

ADVERTISING REPORT (JAN-SEP'24)

PRINT ADVERTISING



03.07.2017 / MONDAY

#123456789

NEWSPAPER

LOREM IPSUM DOLOR SIT AMET • CONSECTUR SODIPSIUM ELIT, SED DIAM NONUMY • FUSCE TEMPOR INVIDENT UT LABORE ET DOLOR

WORLD ECONOMICS NEWS

PAGE 7

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LOREM IPSUM DOLOR SIT AMET **PAGE 8**

LOREM IPSUM DOLOR SIT AMET, CONSECTUR SODIPSIUM ELIT, SED DIAM NONUMY. FUSCE TEMPOR INVIDENT UT LABORE ET DOLOR MAGNA ALIQUAM ERAT, SED DIAM VILIPENDIA. AT VERO EIS ET ACCUSAM ET JUSTO DUO DOLOR ET REBURN. SIT CILIA KAUD GUBERGREN, NA SIA.



IPSUM DOLOR **PAGE 9**

LOREM IPSUM DOLOR SIT AMET, CONSECTUR SODIPSIUM ELIT, SED DIAM NONUMY. FUSCE TEMPOR INVIDENT UT LABORE ET DOLOR MAGNA ALIQUAM ERAT, SED DIAM VILIPENDIA. AT VERO EIS ET ACCUSAM ET JUSTO DUO DOLOR ET REBURN. SIT CILIA KAUD GUBERGREN, NA SIA. UBERVITA SANCUS ESI. LOREM IPSUM DOLOR SIT AMET, CONSECTUR SODIPSIUM ELIT, SED DIAM NONUMY. FUSCE TEMPOR INVIDENT UT LABORE ET DOLOR MAGNA ALIQUAM ERAT, SED DIAM VILIPENDIA. AT VERO EIS ET ACCUSAM ET JUSTO DUO DOLOR ET REBURN. SIT CILIA KAUD GUBERGREN, NA SIA.

OUR PARTNERS PROMOTION

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\$150



Highlights

01

Print advertising experienced a 3% increase in ad space in Jan-Sep'24 over Jan-Sep'23.

02

Education sector claimed the top spot, capturing a 17% share of ad space in Jan-Sep'24 over Jan-Sep'23.

03

During Jan-Sep'24, Cars maintained to 1st position with 7% share of ad space.

04

The top 10 advertisers in Jan-Sep'24 added 9% share of ad space.

05

Honda Shine 100 was the top brand in Jan-Sep'24.

06

Two Wheelers Category witnessed highest positive growth of 49% during Jan-Sep'24.

