



# MEDIA KIT

**Pune365.com** is the city's dynamic online magazine [ Launched on 1st June 2016 ] and is the only media brand where content is created and published 4 times a day. We had the unique honour of being crowned **“The Hottest Media Launch”** by the Internet marketing bodies. **Pune365.com** is an integral part of the media landscape in Pune.

# ABOUT US

# CONTENT MIX

## WASSUPPUNE

A guide to what's happening in Pune.

## FOOD

The culinary delights of the city.

## STARTUPUNE

Focus on innovative people and their business.

## CONVERSATIONS

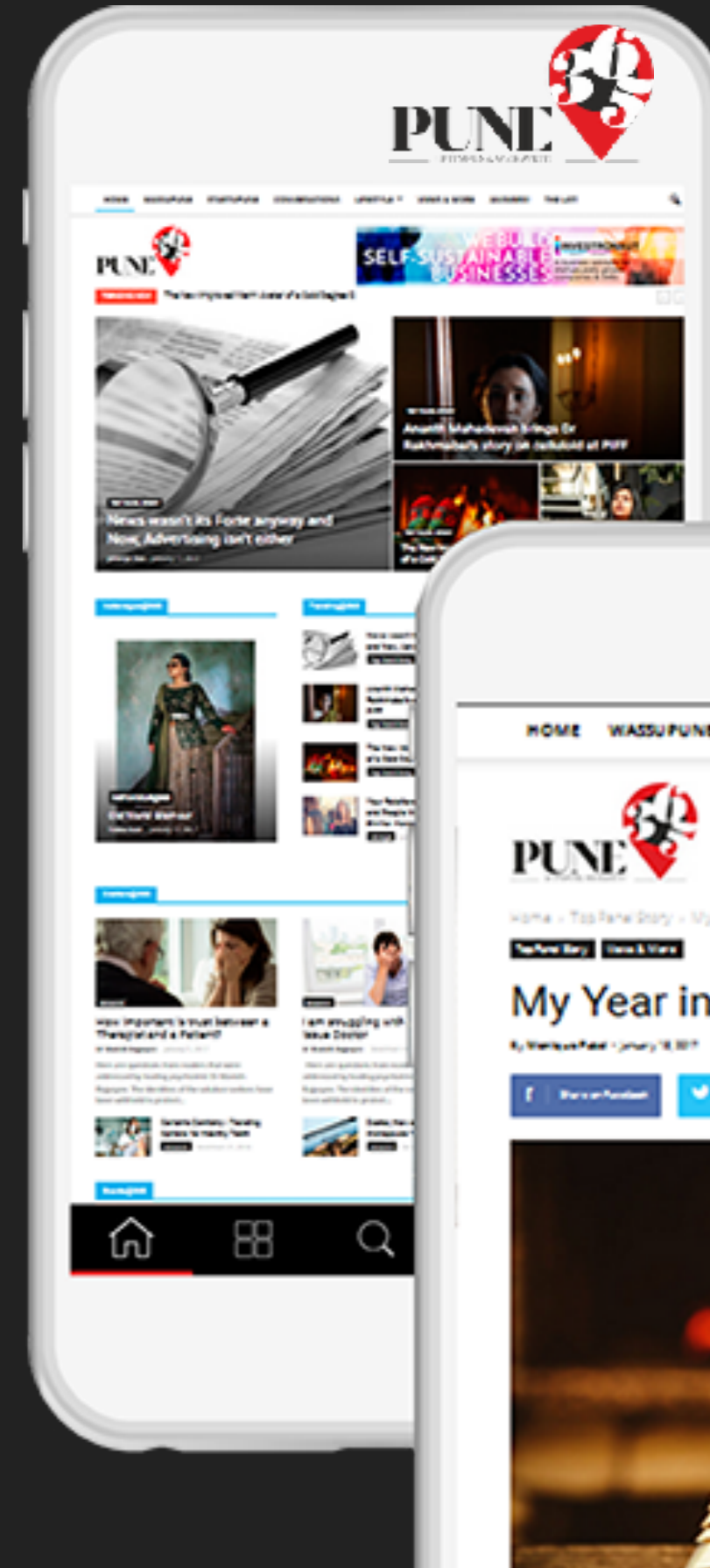
Profile people and talk to them about their life & times.

## ANSWERS

Answers to questions regarding health and life from our experts.

## VIEWS & MORE

We express your views and ours too.



