

TAM

Switch ON Data Monetisation

PRINT ADVERTISING

Quarterly Report: Jan-Mar'23



Source: AdEx India (A Division of TAM Media Research)

Highlights

01

Ad Space per publication in Jan-Mar'23 increased by 7% compared to Jan-Mar'22.

02

Services sector retained its 1st position with 18% share of Ad Space followed by Auto with 14% share during Jan-Mar'23.

03

Cars ascended to 1st position with 7% share of Ad Volumes in Jan-Mar'23.

04

SBS Biotech descended to 4th position during Jan-Mar'23.

05

Fiitjee was the leading brand in Print during Jan-Mar'23 followed by Lotus365.Com.

06

Ecom-Gaming Category witnessed highest positive growth of 3.3 Times during Jan-Mar'23

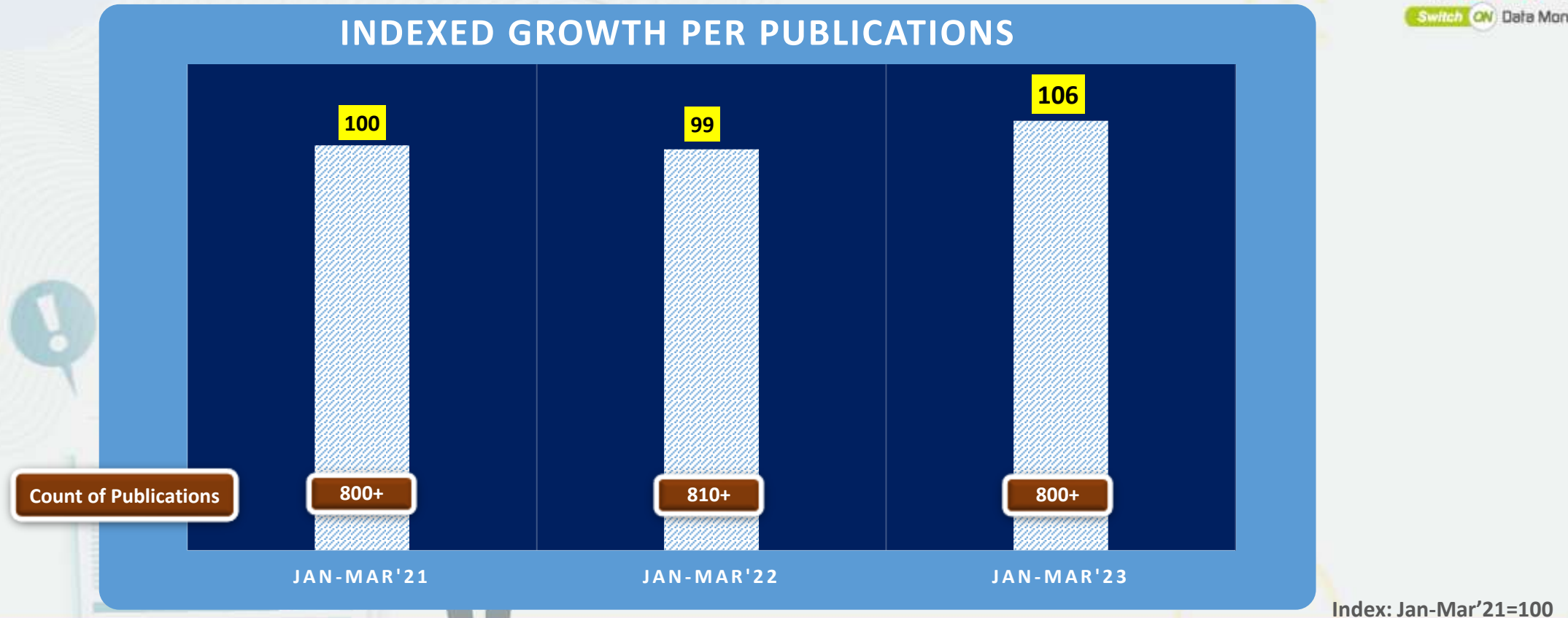
07

Aura Services N V and Lotus365.Com were the top exclusive advertiser and brand respectively in Jan-Mar'23 compared to Jan-Mar'22.

