



DAINIK BHASKAR unveils 8 page gatefold 'Gateway to New Bhopal'

On Sunday 21st October 2012, readers of Dainik Bhaskar, Bhopal edition were treated to first 8 page gate fold by any language newspaper, creating yet another milestone in Print media. The 8 page gatefold was specially printed on the state-of-art KBA machine.

An initiative by the Dainik Bhaskar Bhopal sales team, it brought together 10 Builders of Bhopal which are developing 'New Bhopal Area' near International Airport. This opportunity was created with the BUILDERS EXHIBITION 'AWAS MEELA' happening at Bhopal. Festival season is a very auspicious period for booking residential assets in our markets and hence this Gatefold, primarily a collective advertisement feature by the 10 Builders was highly relevant for the market. This special feature was circulated with the Bhopal City edition of Dainik Bhaskar.

Speaking on this initiative, Alok Purohit, CEO MPCG & GUJARAT; Dainik Bhaskar Group said, "Innovation works best when it is relevant and a pleasant surprise to the readers. For impact this is an intrusive innovation - as the reader must interact with it to get to their favourite newspaper and hence has a huge visibility and impact generator. To have done this in a live edition with the huge print run of Dainik Bhaskar Bhopal is another plus".

The front page gave no indication of the 8 page gate fold , but when the readers opened it they were treated to the Door visual which opened from the centre on both sides and resulted in a 8 page gatefold with details on all the properties from the participating builders.

Speaking on this R D Bhatnagar, CTO of Dainik Bhaskar Group said, "Dainik Bhaskar group is one of the few media houses which have KBA Machines allowing multiple innovative possibilities. The special feature for the Bhopal Unit was printed at the Ahmedabad centre. The group is geared to bring alive such possibilities by utilising its strength in printing technology across canters". Vinay Maheshwari, Sr. Vice President, SMD adds, "On 21st October, the Bhopal city edition was a 60 page product with 2 main newspaper wrapped in a special 8 page gate fold which was a completely unique experience for the readers and became most talked about subject in the city. This task required a massive effort on logistics and distribution to be able to reach readers on time with a large print run".

The participating builders included- Dwarkadheesh Haveli Builders, Chinarr Green Space Developers, Globus, Krishna Builders, LakeLand Builders and Developers, Mapletree, Swadesh Developers, VK Builders, and STC Housing Pvt. Ltd all premium well known builders in the area.

KBA Machines are the state-of-art newspaper printing machinery from Germany. These high speed machines are capable of printing 80,000 copies in an hour allowing paper to go to bed late. KBA machine allows for such innovation like the 8 page gate fold.