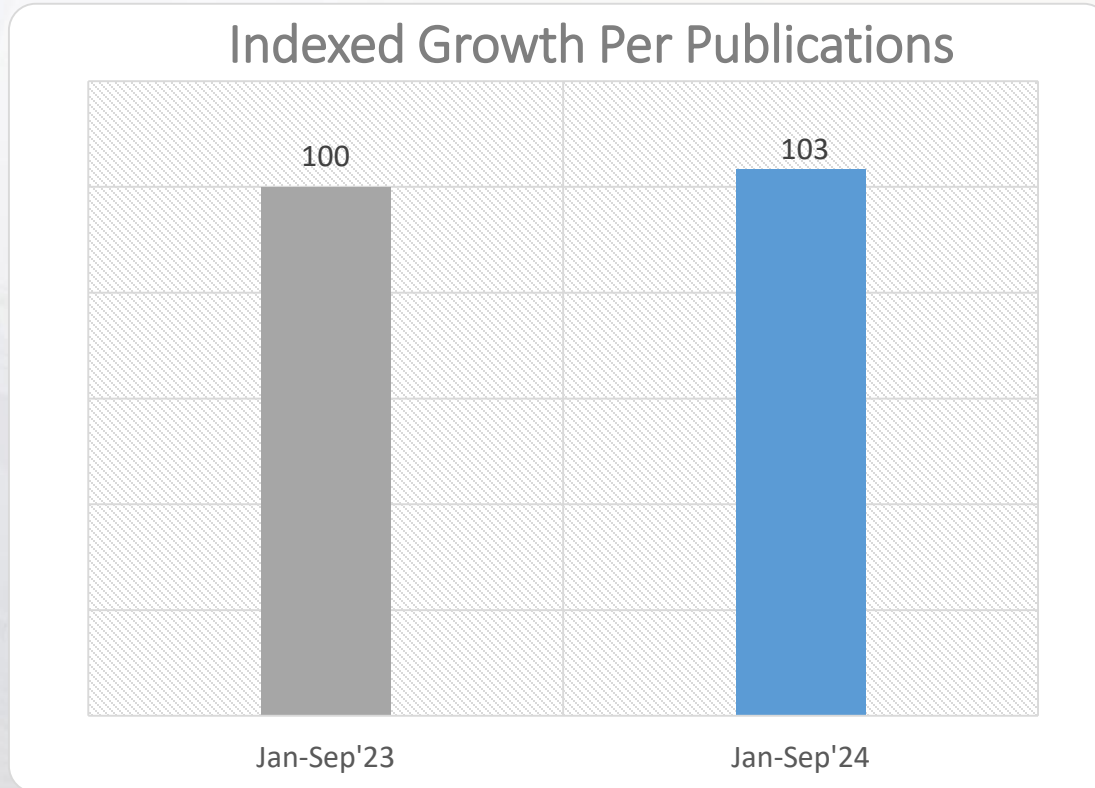
07

In terms of growth %, Corporate-Financial Institute category witnessed highest growth % among the Top 10 i.e. 2.63 times in Jan-Sep'24.

08

Sales Promotion advertising covered 29% share of ad space in Print during Jan-Sep'24.

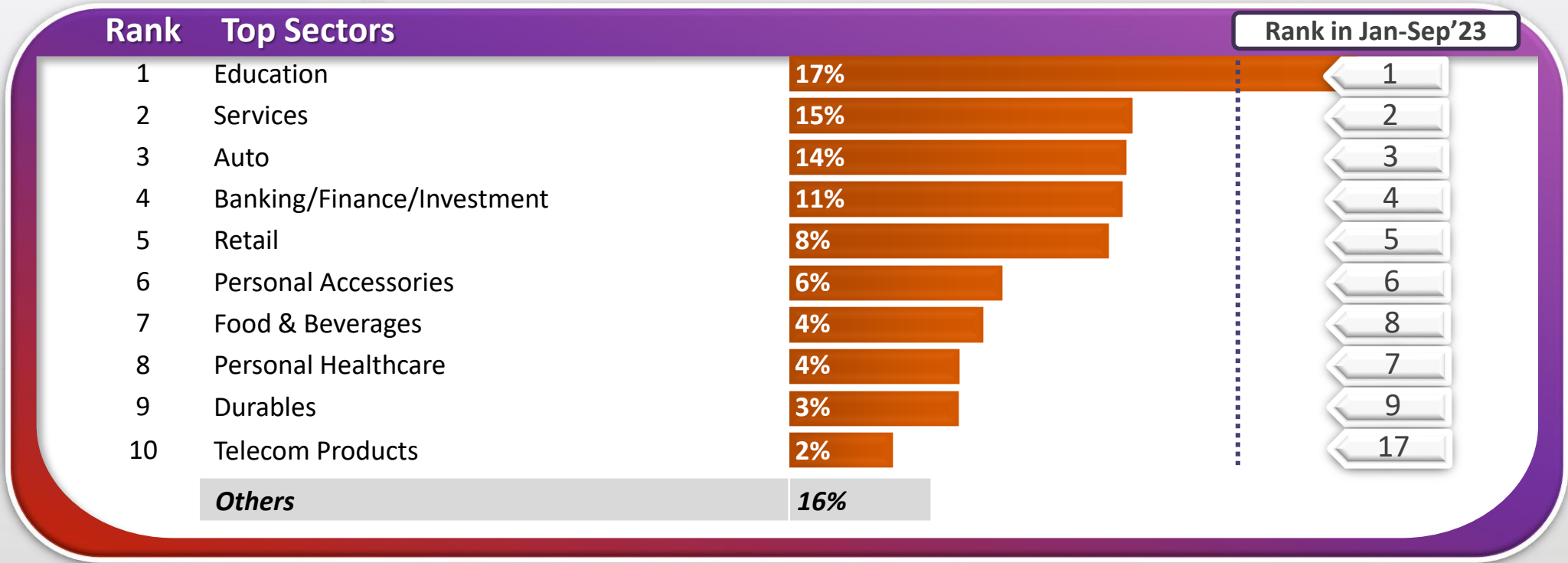
Indexed Growth of Ad Space Per Publications in Print