08

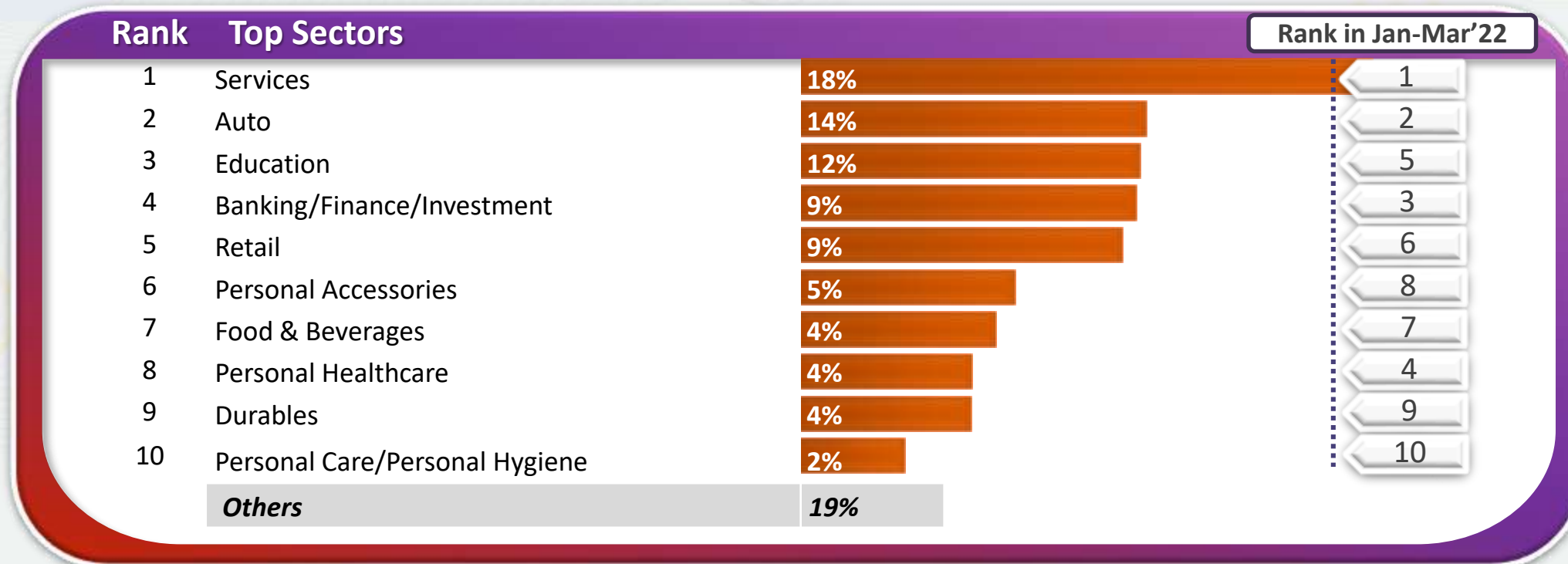
Sales Promotion advertising covered 30% share of Ad Space in Print during Jan-Mar'23.

