

CHAPTER 1

INTRODUCTION

In order to communicate with each other, people are using means of verbal and non-verbal for centuries. Communication is used as an empowerment tool for developing society, no organization; no system can function without an effective communication. A person can co-operate only because of communications. In other words, communication is used as a tools to facilitate the participation of people in development activities. Print media is one of the largest media in the world. The Print media consists of different genre like magazines and newspaper, with their own different segments: Business, Hindi, English, general etc. Print Media in India is considered as one of the strong pillar of mass communication, it is an oldest and most reliable media.

In India, the Government uses print media to secure wide coverage of messages through various newspapers and journals. Print media as a traditional media plays a significant role in the development of communication. In India, print media strengths have largely been shaped by its historical experience and in particular, by its association with the freedom struggle as well as movements for social emancipation, reform and amelioration.

Continues media Industry is facing up's and down. Earlier the print media were much stronger with the editorial side and were very much focused on informing and educating the masses, but now a days the things have been changed the industry, it is more focused on the earning revenue. The editorial part is weak and the advertisement side is upgraded.

The 60:40 ratio, where the 60% of the space of newspaper is covered by the advertisements and publicity, rest part is news. The Print media surviving strategies depends on continues innovation. It has to connect with

the readers with few strategies used in the industry such as Porter's generic strategies model, porter's five forces model, SWOT Analysis, concept of growth share market matrix, company position ⁽¹⁷⁾. Continues innovations and new Initiatives should be included in the organization which can engage and connect the readers. Because ultimately the rise of readers are the major and important source to run a print media organization. Apart from the threat from the other media tools, such as electronic media, new media etc. Print industry is still on the safer side because of the few reasons as the Indian economy is on boom, the literacy rate is rising, FDI, and foreign investors are rising, Globalization. One of the important and diversified reasons is that the print industry is giving a different choices and options to the readers and they are focusing on the particular niche segment. ⁽¹²⁾

Print Media Growth: A Comparative Study

INR billion	2010	2011	2012	2013	2014	2015	CAGR
Newspaper	159.5	176.2	193.7	213.5	233.6	257.7	10.1%
% change		10.4	9.9	10.3	9.4	10.3	
Magazine	19.2	20	20.7	22.1	22.9	24.3	4.8%
% change		4.0	4.0	6.4	3.8	5.9	
Total	178.7	196.2	214.4	235.6	256.5	282.0	
% change		9.8	9.3	9.9	8.9	9.9	9.6%

Source PwC Analysis and Industry Estimates

Table 1.1: Study of Indian print media industry in 2010-15.

Analysis: The above figures depicts the continuous growth of the print media, there is a growth in coming future apart from the continuous entrant of electronic media and new media. According to National Readership Survey (NRS) states that magazines have had a poor showing in 2002 . From 93.8 million in 1999, the readership base in India is down to 86.2 million in 1999 for business magazines . ⁽²⁷⁾

