



Dainik Bhaskar Group captures Ad Asia 2011 with it Special Magazine

Mumbai, 9 November

Dainik Bhaskar Group brought out special a 12 pager magazine for Ad Asia 2011 on 1st, 2nd and 3rd Nov '11 and a 24 pager special compilation of all the sessions in Ad Asia on 4th Nov.

The magazine was circulated at the venue and was also distributed at the hotels where the delegates were put up. Additionally they were distributed to the advertising marketing fraternity by circulating these in Delhi, Mumbai and Bangalore on the same dates. The Ad Asia magazine designed by Dainik Bhaskar Group was the first to hit the delegates on daily basis.



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Unlike other newsletters which reported about sessions, Dainik Bhaskar Group's Magazine brought forward the industry perspective on the topics of discussions. Having an expertise on creating newspapers on daily basis worked as strength for Dainik Bhaskar while designing the content. The magazine not only provided a summary of the previous days happening but also brought forward and outsider's perspective on the same. There was also a lighter edge to the content in the form of Crossword puzzles and party pictures.



Neha Mavani who was the project head expressed "Since the team already had a background of creating newspapers, the journalists were well versed and confident. However, unlike daily newspaper the content of the conference was different and hence had to be handled differently. Also since the seminars were on from the beginning of the day till the end it was essential for the team work in cohesion within the restricted timelines. The team which worked on this project came from various cities across the country and yet worked seamlessly for bringing out the magazine on daily basis. The team had put in relentless effort for the magazine to be a success."





Raghuraman N. the editor said, "It was rewarding and exciting to be a part of one of the most important event in media and advertising calendar. It was a real challenge to produce a daily publication to address the pundits of the field"

Dainik Bhaskar Group is India's Largest Newspaper group with 18.4 million readers across 11 States, 64 Editions and 4 Languages. It has media brands namely Dainik Bhaskar (Hindi daily), Divya Bhaskar (Gujarati daily), DNA (English daily), Divya Marathi (Marathi Daily), Business Bhaskar (Hindi Daily), Prabhat Kiran-Indore, Saurashtra Samachar (Gujarati Daily), Aha Zindagi (a monthly family magazine), Young Bhaskar and Bal Bhaskar (Kids magazines), Lakshay (Career oriented magazine), My FM (FM Radio spread across 7 states in 17 station), 54567 (Short Code), IMCL (internet services) and DB Activation.

In addition, the group has diversified interests in Solvent Extraction, Textiles, Real Estate, Entertainment Park and Energy.