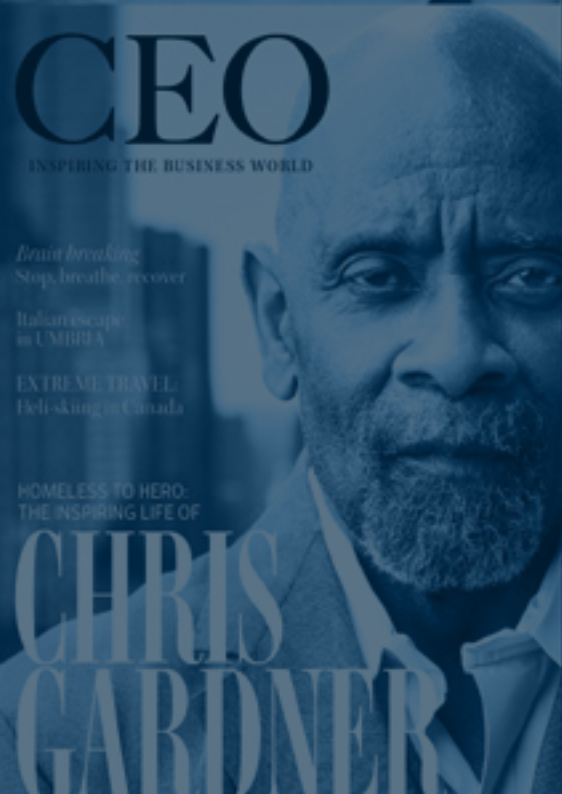




# CEC<sup>TM</sup> MAGAZINE

INSPIRING THE BUSINESS WORLD

## 2018 MEDIA KIT INDIA & SOUTH ASIA



*The CEO Magazine* is more than a premier business title: it's a source of information, inspiration and motivation for the world's most successful leaders, executives, investors and entrepreneurs. An iconic, global media brand, we inspire and promote excellence within the business world. We provide critical business insight and in-depth features on companies, people, strategies, ideas and economic trends, while delivering unrivalled access to the world's most powerful people. Through our four editorial cornerstones – Inspire, Innovate, Invest and Indulge – we delve deeper into both the professional and personal lives of business leaders, exploring the lifestyle interests and pursuits of this affluent audience. Our content creates conversations on all platforms, while our voice is the one that matters to decision makers and game changers.

# CEO<sup>TM</sup> MAGAZINE

INSPIRING THE BUSINESS WORLD

**THE GLOBAL BUSINESS BRAND**

*The CEO Magazine* is in 31 countries and has an international readership of 210,000+ and 50,000+ unique visitors per month

**MAGAZINE**   
*The CEO Magazine*  
India & South Asia  
**2,500+**  
readers\*

**WEBSITE**   
*theceomagazine.com*  
**50,000+**  
unique visitors  
per month

**CEO** MAGAZINE  
TOTAL  
MONTHLY  
BRAND  
REACH  
**52,000+**

**EMAIL  
NEWSLETTER**   
*CEO Connection*  
**700+**  
subscribers

# CEO TM MAGAZINE

INSPIRING THE BUSINESS WORLD

**OUR NUMBERS**  
Reaching business leaders on every level

**Magazines are strategically distributed to business leaders and decision makers across India & South Asia. *The CEO Magazine* India and South Asia is placed within select Oberoi and Four Seasons Hotels and delivered directly to India's leading companies.**

\*Readership is calculated based on an estimated average of *The CEO Magazine* being read twice per day in the high-traffic airline lounges, once per business day in the medium-traffic hotels and serviced offices and three executives reading each copy sent to businesses and executives direct.



# BRANDS WE'VE WORKED WITH

The CEO Magazine India and South Asia is pleased to have collaborated with some of the region's top businesses.

**acer**



**Cipla**

**DAIKIN**



GE Healthcare



Vardhmān



**Parlé Agro**



**TATA MOTORS**



# INSPIRE

INSPIRING GREATNESS IS ALL ABOUT LEADING BY EXAMPLE

We often presume that great leaders are born with that natural skill, but the truth is truly inspirational leaders are the ones who are constantly learning and improving. Each month in *The CEO Magazine*, we deliver on our promise to inspire the business world by providing unique and thought-provoking content on leadership and its many challenges and rewards to our C-suite readership. From the secrets of employee happiness to the surprising benefits of mentorship, our vibrant storytelling engages and informs. What's more, we get up close and personal with the world's most powerful people, asking them the tough questions on success, failure and everything in between. More than just a business magazine, we're an international brand that inspires change.



**RAVINDRA  
PISHARODY**

Executive Director of  
Commercial Vehicles,  
Tata Motors

*"We created a history  
of successful products  
by creating new  
categories of our  
own, not copying."*

**NADIA CHAUHAN**  
Managing Director,  
Parle Agro

*"We are already one of the top five  
commercial vehicle players in the  
world but we still have an aspiration  
to grow our presence even further."*

# INNOVATE

THE CEO MAGAZINE SHOWCASES INNOVATORS AND CHANGE MAKERS TO EXPLORE THE LANDSCAPE OF TODAY'S EVER-EVOLVING WORLD

**VANITHA NARAYANAN**  
Managing Director,  
IBM India



By far the most interesting and dynamic aspect of the business world is innovation. Make no mistake though: it's not just the tech start-ups leading the charge; innovation affects all industries globally. Each month, *The CEO Magazine* highlights the thought leaders who are kicking goals in the innovation space with in-depth interviews revealing exclusive insights into what these dynamos are doing, what motivates and inspires them, and what they are planning for the future. It's a captivating mix of business stories that covers everything from space travel and driverless Ubers, to how digital is disrupting industries like manufacturing, mining, health and pharmaceuticals. More than just an engaging read, it's essential for future-proofing business.