Projected growth of Indian print media industry

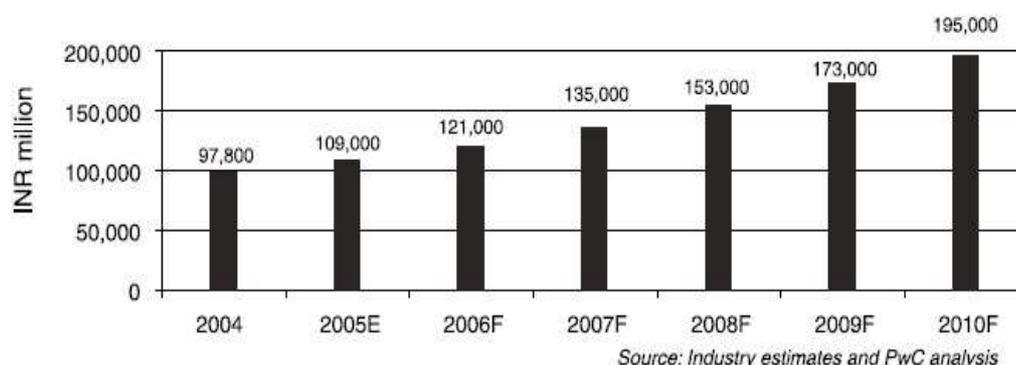


Figure 1.1: Projected growth of Indian print media Industry

INR billion	2010	2011	2012	2013	2014	2015	CAGR
Television	306.5	353.0	404.0	465.0	532.5	602.5	14.5%
% change		15.2	14.4	15.1	14.5	13.1	
Film	87.5	96.5	104.5	115.3	125.0	136.5	9.3%
% change		10.3	8.3	10.3	8.4	9.2	
Radio	10.8	13.5	16.5	19.0	22.0	26.0	19.2%
% change		25.0	22.2	15.2	15.8	18.2	
Internet advertising	7.7	10.0	12.5	15.5	19.5	24.0	25.5%
% change		29.9	25.0	24.0	25.8	23.1	
OOH	14.0	15.5	17.0	19.0	21.5	24.0	11.4%
% change		10.7	9.7	11.8	13.2	11.6	
Animation, gaming & VFX	31.3	38.6	47.8	57.7	69.4	82.6	21.4%
% change		23.4	23.8	20.6	20.3	19.0	
Music	9.5	11.9	13.9	16.1	18.4	21.4	17.6%
% change		25.0	17.5	15.6	14.2	16.0	
Total	646.0	735.2	830.7	943.2	1064.8	1198.9	13.2%
% change		13.8	13.0	13.5	12.9	12.6	

Source :PwC Analysis and Industry Estimates

Table 1.2 : Growth of Indian E&M industry.

1.1 Overview of a niche magazine

What is Niche Magazine?

Niche publications are traditionally magazines that are dedicated to a very specific topic. Niche magazines generally don't have a broad audience like daily newspapers or very popular magazines. Niche Magazine a quality, independent, definitive, lifestyle and culture magazine that supports local businesses and specifically targeted to particular audience. Niche Magazine's covers a vast array of topics according to its targeted audiences, it is a magazine that people want to hold on to and read. Niche magazines generally don't have a broad audience like daily newspapers or very popular magazines. There are also online niche publications. For example websites that are solely dedicated to one very specific topic can be considered as a niche publications.

Niche theory originates from the ecological study of competing animal populations and has been applied to the rivalry in mass media for the common resource of consumers.

Every year one will find new magazine launched and available in the bulk. Advertisers are also getting the new and other options to reach their right target audience. New magazines that focus on niche segment are launching in the market every year. Major revenue sources for magazines are followings- subscription, cover price and advertisement. The ratio of yearning consist of 73:27, The 73 percent of revenue comes from advertising and 27 percent from circulations.⁽⁴⁾

“The Indian magazines sector has reached INR 14.9 billion in 2009. The segment's revenues increased at 7.2% in the year 2009. . Over the next three years, it is expected to record an annual growth rate of 6-10%, driven by: Market entrants, New titles, Alternate revenue streams”.⁽³⁾

Types of niche magazines

Niche magazines areas of focus: There are many niche magazines in the industry but according to the PwC report some are mentioned below.

Consumer interests are changing and people are increasingly moving into special interest reading, some of the categories are: art , children's/ comics, entertainment, finance, health, lifestyle, news, women's, business , computer, film, food/ hospitality ,language , men's, science.⁽¹⁶⁾

