



*Mint*, HT Media's business daily in exclusive content partnership with *The Wall Street Journal*, is now going national. With the launch of the Kolkata edition on 25 May, the daily now has a national footprint that includes Delhi, Mumbai, Bangalore, Chandigarh and Pune as well. With an introductory price of Rs3, *Mint* will target the key business and policy leaders in the metropolis, in line with its reader profile nationally.

The launch excitement will culminate on June 19 with a high profile event that debates how the potential of the East can be unleashed. With panellists that include the Honourable Finance Minister of West Bengal and Business Leaders from both the Public Sector and the Private Sector, the event will underscore *Mint*'s commitment to bringing Clarity in Business to issues that matter.

In just over 2 years, *Mint* now has a readership of 200,000 daily. With a readership of 175,000 in the Delhi and Mumbai editions alone ( IRS 09), and a circulation of 25,000 in the other cities, *Mint* is a strong and growing No. 2 player in the category. With a one-third share of readers in the cities that matter, *Mint* is now the choice of advertisers for reaching decision makers across markets.

*Mint* was created to address the growing reader demand for Clarity in Business. "The spectacular readership numbers have validated our belief that there is a market for unbiased, jargon-free reporting and analysis in the business news domain, across formats", says Rajiv Verma, CEO, HT Media Ltd. With its accent on clarity in reporting, stand-out design and printing, and the exclusive *WSJ* section, the daily has been embraced by senior decision makers across industry and government. There is no better proof of this than the fact that 4 out of 5 *Mint* readers do not read another business paper.

The new edition provides discerning readers in Kolkata the same Clarity that the rest of the country has so overwhelmingly embraced. "The clean design and printing quality, premium and contextual content environment, an array of innovative advertising options and events, and the large unduplicated reader profile with the best audience makes *Mint* the choice of premium advertisers. The addition of Kolkata gives advertisers yet another reason to partner *Mint*", added Vivek Khanna, Publisher and Business Head, *Mint*.

Every weekday, *Mint* comes with a special section of international news and analysis from the 1,900 global journalists at *The Wall Street Journal*, the world's leading business newspaper. These are the articles that are selected by *Mint* editors with the Indian reader in mind. *Mint* also comes with Markets Watch, a Tuesday to Saturday pullout that offers comprehensive and relevant market data on stocks and funds. *Campaign*, on Tuesday, offers readers insights into strategy and marketing. On Saturday, *Lounge*, the magazine-style weekend edition of *Mint*,

takes reader beyond business. With its emphasis on lifestyle and life aspirations of the well-heeled discerning leader, the magazine is a window to life that is both comprehensive and stimulating.

### SNAPSHOTS OF THE OUTDOOR CAMPAIGN



AJC Bose Flyover, Kolkata



D L Khan Road, Kolkata



**UBP Camac Street, Kolkata**

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