Ad Space Trend: Indexed Growth of Ad Space Per Publications in Print



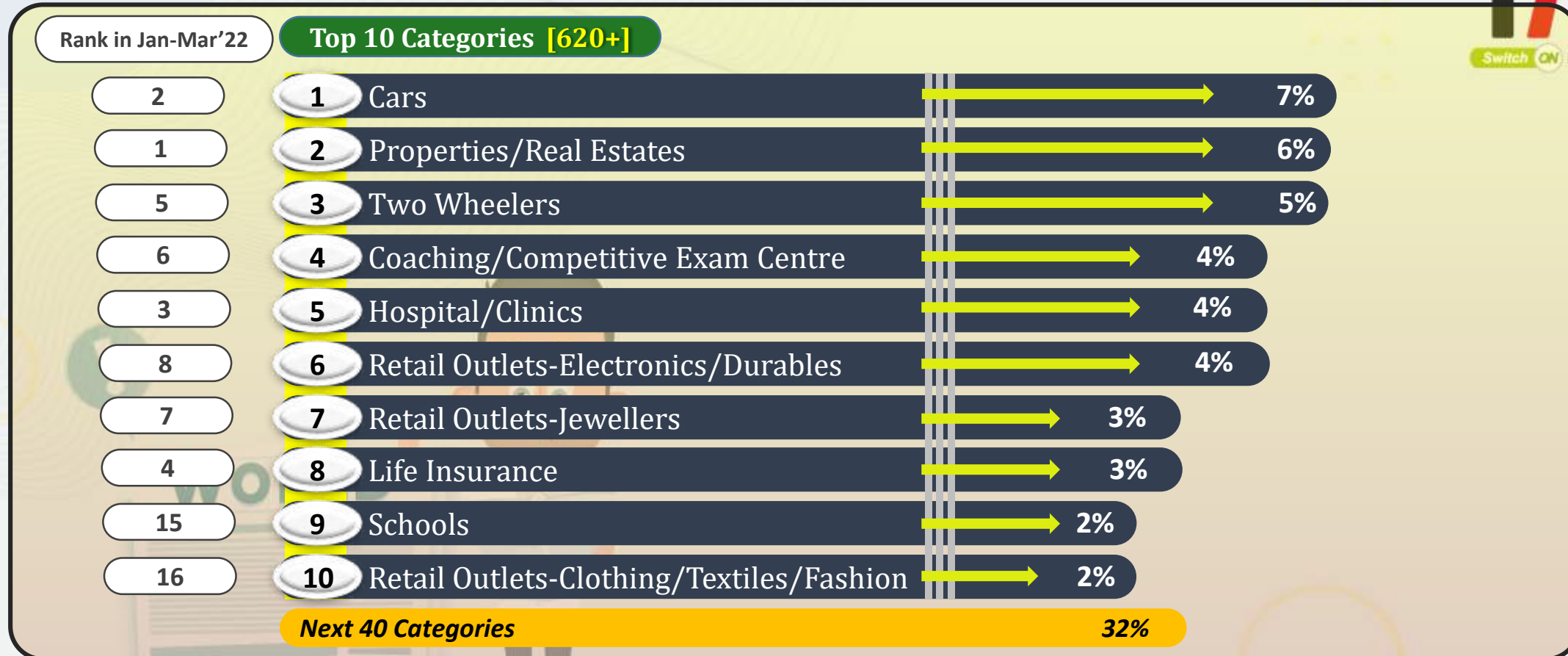
- Ad space per publication in Jan-Mar'23 **increased** by **7%** compared to Jan-Mar'22.
- Ad Space in 1st quarter of 2023 **increased** by **6%** compared to Jan-Mar'21.

Leading Sectors: Services sector retained 1st position during Jan-Mar'23



- **Services & Auto** Sector retained their 1st & 2nd positions during Jan-Mar'23 as compared to Jan-Mar'22.
- Top 3 sectors together accounted **43%** share of Ad Space in Print in Jan-Mar'23.

Leading Categories: Cars ascended to 1st position during Jan-Mar'23



- Top 10 categories together accounted for **41%** share of Ad Space in Print.
- **Cars & Properties/Real Estates** switched their positions during Jan-Mar'23. **Cars** was the leading category in that period.
- **Schools & Retail Outlets-Clothing/Textiles/Fashion** were the new entrants during Jan-Mar'23.