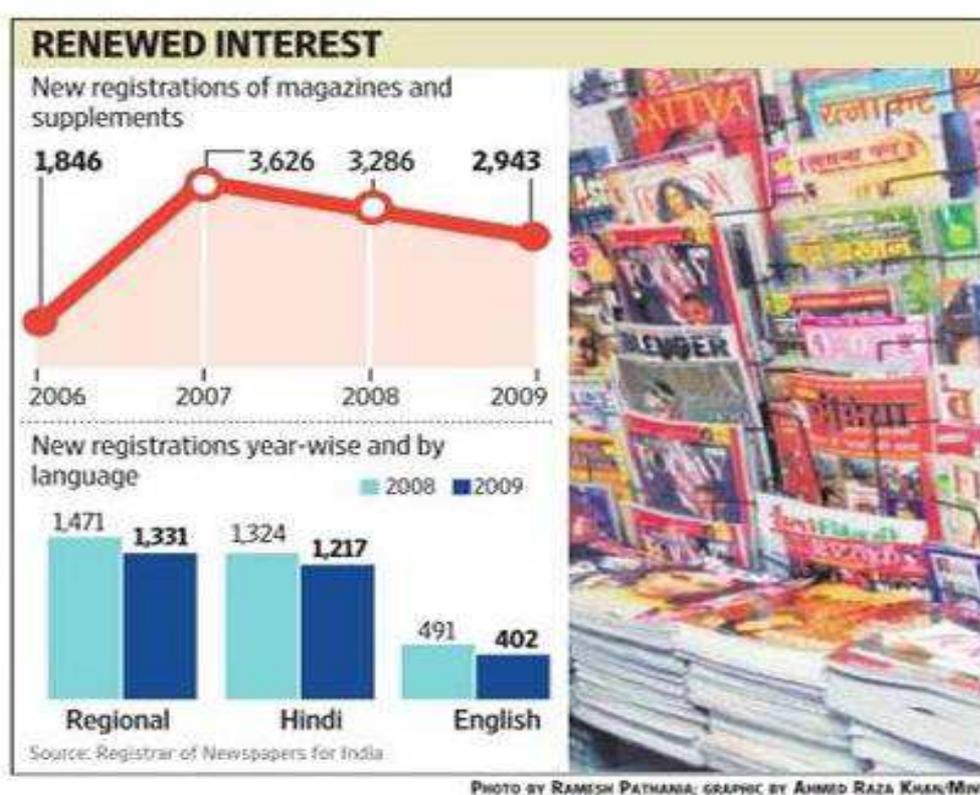


Figure 1.2: Launch of niche magazines in the year 2006- 2009.

Key Players

Position	Name	Language	Type	AIR IRS 2009 R2 (lakhs)	AIR IRS 2010 Q4 (lakhs)	Growth %
1	Vanitha	Malayalam	Fortnightly	29.000	27.10	-7
2	Pratiyogita Darpan	Hindi	Monthly	16.76	19.50	16
3	Saras Sahil	Hindi	Fortnightly	21.67	19.40	-10
4	India Today	English	Weekly	18.78	17.50	-7
5	Malayala manorama	Malayalam	Weekly	16.09	13.80	-14
6	India Today	Hindi	Weekly	13.98	11.60	-17
7	Kumudam	Tamil	Weekly	14.43	11.40	-21
8	Meri Saheli	Hindi	Monthly	12.31	11.30	-8
9	Grih Shobha	Hindi	Fortnightly	13.20	10.90	-17
10	Cricket Samrat	Hindi	Monthly	11.46	10.51	-8

Table 1.3 : Top 10 India magazine by readership (AIR)

Sr. No.	Magazine	AIR IRS 2009 R2 (lakhs)	AIR IRS 2010 Q4 (lakhs)	Growth
1	Business Today	2.7	3.7	37.04%
2	Business India	2.16	2.16	0.00%
3	Outlook Business	1.81	1.95	7.73%
4	Business World	1.59	1.83	15.09%
5	Outlook Money	1.05	1.14	8.57%

Table 1.4: Readership (AIR) of top five business magazines.

Analysis: According to the IRS 2010 Q4, the business magazines have shown growth.

This niche model has also got more advertisers interested as they are now able to focus their advertising spending to reach more targeted audiences. The entry of luxury magazines has helped advertisers reach out to a larger cross section of potential customers. Niche magazine ad-rates are also lower. Business magazines and current affairs magazines have shown growth.

Recent Developments

Niche magazines because of its focus for a particular segment is growing and is in the demand also. Some of the segments such as travel, auto, lifestyle and education are in very much demand and its readers are also increasing. For example, Autocar, India Today Travel Plus and Outlook Traveler.

