Lifestyle/ Kids/ Movie/ Music/ Religious/ Niche/ Sports/ Any other plz specify)			
Reach (Local / Regional/ National/ International) Plz choose and write			
Language			

3) Radio Details

S.No.				
No. of Station				
Name of the Station				
Type of Station (FM/ Community)				
Language				
City				

4) Online details

S.No.			
Name of Site			
Category			
Language			

5) Outdoor Details

S.No.	Cities	Types- (Pole Kiosk / Gantries / Hoardings/ Transit- Railway, Bus, Taxi/ Any Other plz specify) Kindly select
1		
2		
3		

6) Events Details

S.No.	Name of Event	Periodicity of Event
1		
2		
3		

Section A

As your Organization is publishing niche magazine, Please provide more information on the same

Sl. No.	Niche Magazine 1			Niche Magazine 2			Niche Magazine 3		
	Name of the Niche Magazine								
Launching Year									
Duration									
Nature									
Target Readers									
Circulation									
Readership Figure									
Geographical Coverage									
Yearly Revenue	2010	2011	2012	2010	2011	2012	2010	2011	2012
Yearly Advertising Revenue									
Yearly Subscription Revenue									
Yearly Event Revenue									
Yearly Any Other Revenue									
Yearly Total Revenue									

***Duration** - Monthly , Weekly , Fortnightly , yearly

* **Nature** - Art , Children's/ Comics , Entertainment , Finance , Health, Lifestyle , News ,Women's , Business ,Computer , Film , Food/ Hospitality, Language , Men's, Science . Any other please mention above

* **Circulation** – Please mention ABC figure otherwise internal circulation number.

* **IRS** – Please specify IRS number otherwise estimated readership

* **Coverage**- City, State, Region, National, International

Kindly Provide the following details of your Competitors

Sl. No.	Niche Magazine 1			Niche Magazine 2			Niche Magazine 3		
Name of the Niche Magazine									
Launching Year									
Duration									
Nature									
Target Readers									
Circulation									
Readership Figure									
Geographical Coverage									
Yearly Revenue	2010	2011	2012	2010	2011	2012	2010	2011	2012
Yearly Advertising Revenue									
Yearly Subscription Revenue									
Yearly Event Revenue									
Yearly Any Other Revenue									
Yearly Total Revenue									

***Duration** - Monthly, Weekly, Fortnightly, yearly

* **Nature** - Art , Children's/ Comics , Entertainment , Finance , Health, Lifestyle , News ,Women's , Business ,Computer , Film , Food/ Hospitality, Language , Men's, Science . Any other please mention above

* **Circulation** – Please mention ABC figure otherwise internal circulation number.

* IRS – Please specify IRS number otherwise estimated readership

* Coverage- City, State, Region, National, International

Section B

Kindly provide the details of events organized by your Niche Magazine.

Sl. No.	Event 1			Event 2			Event 3		
Name of the Event									
Start Year									
Nature of Events									
Duration of Events									
Target Audience									
Place of Event									
Frequency of event in a year									
Yearly Revenue	2010	2011	2012	2010	2011	2012	2010	2011	2012
Sponsorship Revenue									
Stall Revenue									
Ticket/ Passes Revenue									
Media Rights Revenue									
Advertising Revenue									
Special publication/ Souvenir Revenue									
Any Merchandise Revenue									
Any Other plz specify									
Total Yearly Revenue from event									
Sale of copies in a event of a niche magazine									
Total									

Kindly provide the details of events organized by your Competitors

Sl. No.	Event 1			Event 2			Event 3		
	Name of the Event								
Start Year									
Nature of Events									
Duration of Events									
Target Audience									
Place of Event									
Frequency of event in a year									
Yearly Revenue	2010	2011	2012	2010	2011	2012	2010	2011	2012
Sponsorship Revenue									
Stall Revenue									
Ticket/ Passes Revenue									
Media Rights Revenue									
Advertising Revenue									
Special publication/ Souvenir Revenue									
Any Merchandise Revenue									
Any Other plz specify									
Total Yearly Revenue from event									
Sale of copies in a event of a niche magazine									
Total									

Section C

1. “Events proliferate circulation in a niche magazine”

Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

2. “Events generate revenue for a niche magazines”

Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

3. “Events are vital tool for branding in a niche magazine”

Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

4. “For improving market share of a niche magazine, Events role are ”

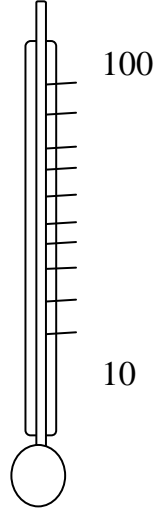
Extremely Important	Very Important	Somewhat Important	Not very Important	Not at all Important
_____	_____	_____	_____	_____

5. Among the following activities which gives you maximum profit margin?

Rate the below parameters on a scale of 10-100, 10 being the lowest.