Index: Jan-Sep'23=100

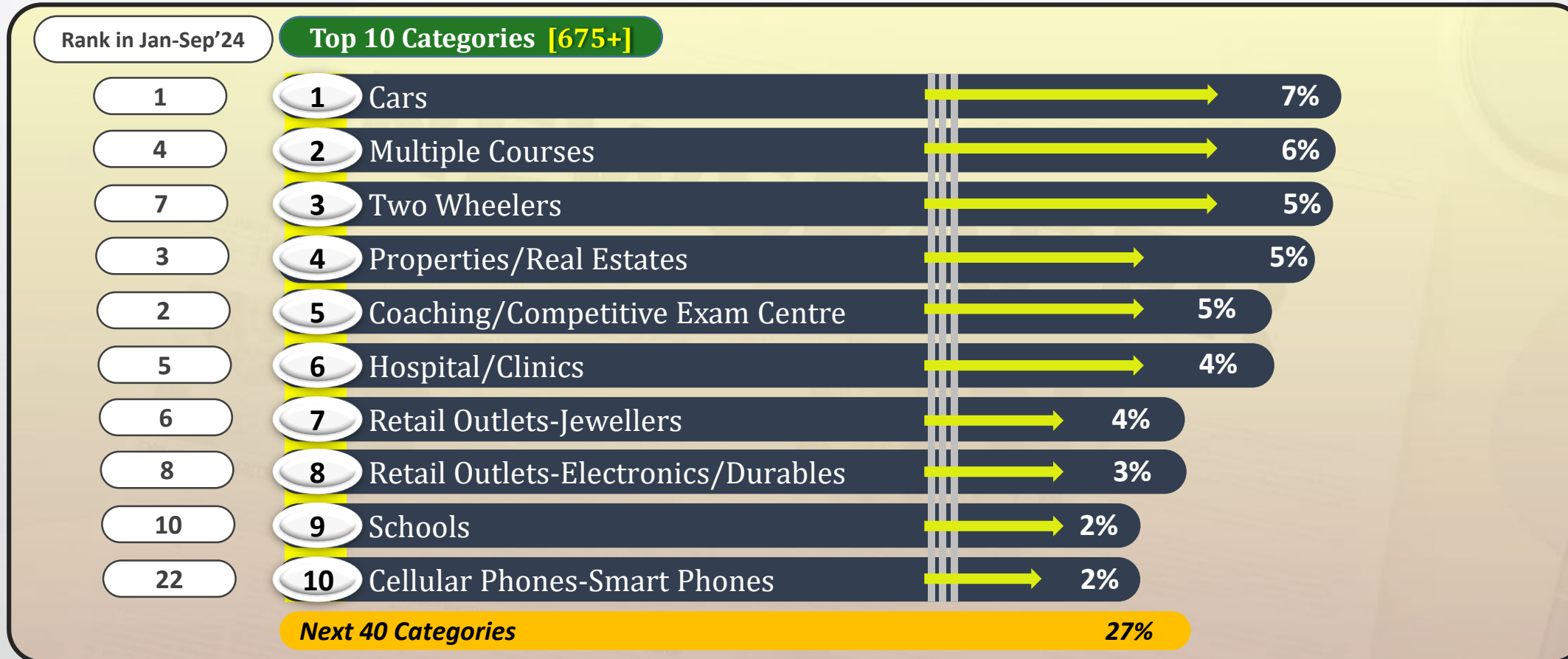
- Ad space in print publications grew by **3%** per publication in **Jan-Sep'24** compared to the same period in 2023, indicating a positive trend in print advertising.