Many International magazines were launched in 2010 such as worldwide Media launched Lonely Planet in 2010 and BBC Knowledge and Home Trends. Network 18 launched ForbesLife and Conde Nast Traveler. All these magazines are priced in the range of INR 100 to 250 focusing on the particular niche segment.⁽⁴⁾

Important tools to be considered while launching a niche magazine.

A) Successful business model

An important tool to be considered while launching any product/magazine/ or anything is the strategic, tactics business plan. This business plan or you can say a road map will give the publisher how he or she can come up with a profitable magazine. This business plan should include overall scenario of the market, such as readership response, advertisers, content, and the basic and important knowledge of the competitors.⁽⁵⁾

The business plan should also include the following major things such as day to day running cost like the salary of staff, printing cost, office rent, utilities etc. The marketing plan should also focus on the initial research and

the promotion of the magazine. Initial research should include building of a database of subscribers; accomplish the company stationery and creating a website and the purchase of miscellaneous items such as a digital camera. The final and the important part of the business plan include sales revenue, i.e. advertising revenue. ⁽¹⁷⁾

Advertising revenue

For a magazines industry 45 to 50 per cent of the display advertising should be published in a magazines for the publication to be successful. The major task should be assigned for better revenue generation is to find out the potential advertisers, after that it's a very important to make a 'cold call' to these companies to interest them in advertising in the magazines. ⁽¹³⁾

Potential advertisers

It is very important to find out the potential advertisers before launching a niche magazine as it is a major source to run a niche magazine and to carry forward the business ahead. Advertisers will always entertain if the magazine is giving them the perfect visibility.

Editorial content

A superb and relevant content is one of the major tools of branding and also it's a important feature to sustain in the market. Magazines with poor content cannot survive. The content should be very much focused and relevant to the readers. Readers should take interest in the magazine.

Intended readership

Before launching a magazine in a market it is very compulsory to find out the target readers, their interest. It is understood that a magazine can only sustain in a market if it has a strong readership. Readership survey is compulsory to know about the reader's interest. They survey could be done by sending them the questionnaire. The survey will help in knowing more

about the readers. It will also allow and frame the magazine content according to their choices.

Key risk and challenges



Figure1.3: Different types of Niche Magazine cover page.

The Indian magazines industry in spite of the boom going through a tough phase just like in other countries. Major threat to the niche magazines are e-magazines growing trend and growing new media option. These things are affecting the print and the advertising industry. But many Indian magazines is still using the old technology, marketing strategies .So, many magazines today need to channelize more energy into marketing and ad generation, which is mandatory to thrive in the tough competition.

Increasing Printing Cost

Increasing printing cost day by day is also one of the major worry for the niche magazine industry. The increasing cost of newsprint is hampering the profitability of the industry. 40% to 45% of the cost in publishing

magazine includes the newsprint cost. So increasing the cost of newsprint is hampering the profitability of the niche magazines industry. Domestic newsprint prices are also increasing which is affecting the magazine industry. 20% to 25% hike has been seen in the domestic newsprint prices.

Challenges faced by a niche magazines industry

Print media industry is facing many challenges. The major threat is competition from the electronic media, new media, increase in the newsprint cost, distribution and circulation because of increasing fuel cost on regular basis. The coming new competitors by national, regional and foreign players have made a threat to sustain in the market.⁽⁶⁾

To maintain Ad edit ratio is also one of the major challenges to follow. Niche magazine has to manage this conflict and challenges in the future. In this advance technology era, the printers are equipped with the latest computer which controls the printing machines, the bindings are also much easier now a days. Best printing technology with modern techniques has been introduced, which has made the work easier and faster. In coming days India will be one of the best manufacturer of the printing paper. New advance technology has been introduced. The quality of printing standard is improving day by day with the introduction of new facilities and best use of new technology. Increasing newsprint cost is a worry for print media industry, threat from new media: mobile & internet, more threats to this media in near future the rule of wage board to increase the salary of employees, Also with rising ecology concerns, newsprint is becoming unviable otherwise as well, Rising fuel costs make distribution expensive.⁽²⁾

Revenue segment of a niche magazine

Advertising, cover price and subscription are considered as one of the two important revenue source of niche magazines. A print organization runs basically by the revenue comes from the advertising, If there are four pillars

on which a organization stand than advertising is considered as one of the pillar among them.