# CONTENT MIX

## PULSE

A pulse of the city through weekly mood meter.

## LISTICLES

A study of subjects that affect our lives & the city.

## BUSINESS

A three minute weekly look at the business world.

## PHOTO STORY

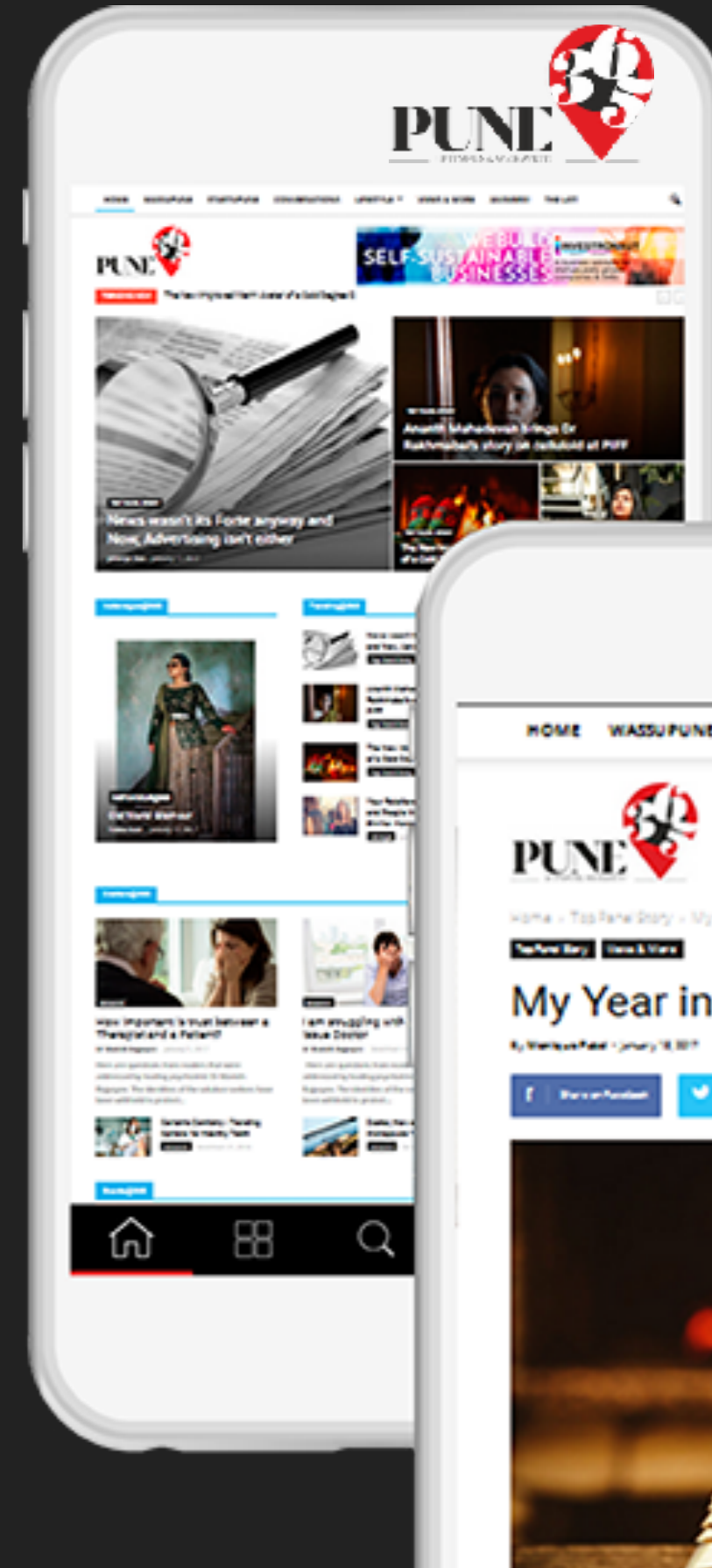
The city captured through the lens.

## ENTERTAINMENT

World of entertainment.

## PETS

People and their Pets.



# CONTENT MIX

## RELATIONSHIPS

The mystery behind relationships.

## FASHION

The world of fashion along with latests trends.

## HEALTH

Health issues discussed and advice offered from top doctors.

