

Sundays will never be the same again!

February 22, 2012

Brunch, India's Largest Read Weekly Lifestyle Magazine, gets a makeover

HT Media Limited (HTML) unveiled the new avatar of Brunch Weekly on 19th of February, 2012. Brunch is the popular weekly lifestyle and entertainment magazine from Hindustan Times launched in 2003 and celebrating its 8th anniversary this month. It is currently circulated complimentary with HT and select editions of Mint on Sunday and is the largest read English lifestyle magazine in India with a circulation of 13.1 lakh and growing.

Poonam Saxena, Editor of Brunch Weekly, commented on the launch – “Brunch has an unmatched reach and a large bank of extremely loyal readers who have enjoyed the magazine over the last 8 years. It was time to give our readers something new, something unexpected and something fresh. Readers will be delighted with what they find on their doorstep every Sunday morning. It is the same magazine we all fell in love with all those years ago, but with an exciting new look and feel and more entertaining and interactive content. Brunch just made Sundays better!”

The brand promises its readers “The Good Life” week after week with gripping content that covers various lifestyle and entertainment related genres like Fashion, Celebrities, Food, Fitness, Music and Technology. The revamped Brunch will offer a host of new features including weekly contests and feature series, celebrity columns, and stories with web codes that can be scanned for exclusive supplemental content. Brunch has one of the best line-up of celebrity columnists in India with Vir Sanghvi, Rajiv Makhni, Seema Goswami, Shikha Sharma and Sanjoy Narayan being regular contributors and they will continue to write for the magazine in its new avatar.

Rajan Bhalla, Head – Corporate Marketing & Magazines, added – “We decided to give Brunch a makeover for the benefit of our readers. More than 3 million people across the country read Brunch because we give them an exemplary reading experience. Brunch is a Sunday ritual for them; something they eagerly look forward to. We wanted to give our readers a clutter free, sharp, witty, entertaining, and interactive start to their Sundays. All the favorites are still there, we have simply upped the ante on the design and content. The new, arresting masthead and crisp and clear pages give Brunch a contemporary edge. We are certain readers will love Brunch's new style.”

A refreshing new Brunch is coming your way this Sunday. Don't miss out. After all as Brunch's famous tag-line goes “It's a damn good life!”

About HT Media Limited

HT Media Limited is one of India's foremost media companies, and home to three leading newspapers in the country in the English, Hindi and Business news segments – ‘Hindustan Times’ (English daily), ‘Hindustan’ (Hindi daily, through a subsidiary) and ‘Mint’ (business daily). ‘Hindustan Times’ was started in 1924 and has a more than an 85-year history as one of India's leading newspapers. The Company also has four FM radio stations - “Fever 104 FM” in Delhi, Mumbai, Bengaluru and Kolkata. The Company has also made a foray into the Internet space through its subsidiary Firefly e-Ventures Limited and has launched successful portals www.Shine.com, www.HTCampus.com, www.Desimartini.com. These are in addition to the existing websites livemint.com, livehindustan.com and hindustantimes.com.

For more information about HT Media Limited, visit the Company's website at www.htmedia.in