Alternate revenue streams

"Revenues are not down but the sources are undergoing a change as there is more contribution from non-subscription-based areas. While advertising, sales and subscription may contribute a large portion together, events, innovations and digital presence are contributing more," said Ashish Pherwani, Associate Director, Ernst & Young. Alternate revenue streams such as events and digital delivery are on boom and can be considered as one of a good revenue generation source for a niche magazine to sustain in a market.

Changing business models

Niche magazine should evolve from the traditional revenue generation source to new initiatives such as it should include new ways to engage, interact with the readers and also it should connect with the readers according to their interest. As the competitions are increasing, so niche magazine has to think beyond the tradition ways.

Looking ahead

Apart from the threat from the other media tools, such as electronic media, new media etc. Print industry is still on the safer side because of the few reasons as the Indian economy is on boom, the literacy rate is rising, FDI and foreign investors are rising, Globalization. One of the important and diversified reasons is that the print industry is giving a different choices and options to the readers and they are focusing on the particular niche segment.

1.2) Objective of research

- To identify and explore the alternate revenue stream of a niche magazine i.e. events.

- To understand and explain unconventional revenue stream of niche magazine apart from traditional advertising and subscription revenues.
- To comprehend role of events in revenue generation.
- To understand types of events and their direct and indirect impact on revenue, branding, subscription and conventional advertisers.

1.3) Hypothesis of research

- Event is a successful and important tool of generating revenue for all genre of niche magazines.
- Event has more impact than other below the line advertising options offered by niche magazines.
- Different types of events are equally effective in revenue generation capability. There is no particular type of event which brings revenue.

1.4) Research Methodology

Research Methodology: Definition

Research methodology is used to solve the research problem. It is necessary for the researcher to know not only the research method / techniques but also the methodology.

What is Research Design?

It is compulsory to prepare a research blueprint (design) for a researcher. The design preparation should be such that it delivers maximum information and solve the problem. With the usage of limited resources i.e. time, cost and money one should prepare such research design to solve the research problem. The preparation of research design, appropriate for a research problem, involves usually the consideration of the following:

- i) The means for taking out the appropriate information and justification.
- ii) Skills needed for a researcher to perform a better work, to deliver satisfactory work.

- iii) Explanation of the research work.
- iv) Time for research
- v) The appropriate finance availability for the research work. ⁽²⁾

Type's of Research Design applied in this research work

Research Design – This research is purely a case study. Research designs which are used in this research work are exploratory and qualitative.

Case Study

What is a case study?

Case study is a are detailed analysis of particular subject. ⁽²⁰⁾

Types of case studies

Exploratory, explanatory and descriptive.

Advantages of a case study model

To explain complex situation, its describe in the detail and describes the intervention.

Case Study in a research methodology will consist of a following procedure.

Design, conduct: preparation of the questionnaire, distribute them and conduct an interview, analysis, prepare conclusions, recommendations, findings and limitations based on the response.

Six primary sources to conduct a case study research

- Preparation of the document.
- Record of the document
- Conducting interviews
- Direct observation,
- Participant observation

Interviews are the important forms of case study. Interviews are in the different forms: It could be open-ended which give choices for the feedback. Interview should be focused and structured. In an open-ended interview, the researcher gives a liberty to the interviewer to place their opinion on events or facts. Direct observation required, when a researcher gather a data during his site visit.

Exploratory Research

When the problem of the research is not clearly defined than in that case exploratory research is undertaken. It is used in those cases where little knowledge are available and possibility of the known facts are less. It is also called as feasibility study or a pilot study.⁽³⁴⁾

Advantages

- 1) Discovery is done in this research.
- 2) This research finds out the truth and the hidden aspects.
- 3) It try to achieve new insights.
- 4) It helps in understanding the problem and the concept to be reviewed while undertaking this research, it also helps in generating hypothesis to be tested.
- 5) It is considered as the initial research.