## TRAVEL

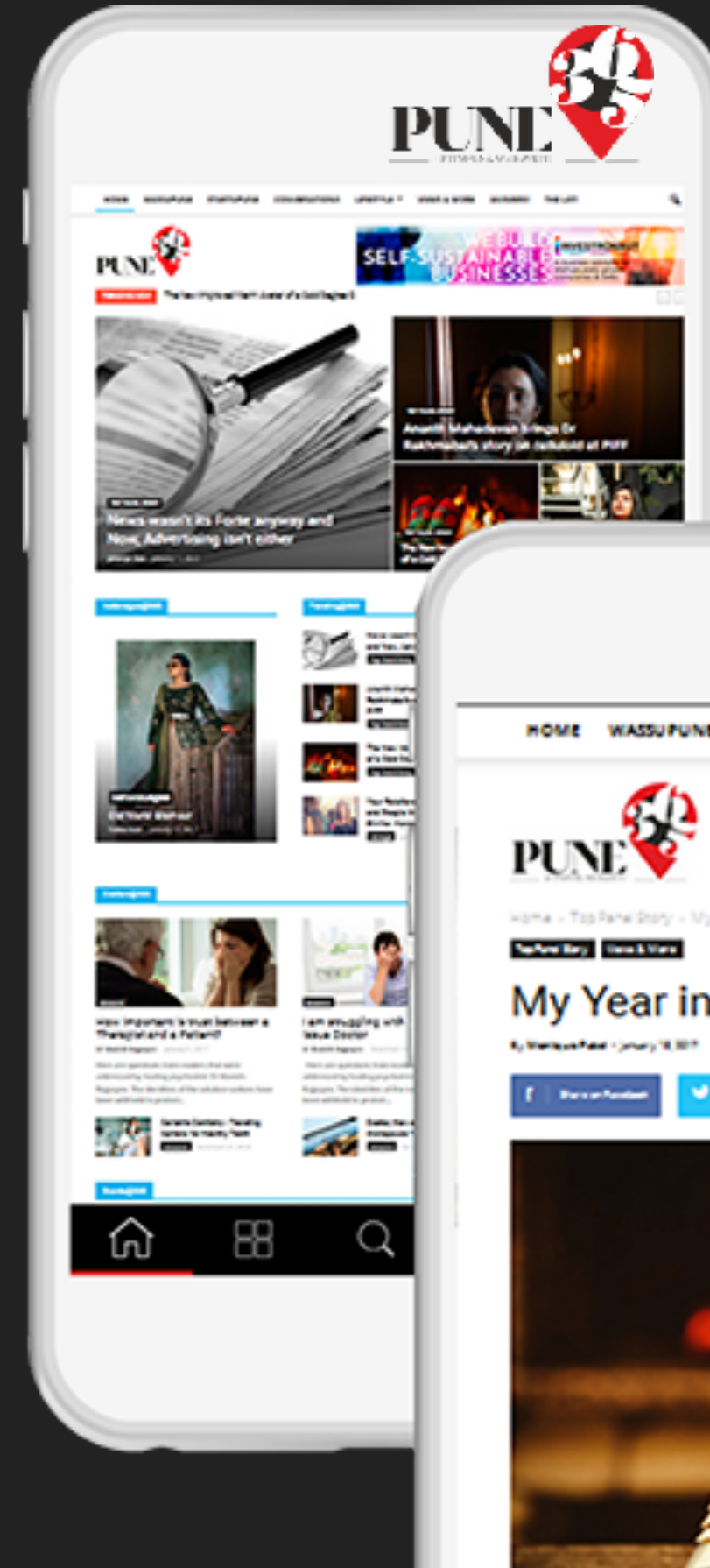
A guide of tourist spots in and around the city.

## NEWS & ANALYSIS

Weekly analysis of interesting stories that you may have missed.

## ART & CRAFTS

The world of art and craft explored in detail.



# CONTENT MIX

## HUMOUR & SATIRE

Stories that put a smile on your face.

## SPORTS

Analysis and views on sports and sportsmen.

## SHOWCASE

Stories that were waiting to be told but needed the perfect partner.