Leading Sectors: Education was the leading Sector in Jan-Sep'24



- **The Education** sector emerged as the leader in print ad space, accounting for a **17%** share in Jan-Sep '24, highlighting its dominance over the same period in 2023.
- The **top six sectors** maintained their rankings from Jan-Sep '23 to Jan-Sep '24, while **Telecom Products** showed significant growth, leaping seven spots to secure **10th place**.

Leading Categories: Cars ascended to 1st position during Jan-Sep'24



- From Jan-Sep'24, the Cars category solidified its dominance, retaining the top position with a **7%** share of total ad space.
- Meanwhile, Two Wheelers demonstrated remarkable growth, climbing from the 7th position in the same period of 2023 to secure 3rd place with a 5% share of ad space in 2024.
- Furthermore, the top 10 categories combined accounted for 44% of the total ad space during Jan-Sep'24.

Leading Advertisers: Top 10 List in Jan-Sep'24

Total Advertisers: 117K+

Leading Advertisers: Jan-Sep'24

Maruti Suzuki India
SBS Biotech
Hero Motocorp
Honda Motorcycle & Scooter India
Reliance Retail
Samsung India Electronics
LIC of India
Allen Career Inst
Titan Company
Renault India

Total Advertisers: 120K+

Leading Advertisers: Jan-Sep'23

Maruti Suzuki India
SBS Biotech
Reliance Retail
Hero Motocorp
LIC of India
Titan Company
Think & Learn
MG Motor India
Patanjali Ayurved
Kia Motors Corporation

- **Maruti Suzuki India** and **SBS Biotech** emerged as the top two advertisers, maintaining their leadership positions across both Jan-Sep'24 and Jan-Sep'23.
- In Jan-Sep'24, the top 10 advertisers collectively accounted for **14%** of the total ad space.
- Notably, **four advertisers** from the auto sector featured prominently among the top 10 in both Jan-Sep'23-24, underscoring the sector's continued dominance.
- The print medium attracted a vast pool of advertisers, with over 115K+ advertisers active in both Jan-Sep'23-24.

Leading Brands: Honda Shine, the leading brand in Jan-Sep'24 on Print

Total Brands: 143K+

Leading Brands: Jan-Sep'24

Honda Shine 100
Honda Activa H Smart
Maruti Car Range
Allen Career Institute
Aakash Medical/IIT-JEE/Foundation
Dr Ortho Oil
Renault Triber
LIC
Samsung Galaxy S24 Ultra
FIITJEE

Total Brands: 147K+

Leading Brands: Jan-Sep'23

Aakash Byjus
Maruti Car Range
Fiitjee
Vishal Mega Mart
Tanishq Jewellery(Gold Studded
Allen Career Inst
Dr Ortho Oil
Kedia Sezasthan
Kia Seltos
Lotus365.Com