Leading Advertisers: Four new advertisers entered in the Top 10 List

| Top 10 Advertisers (Jan-Mar'23): [58 K+] | | Rank (Jan-Mar'22) |
|--|----------------------------------|-------------------|
| 1 | Maruti Suzuki India | 3 |
| 2 | LIC of India | 2 |
| 3 | Reliance Retail | 8 |
| 4 | SBS Biotech | 1 |
| 5 | Hero Motocorp | 5 |
| 6 | Honda Motorcycle & Scooter India | 17 |
| 7 | Bajaj Auto | 24 |
| 8 | MG Motor India | 9997 |
| 9 | Fiitjee | 10 |
| 10 | Torque Pharma | 12 |

Top 10 Advertisers contributed **15%** share of Ad Space in Print

- **Maruti Suzuki India** ascended to **1st** position whereas **SBS Biotech** descended to **4th** during Jan-Mar'23.
- **Honda Motorcycle & Scooter, Bajaj Auto, MG Motor India & Torque Pharma** were the new entrants in the Top 10 List of Advertisers.
- Out of the Top 10 Advertisers, 5 of them belonged to **Auto Sector**.

Leading Brands: FIITJEE ascended to 1st position during Jan-Mar'23



| Rank | Top 10 Brands (Jan-Mar'23): [68 K+] |
|------|-------------------------------------|
| 1 | Fiitjee |
| 2 | Lotus365.Com |
| 3 | LIC |
| 4 | Maruti Car Range |
| 5 | Aakash Byjus |
| 6 | Nissan Magnite |
| 7 | Kuhl Stylish Fans |
| 8 | Prestige Range |
| 9 | Bigbasket.Com |
| 10 | LIC New Jeevan Shanti |

Top 10 Brands contributed **6%** share of Print Ad Space

- **Fiitjee** ascended to 1st position & **LIC** descended to 3rd during Jan-Mar'23.
- **Lotus365.Com** & **Kuhl Stylish Fans** were the exclusive brands in the Top 10 List in Jan-Mar'23.

Top Growing Categories: 270+ Categories registered Positive Growth



| Rank | Top 10 Growing Categories (Jan-Mar'23) (based on highest increase in Ad Space) | Growth |
|------|---|-----------|
| 1 | Two Wheelers | 86% |
| 2 | Cars | 45% |
| 3 | Coaching/Competitive Exam Centre | 64% |
| 4 | Retail Outlets-Electronics/Durables | 48% |
| 5 | Properties/Real Estates | 21% |
| 6 | Schools | 51% |
| 7 | Retail Outlets-Clothing/Textiles/Fashion | 52% |
| 8 | Ecom-Gaming | 3.3 Times |
| 9 | Retail Outlets-Jewellers | 25% |
| 10 | Travel & Tourism | 80% |

- **Two Wheelers & Cars** witnessed the highest growth in terms of Ad Space difference in Jan-Mar'23 over Jan-Mar'22.
- **Ecom-Gaming** category witnessed highest growth % among the Top 10 i.e. **3.3 Times** in Jan-Mar'23.