## CSR

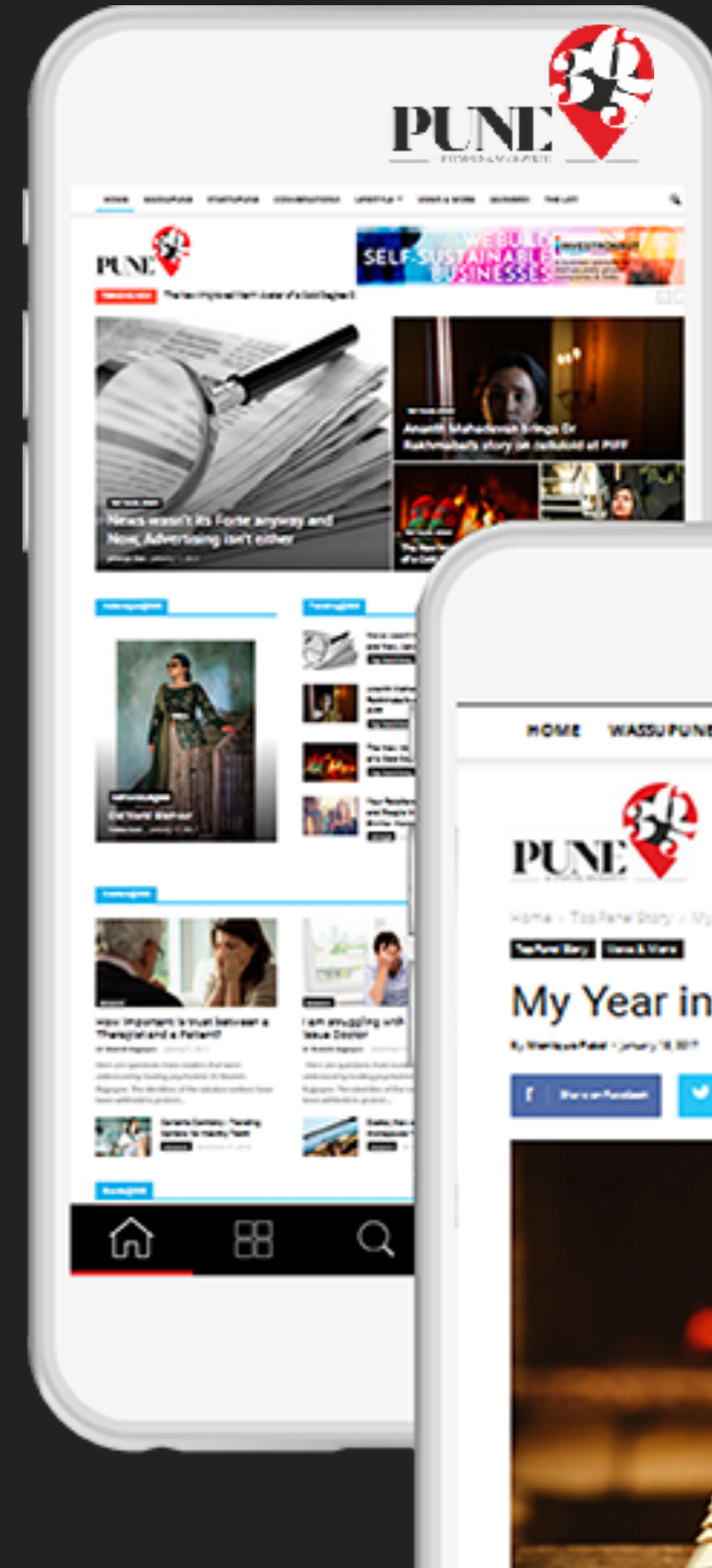
Giving voice to the amazing stories of corporate intervention for the better good.

## AGENDA

Working for the citizens to make Pune a better place to live in.

## ORACLE SPEAKS

Daily Archangel readings by leading mystic Ashtar Tashi.