Limitations

The results drawn by the exploratory research are basically do not draw any decision, the results can neither be generalized. Whole population being studied and it's a time consuming process.⁽⁴²⁾

Reason for application of this research

Exploratory research formulate problems more precisely so this will help the research work, It will clarifying concepts, It helps in forming hypothesis. Exploratory research is very useful as it is very much flexible. It is conduct by

using secondary data and primary data. It acknowledges in bringing out the insight by the relationship of variables.

Qualitative Research

It is an in-depth research as the qualitative method investigates the reason and the way of decision making, not just create a problem. Quantitative methods are useful to seek empirical support for research hypotheses.

But there are some limitations as well with this research such as assumption can not be made in this type of research. It is not for a statistical data but after performing this research one has to use the mix research. ⁽³²⁾

Reason for application of this research

Interviews, focus groups, reviews, and observations are conducted in qualitative research. These methods are helpful in conducting the research work and to prove the hypothesis in this research work, qualitative research is important to find the conclusion of the research.

Research Approach – The structured interviews with the respondents answer is the key research approach in this findings.

Structured Interview–Questionnaire are prepared for the interview in which all questions are prepared beforehand for interviewee to know about their opinion. It provides the reliability. It is helpful in generating the information. Data obtain by this process is accurately and consistently.

Data Source

1) Primary data-

Primary Data - The initial information collected for a research is known as a primary data.

Types of Primary Data involve in this research

Interview and Questionnaire

In this research work the interviews are taken to generate maximum data, and the questionnaire designed in a such a way that it is helpful in acquiring maximum knowledge from the respondents.

Contact method's: Contact methods used in this research are through **mails, Telephonic interviews and the Personal Interviews**. It is extremely easiest way to reach the respondent via email, telephone and personal interviews.

Mail- Advantages of using emails are they are the fastest mode of communication in today's busy life. It saves the time and cost. There are some limitations as well, authenticity of the respondent answer could be a big question via emails. It is not necessary that the respondent himself has sent the answers.

Telephone- Telephonic conversation again save time and movement cost. But the authenticity is also a big question in this type of contact method.

Personal Interview- Personal Interviews are time taking, but it has a big advantages of authenticity. More details can be find out through this type of contact method.

2) Secondary data-

What is secondary data?

Secondary Data-those data which are already collected and analyzed by someone else.

Source of secondary data in this research

IRS Report, Journals, Reports, INS Study, Association of Indian magazine website, books, ABC , Literature Survey.

2) Universe –

What is Universe in this research?

Top 30 niche magazines of India as per IRS reports. These magazines account for 80% of the revenue to the niche magazine industry.

3) Sampling –

What is Sampling?

Sampling is a process, or technique of selecting a representative part of a population. The term population refers to all the items that have been chosen for study. Sample is just a portion chosen from the population.

Purpose of Sampling

To gather the maximum information about the population with the least amount of time, money and energy. The time involved in obtaining knowledge is an important factor in sampling. Research time plays an important role in research work. Allotted time for research work matters a lot in research. From beginning to end time is an important factor to conduct a research work.

Type of Sampling involve in this research

It will be non random judgmental sampling, selecting 30 niche magazines mentioned in IRS 2012, Q4.

Advantages of non random sampling

Advantages: Non Random sampling ensures selection of adequate numbers of subjects with appropriate characteristics.

Limitations of non random sampling

Non Random Sampling is biased. As the sample chosen are non random and according to the researcher interest it is not possible to prove that the sample is representative of designated population

Research Instrument – In this study the research instrument which has been used are mail questionnaire, telephonic interview and the personal interview for contact.

1.5 Review of Literature

Bhiwandiwalla Dr. Hoshi (2007)

This book named, “Event Marketing” illustrate that the Event marketing is making one of the important place in a marketing mix. Event marketing is giving a new and emerging scope to the marketers to directly interact, communicate and engage with the target audience and spread message about their product. This department has thrown light on the events opportunity as well.