Exclusivity: Leading exclusive^ Advertiser and Brands in Jan-Mar'23

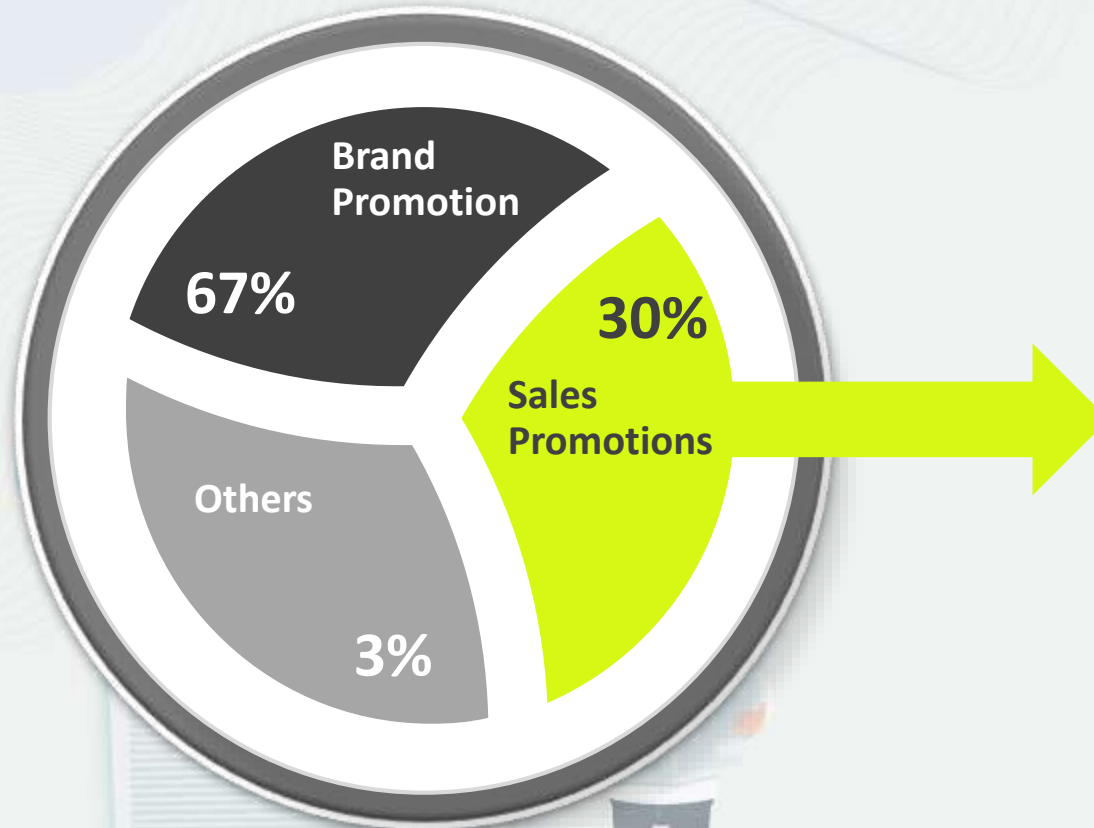
| Rank | Top Exclusive^ Advertisers (Jan-Mar'23): [36 K+] |
|------|--|
| 1 | Aura Services N V |
| 2 | Adani Enterprises |
| 3 | Bandhan Asset Management Company |
| 4 | Avenue Supermarts |
| 5 | Emami Agrotech |
| 6 | Tata Digital |
| 7 | Kedia Homes |
| 8 | Fairplay |
| 9 | Samsonite India |
| 10 | Novita Healthcare |

| Rank | Top Exclusive^ Brands (Jan-Mar'23): [46 K+] |
|------|---|
| 1 | Lotus365.Com |
| 2 | Kuhl Stylish Fans |
| 3 | Honda SP 125 |
| 4 | Bajaj Platina 110 ABS |
| 5 | Smart Bazaar |
| 6 | Maruti Suzuki Fronx |
| 7 | LIC Dhan Varsha |
| 8 | Samsung Galaxy S23 Ultra |
| 9 | Hyundai Grand I10 Nios |
| 10 | Maruti Suzuki Jimny |

^ Present in Jan-Mar'23 and not in Jan-Mar'22

- **36 K+** advertisers & **46 K+** brands exclusively promoted during Jan-Mar'23 in **Print** compared to Jan-Mar'22.
- **Aura Services N V** and **Lotus365.Com** were the top exclusive^ advertiser and brand respectively in Jan-Mar'23.
- **5** of the Top 10 exclusive brands belonged to **Auto Sector**.

Ads with Sales Promotions: Jan-Mar'23



| | |
|-----------------------|-----|
| 1. Multiple Promotion | 51% |
| 2. Discount Promotion | 32% |
| 3. Add On Promotion | 7% |
| 4. Volume Promotion | 4% |
| 5. Contest Promotion | 3% |
| Others (9) | 4% |

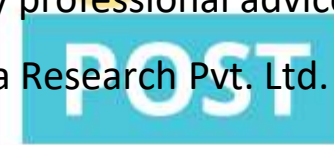
- **Sales Promotion** advertising covered **30%** share of Ad Space in Print during Jan-Mar'23.
- Among Sales Promotions, **Multiple Promotion** secured 1st position with **51%** share of Ad Space followed by **Discount Promotion**.
- Top 2 promotions covered **more than 85%** share of Ad Space during Jan-Mar'23.



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