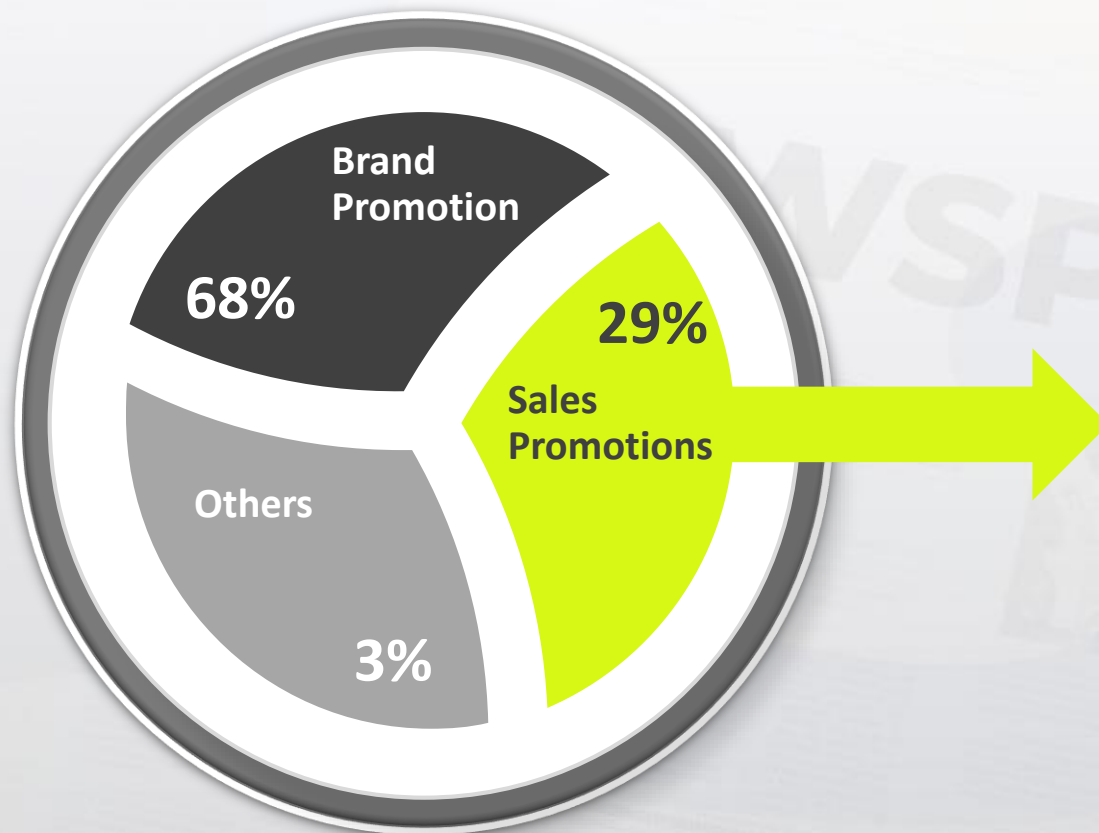
- Honda Shine 100 claimed the top spot in Jan-Sep'24, improving its position from the same period in 2023.
- Over 1.43 lakh brands were actively present during Jan-Sep'24, reflecting a consistent brand presence.
- The top 10 brands accounted for just 5% of the total ad space share in Jan-Sep'24, highlighting a highly fragmented advertising market.

Top Growing Categories : 275+ Categories registered Positive Growth

Rank	Top 10 Growing Categories (Jan-Sep'24) (based on highest increase in Ad Space)	Growth
1	Two Wheelers	49%
2	Cars	20%
3	Cellular Phones-Smart Phones	2.43 Times
4	Multiple Courses	19%
5	Travel & Tourism	31%
6	Corporate-Financial Institute	2.63 Times
7	Corporate/Brand Image	32%
8	Ecom-Education	2.11 Times
9	Ecom-Online Shopping	86%
10	Mutual Funds	50%

- **Two Wheelers** among categories witnessed highest increase in Ad secondages with **49%** growth followed by **Cars** with **20%** growth during Jan-Sep'24 compared to Jan-Sep'23.
- In terms of growth %, **Corporate-Financial Institute** category witnessed highest growth % among the Top 10 i.e. **2.63 times** in Jan-Sep'24.

Ads with Sales Promotions: Jan-Sep'24



1. Discount Promotion	43%
2. Multiple Promotion	42%
3. Add On Promotion	5%
4. Volume Promotion	3%
5. Contest Promotion	3%
Others (4)	3%

- **Sales Promotion** advertising covered **29%** share of ad space in Print during Jan-Sep'24.
- Among Sales Promotions, **Discount Promotion** secured 1st position with **43%** share of ad space followed by **Multiple Promotion** with **42%** share.
- Top 2 promotions covered **86%** share of ad space during Jan-Sep'24.

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