- Regular subscription and circulation -----
- Regular Advertising -----
- Events -----
- Any other please specify -----

.....Thank You.....



Snapshots of events organized by a niche magazines

GOOD LOOKS • GOOD HEALTH • GOOD FOOD
at
THE LAKME SUN EXPERT
Good Housekeeping
WEEKEND 2011

9th & 10th APRIL 2011
11 AM Onwards
At The ITC Sheraton, Saket, New Delhi

GOOD LOOKS
ANTI-AGEING TIPS | SUN CARE ROUTINES | SKIN ANALYSIS | FACIALS | HAIR STYLING
MAKEOVERS | NAIL ART & MORE

GOOD HEALTH
BLOOD & SUGAR CHECKS | EASY SNACKS | YOGA DEMOS | EXPERT ADVICE & MORE

GOOD FOOD
RECIPES | TASTINGS | PRODUCT SAMPLING | NUTRITION TIPS & MORE

PLUS
FREE GIFTS | CELEBRITY CHATS | Q & AS WITH BEAUTY EXPERTS | PRODUCT DISPLAYS

CONTACT FOR MORE DETAILS
Priyanka Tyagi (9999413986) & Upasna Ahuja (9899933495)

SPONSOR
LAKME
SUN EXPERT

CO-SPONSOR
POND'S
gold radiance

STYLE PARTNER
SELECT CITYWALK
Go Shopping!

PRINT PARTNER
MAIL TODAY
News for the new world

Figure 1: Good House Keeping magazine event Ad Campaign.

What Hi Fi magazine award show



Figure 2: What HI-FI ? Sound and Vision magazine award function 2006.

Champak

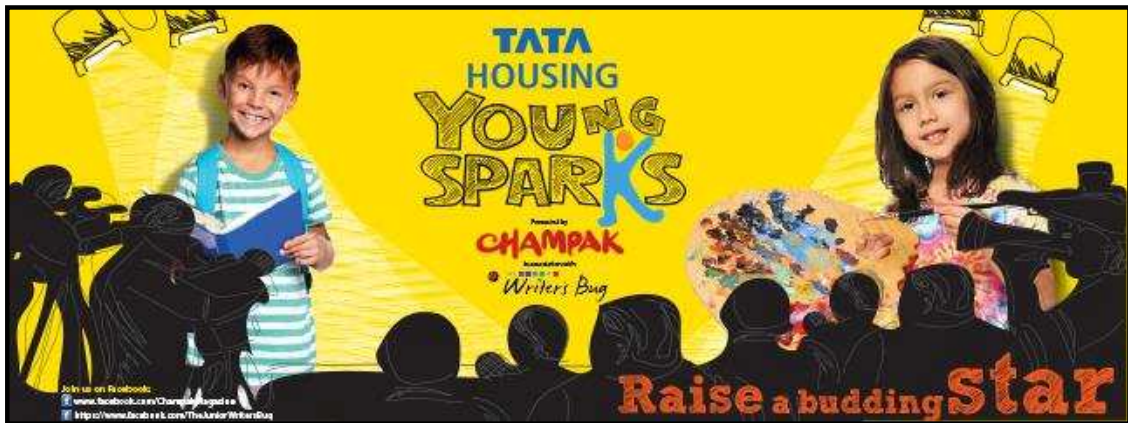


Figure 3: Ad Campaign of Child Creative contest by Champak Magazine.



Figure 4: Ad Campaign of Child Creative contest by Champak Magazine.

