

## PREFACE

This study is meant to examine the role of events in generating revenue in a niche magazine. Earlier magazines earn revenue by traditional sources such as cover price, advertisement, subscription, now as the competition is increasing magazine has to survive and sustain in the market so they have to shift to new sources of revenue generation. Events are proving to be good medium by which a magazines can earn revenue. Events are beneficial in revenue generation.

In today's dynamic and ever changing world, it is but natural and logical that mass media has to undergo a contextual change. This can be done through strategic positioning against competitors, co-operation with competitors and or merging or converging with the competition.

Media purist believe co mingling print, broadcast and the internet will change the very meaning of the specific medium over time. Soon the traditions of print and broadcast will be lost in a mass of information. With the advent of a converged newsroom, organizational structure and titles will change. The Print media consists of different genre like magazines and newspaper, with their own different segments: Business, Hindi, English, general etc. Each one has its own challenges and opportunities and they also compete with each other.

Niche Magazines categories falls under following section in India such as Art, Children's/Comics, Entertainment, Finance, Health, Lifestyle, News, Women's, Business , Computer , Film , Food / Hospitality , Language , Men's , Science.

The popularity of niche magazines is also on the rise. A total 278 magazines catering to special interest groups have been launched, sustained by advertisers looking to reach sharply defined consumers. The easing of entry norms for foreign publishers, rising literacy rate, increasing disposable in- comes and the growing population of people who earn is evoking a growing interest in India's magazine segment, adds the re- port. There is opportunity for mergers and acquisitions, joint ventures and licensing of titles. In case magazines , most have failed to keep pace with the changing aspirations of the readers they are targeting. The point is they cannot

afford to be general anymore . These magazines need to be more focused in content and have a certain style .Events are proving a best source of earning revenue to these magazines. Events attract considerable media attention, draw sizeable investment from sponsors, involve interactions with the public, invitees or participants.