Bhiwandiwalla Dr. Hoshi (2007)

“Event Communication” book highlight and explain the event communication, advantages of the event, how a event is beneficial in communicating the right message to the right audiences, it has also mentioned the do’s and the don’t of planning the successful event. Types of events are mentioned in this book. The events which are listed in this book are product launches, press conferences, promotional events. Branding is no more about a static billboard that screams out loud words with louder visuals. This book also explain about the events and also mentioned that the event is becoming that platform where marketers can dreams of - purchase of his product, and thus. Events prove to be that hypnotic ground where brands can think, create and wow the audience present therein, to get noticed by the creative men and women at the advertising fest. Every brand was thinking out-of-the-box to customize their ways of communicating to the audience.

Dick Jill (1996)

In his book named “Writing for a Magazine” there is a discussion about the target market of magazines (Chapter 3) and Business of Magazine

(Chapter 11) , the sources of revenue generation. This book also explain about the changes has been seen in the magazines world. Dramatic development in the world of communications has revolutionized magazines. In this book the circulation of a niche magazines are also discussed. Circulation proclaim success, The attraction in the magazines are basically the glossy covers, stunning publicity, brilliant contents, dedicated editorial work.

Gupta V.S. and Dyal Rajeshwar (1998)

This book named “National Media Policy” discuss about the new entrant in media: the convergence, emerging market forces and responsibility of media (Chapter13). As the world moves inexorably into the information age, the old distinctions are blurring and the media are becoming multimedia as converging communication technologies and the digital revolution necessitate change. The media not only influence market forces but are, in turn, influenced by them. The niche magazines in India reflects the forces of change not only in production and distribution but also in their effort to explore and exploit the opportunities in the generation of revenue by exploring new market sources.

Kohli Khandekar Vinita (2010)

This book named “The Indian Media Business” 4th edition presents study of the Indian event industry. This book also illustrate the business flow of an media organization. It outlines the information of business in print media, electronic media, film, radio, music, internet, telecom, out of home and events. The technology usage in these media is also illustrated in the details. Overall industry trends are mentioned in this book. Latest data and case study are also demonstrated in this book with the examples.

Kothari Gulab (1995)

“Samachar Patra Aur Prabandhan” book explain the newspaper management in India elaborate the competition in media (Chapter 13) ,

according to National Readership Survey (NRS) , magazines have had a poor showing in 2002. from 93.8 million in 1999, the readership base in India is down to 86.2 million in the current year. The penetration of business magazines has fallen by 17 percent. Overall, the readership of magazines in India dropped by 8 percent. The readership of Hindi magazines declined by nearly 5.4 percent, English by 3 percent, Malyalam 12 percent, and Marathi by 20 percent. In general, interest, film and entertainment based magazines have shown erosion of more than 25 percent. In this chapter the importance of niche magazines has been mention and reaching out to the right reader with right marketing tactics is mentioned.

Mohan Manendra (2007)

The fifth edition of book “Advertising and Management: Concept and Cases” features important updates on “Other Promotional Media and Methods”(Chapter 10). The better known media, namely press, cinema and television, are referred to as mass media. The expression apparently owes its origin to the communication power of these media which reach out a large number of people by virtue of circulation, readership, listenership, and viewership. There are several other media in use for advertising communication and many of them may in fact, be used exclusively for advertising and promotion, which ultimate leads to revenue generation.

The most prominent amongst these are following : Events , Outdoor, Shop signs and window displays, point of purchase material, Advertising specialities and gifts, Direct announcements.

Singh Gaur Sanjay and V. Saggere Sanjay (2003)

This book named “Event Marketing and Management”, defines the event marketing and management, Event marketing is giving a new and emerging scope to the marketers to directly interact, communicate and engage the target audience to their product. It has given much opportunity as well.

Event has given better platform for the companies to advertise among the set target audience, on ground activity is the better medium to engage and interact with the target customer.