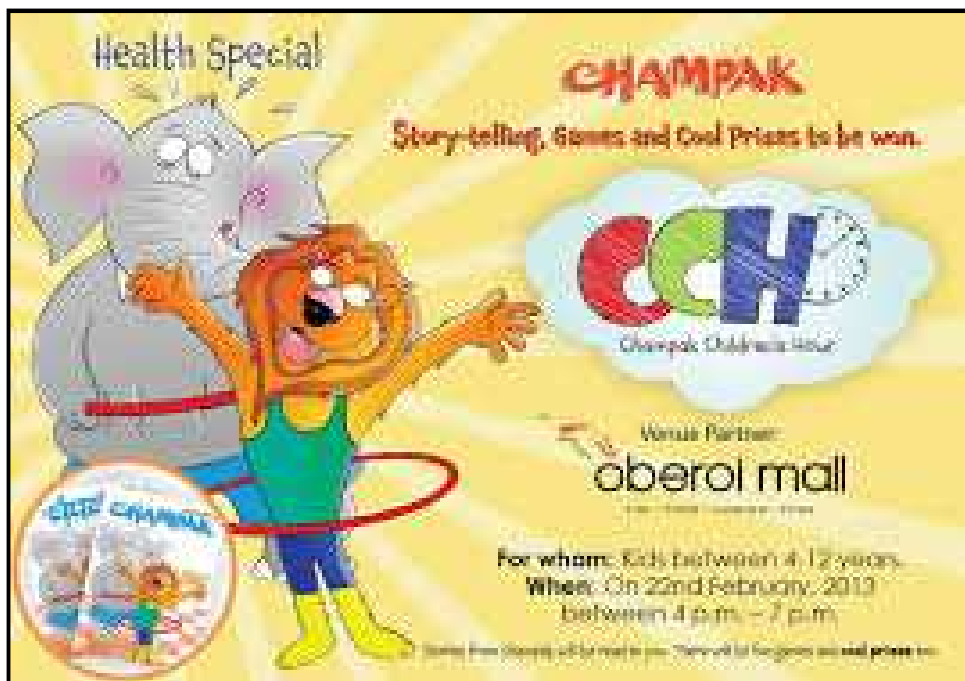


Figure 5: Ad Campaign of Child Creative contest by Champak Magazine.



Figure 6: Students participated in Champak Child creative contest.

Unish Kuri Magazine



Figure 7: Unish Kuri event people.



Figure 8: Unish Kuri event, best model hunt.



Figure 9: Unish Kuri magazine host Mr and Ms Unish Kuri, and Glam Hunt.



Figure 10: Felicitation of Education World function.



Figure 11: Telecom Award Function organized by My mobile magazine. R.K. Upadhyay, CMD, BSNL receiving the award.



Figure 12: Social Media week organized by the My Mobile Magazine.



Figure 13: Events Organize by My mobile magazine , 8th India Digital Summit 2014 , Ad Campaign.



Figure 14: Image of trophy of Top Gear Awards.

Ritz Awards 2008



Figure 15: Image of a trophy of Ritz Awards.



Figure 16: Deepika Padukone inaugurating the cover page of people magazine in an event.



Figure 17: Deepika Padukone inaugurating the magazine special issue.



Figure 18: Event organized by Krushi Vigyan Magazine.



Figure 19: Glimpse of event of most powerful women in Indian business organized by Business Today Magazine.



Figure 20: Actress Anushka Sharma, posing at Film fare Award function.



Figure 21: Actress Vidya Balan Posing for film fare Award Function

Profile



Name : **Archana**
Designation : Senior Officer – Marketing
Rajasthan Patrika Newspaper

Education Qualifications

2008-2010

Symbiosis International University

Symbiosis Institute of Media and Communication, Lavale, Pune
MBA, Marketing Communication - Advertising

2005-2008

NSHM ACADEMY

Durgapur, West Bengal. Bachelors in Media Science

2002-2004

CENTRAL BOARD OF SECONDARY EDUCATION (CBSE)

D.A.V. Hehal, Ranchi, Jharkhand
12th Std

2002

CENTRAL BOARD OF SECONDARY EDUCATION (CBSE)

D.A.V. Shaymali, Ranchi, Jharkhand
10th Std

Professional Experience

- 1) Senior Officer – Marketing
April 1, 2013 - current
Rajasthan Patrika Newspaper
- 2) Manager- Marketing
April 1, 2010 – March 1, 2013
New Global Indian Nri Magazine, Events & Web Portal

Publications

Research Paper :

1. 'Niche Magazine Event Assure Return of Investment' research paper published in the journal communication today, ISSN 0975-217X.
2. 'Event organized by a Business Magazines proliferate revenue and maximize the branding' research paper published in the journal Shodh Samiksha Aur Mulyankan, ISSN 0974-2832.