# FACTS

## AUDIENCE MIX

Male : Female

**60 : 40**

## AUDIENCE AGE

25-45 Years

**75 %**

## UNIQUE PAGE VIEWS

**35 %**

## AUDIENCE LOCATION

Pune : NRI: ROI

**75 : 15 : 10**

## MONTHLY PAGE VIEWS

**55,000**

## AVERAGE TIME SPENT

**2 Mins/ Sessions**

## DEVICE USED

Mobile : Desktop

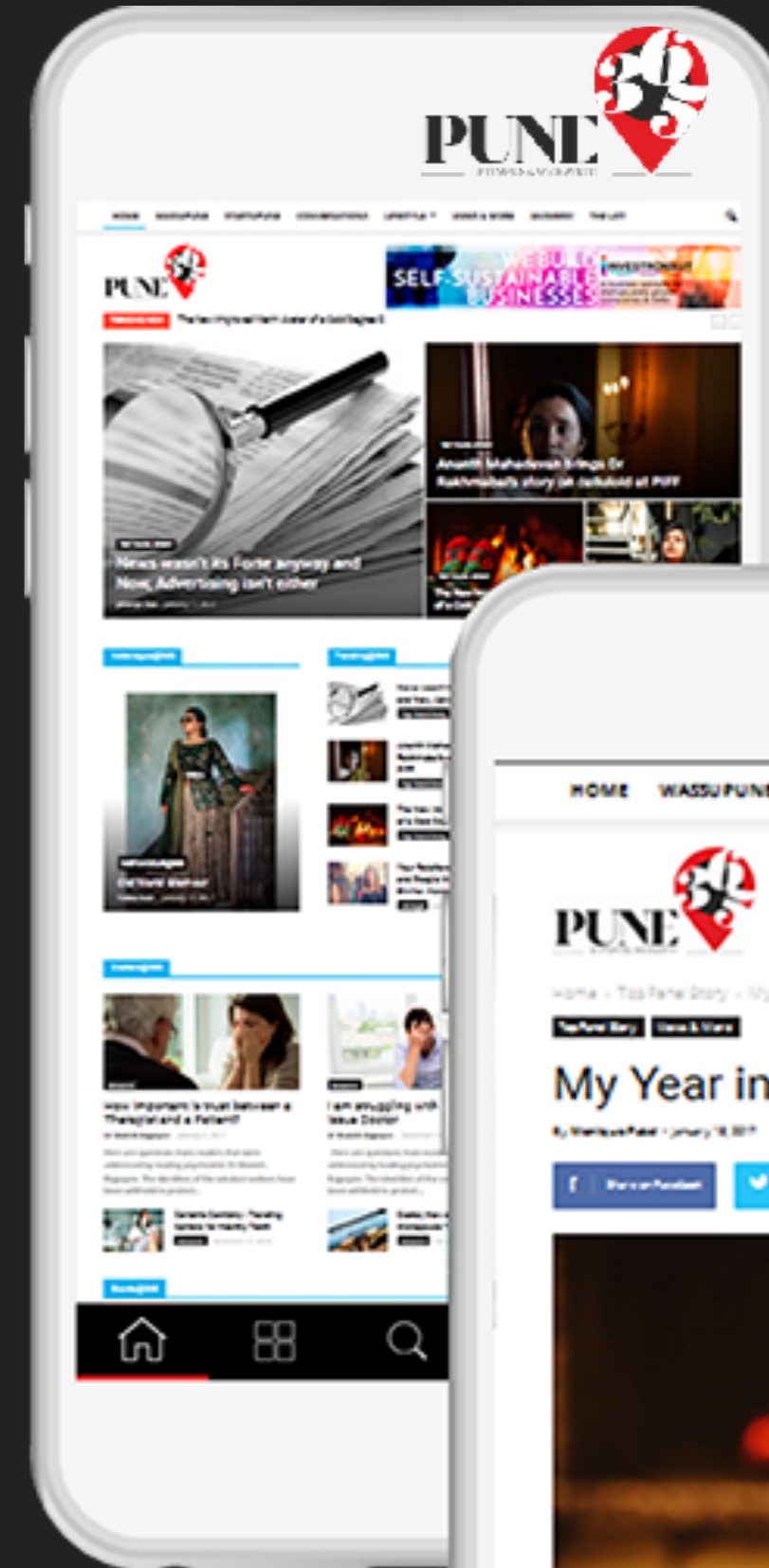
**73 : 27**

## BOUNCE RATE






**< 0.50 %**

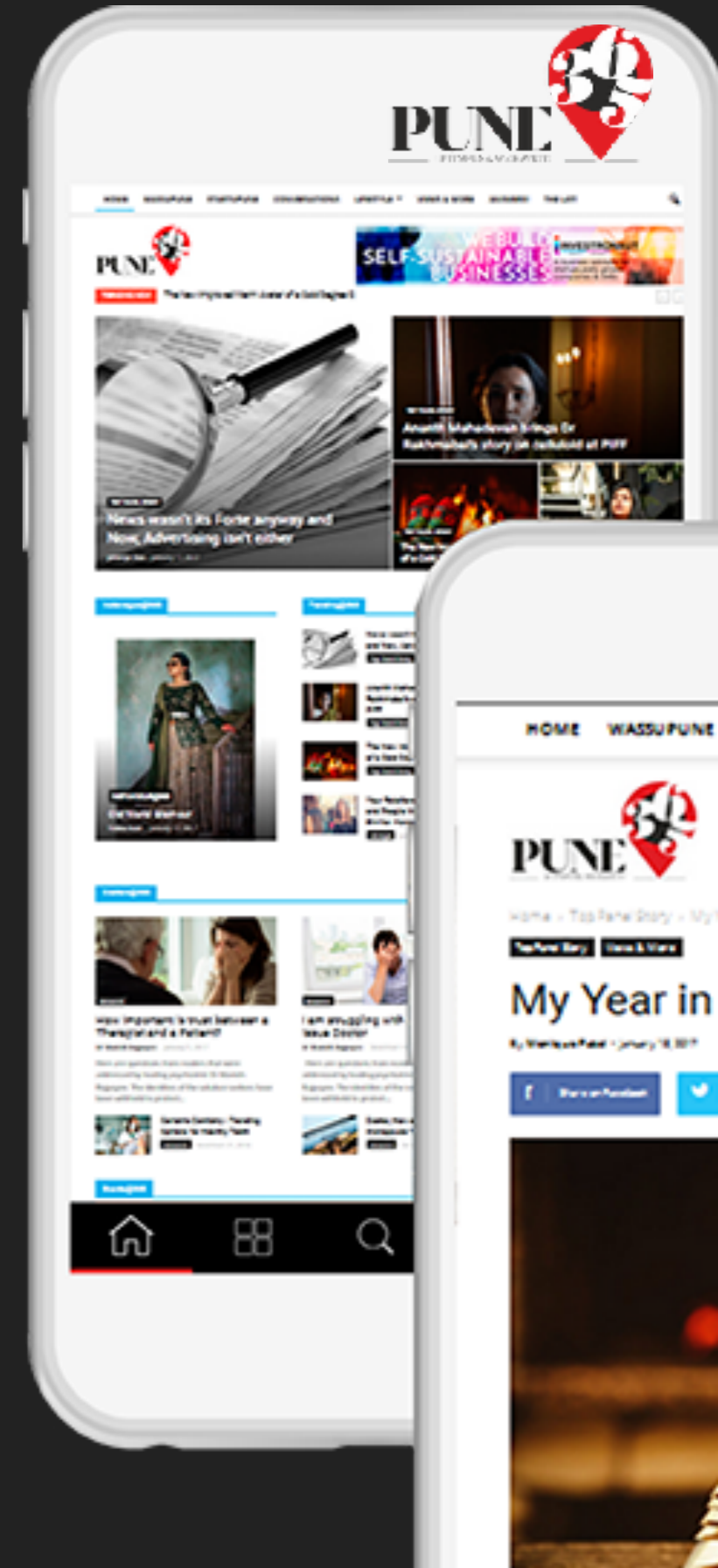
## RETURNING VISTORS

**50 %**



# SOCIAL HANDLES

	<a href="https://www.facebook.com/pune365/">https://www.facebook.com/pune365/</a>	21174 Followers
	<a href="https://www.instagram.com/pune365/">https://www.instagram.com/pune365/</a>	917 Followers
	<a href="https://twitter.com/thepune365">https://twitter.com/thepune365</a>	465 Followers
	<a href="https://www.linkedin.com/in/pune365">https://www.linkedin.com/in/pune365</a>	230 Connections
	Database Built online	9750 Database





# THE FOUNDERS

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## **JAISURYA DAS**

**CO - FOUNDER**

Jaisurya Das is one of India's best known brand professionals who has powered winning initiatives for leaders in the industry. His consulting interventions for startups and fledgling brands are termed path-breaking.

JD has sharp strategic marketing skills catalysed by his deep understanding of consumer neuroscience and behavioural economics. He established India's premier consulting firm Xanadu Consulting Group in 2003. He is also a prolific writer.



## **SHAILESH AMONKAR**

**CO - FOUNDER**

Shailesh Amonkar is known to be an innovative thinker with the ability to envision and accomplish ideas that are unfathomable. With over 29 years of building and managing sales teams that have outperformed year-on-year, Shailesh has worked with The Times of India and Sakal Media Group in senior positions. He is the Founder CEO of Kemistry Media Solutions Pvt Ltd which was established in 2006.

# CONTACT



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