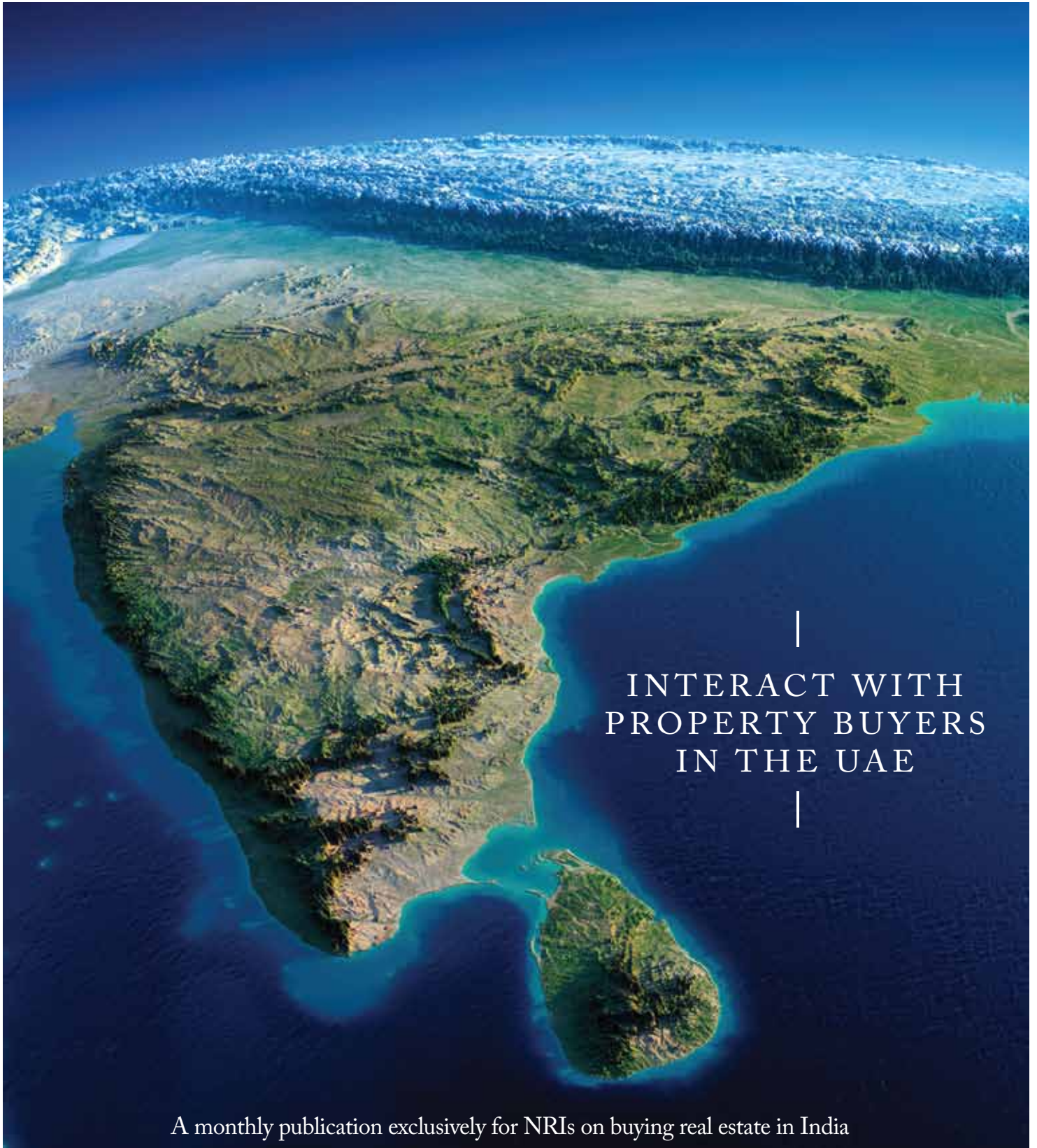


# INDIA PROPERTY INSIDER

UAE



|  
INTERACT WITH  
PROPERTY BUYERS  
IN THE UAE  
|

A monthly publication exclusively for NRIs on buying real estate in India

“Buyers from UAE, Singapore, Canada & the US are showing high interest for properties in Bangalore, Ahmedabad, Mumbai, Navi Mumbai & Ambernath.”

Source - The Economic Times

## REACHING OUT TO **NRI** PROPERTY BUYERS NOW MADE EASY

The desire of every **NRI** to have a home in his or her motherland stems from the fact that having been away from the motherland and toiling so hard with a single-minded focus of creating wealth for oneself, real estate is perhaps the only asset class which offers the **NRI**s a dual benefit.

- Emotional benefit - owning a home and being rooted to their motherland.
- Rational benefit - asset appreciation and profitable deployment of their accumulated wealth.

No wonder then that though the domestic Indian constantly gets caught in a quagmire of "to buy or not to buy real estate", **NRI**s are quick to latch on to a good real estate investment opportunity in India. It is not surprising that the **NRI** segment is the most lucrative audience segment for real estate developers - both from the potential perspective as well as the ease of conversion factor.