Shone Anton and Parry Bryn (2004)

In this second edition of book, “Successful Event Management- A practical handbook” update the event business (Chapter 1) in which the event specification is mentioned and the importance are explained. The aim is to examine the scope and scale of the events business, to consider the determinants of demand for events and to illustrate the structure of demand for events. This book helps in generating the knowledge on analysis of the size and scope of an event, effort and the co-operation of the organizers.

Sahay Mukul (2011)

This book “The Textbook on Media Management” covers significant features, techniques and structure of media management. It discusses communication and media management and further explains newspaper, magazine and news agency management. In chapter 6, Magazine Management is explained in following sections power of media, Influence of growing nature, Different approaches, soap operas, revenue sources, niche categories. But Events are helping in getting the visibility and the revenue from the sponsors. The report is based on a survey of chief executives of 22 magazines companies, including English, Hindi and vernacular publications, as well as business- to-business (B2B) and business- to-consumer (B2C) titles.

Valdivia Angharad N. (2003)

This book “A companion to media studies” aims to provide the knowledge of major fields and sub fields within media, In chapter 16, The importance to engage the customer into the brands is explained and events are beneficial as well as a major tool in engaging the right audiences and from the advertisers point of view its important to create the positing. Making media

visible to the audience, and tools which helps them to do so is the main subject which is projected in this chapter.

Reports

Abrahamson David (2009)

This report “Literary Journalism” says that despite of television and new media entrance , niche magazines have cater to serve the target readers , despite of the competition, the niche magazines are continue to launch every year. All kind of niche magazines are like lifestyle, travel, arts and leisure-active magazines are launching every year. The Future of Magazines, 2010-2020 has specifically said that revenue generational sources should be explored more.

Ahmed Ibrahim (2011)

This report “Report writing in magazine” tells that the future of the magazine is both print and digital. Print is actually seeing a surge in terms of new magazines being launched, more glossy paper being used, and re-positioning magazines as premium products. There are so many strategy options going forward event is one of them. And it will offer a much higher RoI to the readers and advertisers.

Blain Robert (2005)

This report ‘launching a magazines start up’ has in-depth forecasts and analysis of nine magazines industry segments. It has detailed key trends and challenges explained the providing interest to their target readers and their future prospects. In addition, there is a complete study of the magazine over views on tax and regulatory issues as well as the technology the magazines are using it may be the designing technology or the printing technology that is influencing and sources of revenue.

E paper- live Mint (2008)

This report “Overview of Media Industry” explains as economies grow, hobbies and leisure activities grow and magazines are launched to address these needs. This report on the magazine depicts the launch of the international magazines, in a Indian magazine market. The magazine sector in India is still on the growth are of the following reasons like rising literacy rates in rural area as well, increasing per capita incomes.

Ernst & Young (2011)

This report says that apart from the tradition revenue sources, new initiatives are also contributing more to the revenue generation to the niche magazine, Events are proving a good medium of the revenue source to the niche magazine.

Gautam Sunil (2006)

This report “Decoding Communication” describes unraveling the potential of events. Events are beneficial for a magazine to make revenue in the competition. Event consist of all features whether it’s a creative ideas, budget, light and decoration, people, publicity, the sponsors, permissions etc. Event is a combined of every things like planning, organizing, budgeting, performance. Pre and post event is very much important in an event.

Khandhari Timmy ED (July 2011)

He states in his report “Media Innovation and major players” that the estimated size of magazines earning through are INR 14 billion in 2010. Events as an alternative source of revenue generation. this report states that Events have played an important part in human society example personal celebrations, festivals, carnivals, or fairs. People enjoy the event.

PuriArun (2009)

He says in his report “Event proliferate for a Niche Magazine” that more magazines exist in regional languages. Events in a magazines brings

great opportunity. Magazine brands are treated for the customer engagements. The year 2007 saw launches of many niche magazines. According to the survey of Indian Media and entertainment scenario jointly conducted by FICCI and Price Waterhouse Coopers assumed that because of increasing literacy, there was a possibility of future growth and expansion of print media in future.

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