*"It's all about ensuring that the way we work delivers a better outcome for the client."*

*"I've seen the company go from having a US\$1-million revenue in 2004 to US\$700-million this year."*



**ATUL AHUJA**  
CEO, Flemingo International



# INVEST

*“When I started, we were ranked number four in the commercial business in India. A couple years later, we were ranked number one overall.”*

**RAHUL AGARWAL**  
CEO and managing  
director, Lenovo

THE CEO MAGAZINE WILL FUTURE-PROOF YOUR BUSINESS BY DELIVERING IN-DEPTH AND INSPIRING INVESTMENT ADVICE

Business leaders and C-Suite executives turn to *The CEO Magazine* for its broad coverage of investment. Whether it's an international conglomerate planning managed growth through mergers and acquisitions, a tech start-up looking for seed funding, or a business investing back into the community that supports it, our stories are designed to inspire and inform readers to invest in their business to create both a solid foundation and a bankable future. Leaders today also recognise that perhaps their greatest asset is their staff. Because of this, *The CEO Magazine* engages leading management trainers, life coaches, and health professionals to write articles on how a business can flourish by investing in both the personal and professional development of its team.

*“Quality has become of paramount importance.”*

**RAMESH C JUNEJA**  
Chairman,  
Mankind Pharma



# INDULGE

FROM INDULGENT PRIVATE ISLANDS TO THE WORLD'S MOST EXCLUSIVE CARS, WE'RE THE ULTIMATE LEADER IN LUXURY

*The CEO Magazine* is a leading voice in global luxury and certainly knows how to mix business with pleasure. We deliver a unique offering to a discerning readership that demands the best; these are the consumers of goods and services at the premium end of the market. From five-star travel and leisure to food and wine, sport, health, jewellery and design, we cover the newest in what matters most to our sophisticated audience.

**IN EVERY ISSUE:**

**MOTORING:** Monthly test drives of the world's most luxurious automobiles

**LUXE LIST:** The ultimate array of the latest and greatest gadgets

**TRAVEL:** A guide to the world's hottest destinations and newest luxury hotels

**WATCH THIS SPACE:** Timeless timepieces and the trends that keep things ticking

**INDULGE NEWS:** *The CEO Magazine's* editors reveal their picks for the month's most exciting items, places and events.



LAUCALA ISLAND, FIJI



# EDITORIAL CALENDAR 2018



**PARU JAYKRISHNA**  
 Chairperson and Managing  
 Director, Aksharchem (India) Ltd  
 and Asahi Songwon Colors Ltd

ISSUE	EDITORIAL THEMES	PRINT ADVERTISING CLOSE DATE	PRINT ADVERTISING ARTWORK DUE	MAG ON SALE DATE
DEC/JAN	<b>THE WORLD'S BEST BRANDS</b> <b>PLUS</b> Global Giving, Be a Better Leader, The Last Word <b>SPECIAL INSERT</b> The CEO Luxury Gift Guide	28 JUL 17	15 SEP 17	16 NOV 17
FEB/MAR	<b>WHAT MAKES A GREAT LEADER</b> <b>PLUS</b> Taking Care of Business, Investment News, Conquering Digital Distraction	22 SEP 17	10 NOV 17	11 JAN 18
APR/MAY	<b>THE BILLIONAIRES ISSUE</b> <b>PLUS</b> Be a More Focused Leader, Build a Better Team, The Last Word <b>SPECIAL INSERT</b> Luxury Watches & Jewellery	17 NOV 17	19 JAN 18	22 MAR 18
JUN/JUL	<b>BUILD A GREAT COMPANY</b> <b>PLUS</b> What Really Motivates Sales People, Inspire News, Future of Manufacturing	2 FEB 18	23 FEB 18	24 MAY 18
AUG/SEP	<b>ASIA'S RICHEST BUSINESSWOMEN</b> <b>PLUS</b> Luxury Real Estate, My Business Rules, Beat Burnout	27 APR 18	20 APR 18	19 JUL 18
OCT/NOV	<b>THE VISIONARIES ISSUE</b> Inspirational Advice, My Business Rules, Future of Energy <b>SPECIAL INSERT</b> The Ultimate Tech & Gadget Guide	22 JUN 18	15 JUN 18	13 SEP 18
DEC/JAN	<b>THE WORLD'S BEST BRANDS</b> <b>PLUS</b> Global Giving, Be a Better Leader, The Last Word <b>SPECIAL INSERT</b> The CEO Luxury Gift Guide	DATE TBC	DATE TBC	DATE TBC

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**FOR MORE INFORMATION CONTACT:**

**GENERAL MANAGER**

DAVID JEPSON

[david.jepson@theceomagazine.com](mailto:david.jepson@theceomagazine.com)

**INDIA**

Level 7, Maximus Towers  
Building 2A, Hi-Tech City  
Hyderabad-500 081 India  
+91 40 4033 9761

**SINGAPORE**

8 Shenton Way  
#32-01 AXA Tower  
Singapore 068811  
+65 6817 7500

**PHILIPPINES**

Level 17, 6750 Ayala Ave  
Makati City, Manila  
Philippines 1226  
+63 2755 7664

**ANZ**

Level 1, 7 Grosvenor Place  
Brookvale NSW 2100  
Australia  
+61 2 8925 7400

**EMEA**

Drottningatan 61  
111 21 Stockholm  
Sweden  
+46 8 4102 0077