The real estate purchase decision-making pattern of **NRI** is, to a certain extent, different than that of their domestic counterparts and they are mostly dependent on what they are advised by friends and relatives about the 'market condition', 'which property is good to invest', etc. To put it simply, more often than not end up taking uniformed or impulsive decisions.

There is a specific need-gap for a media vehicle which serves as a regular and credible repository of information, updates and advisories on the real estate segment in India customized for the **NRI** audience - i.e., they need an 'insider' who has its ears to the ground on the Indian real estate sector and who could empower them in terms of taking an informed decision on buying real estate in India.

“35% rise in inquiries from NRI buyers  
against 18% last year.”

Source - The Economic Times

INDIA PROPERTY INSIDER, a monthly publication being launched by YOUNG Media aims to fulfill the 'insider' need-gap and serve as a decision-enabler for NRIs for their real estate investments in India.

With rich content and conversational presentation style, INDIA PROPERTY INSIDER would empower the NRI audience in the UAE with 'need to know' and 'nice to know' facts about the real estate sector in India, help them easily navigate through the Indian real estate sector, motivate them to invest in realty in India and actively enable decision-making in terms of property purchase.

INDIA PROPERTY INSIDER has been initiated with a single-minded objective of being the catalyst in facilitating sales for Indian real estate developers from the NRI customer segment.

Distribution into Indian households in UAE by none other than the distribution arm of GULF NEWS (AL NISR Distribution LLC), this monthly publication with its crisp magloid design format and engaging content, would ensure both stickiness and engagement for this monthly product.

**Format** : Magloid  
**Frequency** : Monthly  
**Reach** : Indian Diaspora community in UAE  
**Newsprint** : Premium Glazed Newsprint  
**Distribution**: Free direct distribution to Indian households in UAE through  
AL NISR DISTRIBUTION LLC (GULF NEWS)  
Push through community clubs and associations  
Push through real estate broker networks targeting NRI sales

“Connecting real estate advertisers in India with the right NRI audience.”

Connecting with audiences = Advertising Opportunity

Connecting with audiences in the right context = Engagement Opportunity

Connecting with audiences in a context which creates aspiration + enables decision making = Sales Opportunity

**INDIA PROPERTY INSIDER** aims to deliver “Sales Opportunities” to real estate developers in India from the **NRI** segment on a sustained basis.

## KEY DISTRIBUTION AREAS

| AREA           | DISTRIBUTION POCKETS   |
|----------------|--|
| New Dubai      | Emirates Living • Al Barsha • JLT • Garden • Discovery Garden • JBR<br>• Dubai Sports City • Palm Jumeirah • Dubai Land & Arabian Ranches<br>• Dubai Marina • JVC & T • Dubai Investment Park • Green Community<br>• Ewan Residence • Springs • Meadows • Greens |
| Jumeirah       | • Jumeirah 1,2,3 • Umm Suqeim • Shk Zayed Road • Burj Khalifa<br>• Down Town • Business Bay  |
| Ghusais        | Mirdiff • Al Waraqa • Khawaneej • Muhaisnah • Ghusais 1 & 2<br>• Al Nahda 1 & 2 • Airport Free Zone • Garhoud • International City   |
| Karama         | Oud Metha • Karama • Lamcy • Dubai Healthcare Centre   |
| Burdubai       | Mankhool • Golden Sands  |
| New Deira      | Abu Hail • Port Saeed  |
| Sharjah        | AL Nahda • Rolla   |
| Abu Dhabi      | Musaffah • MBZ City • Shahama • Ruwais • Marfa • Gayathi<br>• Khalifa Street • Hamdan • Electra • Passport & Defence Road<br>• Marina Mall • Tourist Club • Corniche • Navy Gate   |
| Other Emirates | Fujairah • Ajman • Umm-Al-Quwain • Ras-Al-Khaimah • Al Ain   |

“Connecting real estate advertisers in India with the right NRI audience.”

## READERS PROFILE - Reach & Richness Of The Reach

### LEVERAGING THE WIDEST COVERAGE IN THE UAE

#### *Gulf News Readership*

- Largest read English daily in the UAE (Avg Issue Readership of close to 50%)
- Highest reach across all age groups (Reach exceeding 45% in all age groups)
- Highest reach across all cities (More than 40% reach in all cities)

### REACHING OUT TO DECISION MAKERS

- Prime Age Group : 65% of Gulf News readers are in the age group of 25 to 44 years
- Well-Educated : Gulf News reaches nearly 67% of the post graduates and 50% of the graduates in the UAE
- Well-Placed : More than 85% of upper management & specialized professionals and 50% of private enterprise owners read Gulf News

### HOUSEHOLDS WITH HIGH INVESTMENT POTENTIAL

- Gulf News reaches out to more than 60% of the higher income groups in the UAE
- Gulf News has impressive reach amongst owners and upper management
- More than 40% of Gulf News readers have monthly household income greater than AED 10,000
- More than 15% of Gulf News readers have monthly household income above AED 20,000

