

**BUSINESS MAGAZINES
SUBSCRIBERS - INDIA**

BUSINESS MAGAZINE SUBSCRIBERS consists of subscribers to the English language fortnightly & monthly business magazines. It represents upwardly mobile individuals who are well informed about the business environment in the country and like to be up to date on the economic, financial and business market trends around the world. Most readers are in the age group of 25-50.

They live in the urban cities of India belong to the upper income group. They are professional senior executives who are well educated in their field of expertise. The readership is predominantly male. 60% subscribers are at residential address and 40% are at business address.

The list is responsive for both business and consumer offers and is regularly updated adding new subscriber names.

Email & Mobile (SMS) List available as per the counts given.

Data Card Update: September 2015

DM:

Data Count:	127,000
Rental Cost:	US\$190 per 1,000

EDM:

Email Count:	93,000
Email Rental Cost:	US\$50 per 1,000
Mobile Count: SMS	116,000
Mobile Rental Cost:	US\$30 per 1,000

Minimum Quantity: email 10.000 – SMS 25,000

SELECTIONS AVAILABLE:

By Nth name, flagging @ US\$5/1,000. By City, Residential, Business @ US\$10/1,000.

MINIMUM QUANTITY: 5,000 Names

ADDRESSING: Email at US\$20 Per List. Keycoding @ US\$5 per 1,000.

DELIVERY: 2 Weeks

LETTERS SHOPPING:

List supplied to approved lettershops for one-time use only. Copying is forbidden. List is seeded to detect unauthorised use.

Costs and counts are subject to change without notice.