## ADVERTISING INVESTMENT

| Exposure      | ₹      | US \$ |
|---------------|--------|-------|
| Double Spread | 525000 | 9500  |
| Full Page     | 275000 | 5000  |
| Fractionals   |        |       |
| 1/2 Page      | 170000 | 3000  |
| 1/3 Page      | 100000 | 1800  |
| 1/4 Page      | 80000  | 1500  |
| Box Ad        | 30000  | 550   |

## SURCHARGES PREMIUM POSITION

| Position                              |        |
|---------------------------------------|--------|
| OBC                                   | + 35 % |
| IFC                                   | + 20 % |
| IBC                                   | + 15 % |
| Opp Editor Column                     | + 15 % |
| Opp Content                           | + 10 % |
| Opp Guaranteed Editorial              | + 15 % |
| Double Spread within the 1st 20 pages | + 10 % |
| RHP within the 1st 15 pages           | + 10 % |
| RHP within pages 16 to 30             | + 5 %  |
| Any RHP                               | +5 %   |
| Advertorial                           | + 25 % |

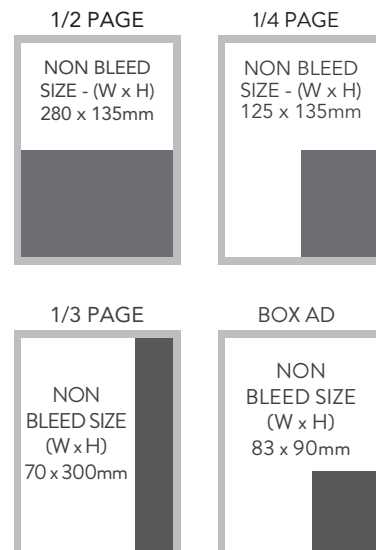
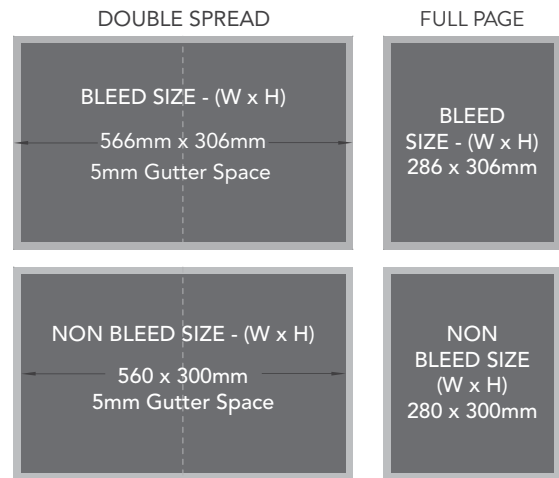
## INCENTIVES

| No Pages |        |
|----------|--------|
| 2 to 4   | - 10 % |
| 5 to 8   | - 15 % |
| 9 to 12  | - 25 % |

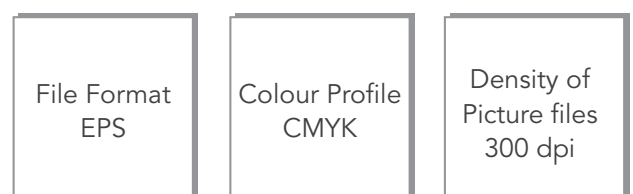
## PAYMENT TERMS

Invoice will be in Rupees.  
 Issued by & payable to **“YOUNG MEDIA”**  
 Payment to be made immediately on receiving the invoice

## AD FORMATS



## MATERIAL GUIDELINES



## BANK ACCOUNT DETAILS

Bank Name: HDFC Bank  
 Account Number: 04102320000403  
 IFC Code: HDFC 0000410






## About YOUNG Media

YOUNG Media is an independent Media & Publishing House. We specialize in creating audience engagement ideas, media IPRs and content-based media platforms.

Our competence lies in understanding audiences, identifying market need-gaps, creating media products specific to these need-gaps and aligning with media-owners / relevant distribution platforms to connect brands / advertisers with their target audience within a contextual and response-oriented environment.

The Times of India Group, JLL and Times Property have been some of the partners with whom we have aligned for media products which we have created and executed in the real estate space. Archlights : Celebrating The Dreamweavers of Realty, Mumbai Makeover, Mumbai Redevelopment Annual Handbook are some of the media products which we have created and executed. We are headquartered in Mumbai, India.

Why associating with **INDIA PROPERTY INSIDER** will make sense for your project:

-  Editorial flavor giving an edge as a 'specialist' who has an insider view of the Indian real estate sector
-  Conversational tone and presentation style lends itself to positioning India Property Insider as a 'friend and guide who can be trusted' rather than a 'media product which only updates and gives sectoral information'
-  It would help your project communication reach out to the **NRI** audience within a contextual editorial environment which is aimed at abetting decision-making

### FOR ADVERTISING CONTACT

**YOUNG MEDIA**

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A **young** MEDIA INITIATIVE