



& Affiliates



TOURISM PROMOTION *With* www.notintown.net / www.indiablooms.com & more

Multi-Media Coverage That Reaches Millions Every Day



NotInTown.net, the travel and lifestyle portal powered by **India Blooms News Service (IBNS)** — India's leading mainstream news portal and wire service — is your one-stop destination to popularize destinations and tourism products.

IBNS (the news agency arm of www.indiablooms.com) drives the portal's core news service, while NotInTown expands this bandwidth with dedicated coverage and digital promotion of travel and lifestyle stories.

Together, **NotInTown and IBNS** cater to leading print and digital publications in India and abroad. From traditional newspapers to smartphone browsers, our content now reaches **over a billion impressions daily**.

We also operate a feature service — **Trans World Features (TWF | www.twfindia.in)** — which contributes to weekend and supplement pages of major Indian newspapers. Our Canada affiliate is The Canadian Media.

👉 A FAM trip, promotional tie-up, or special event collaboration with NotInTown-IBNS ensures **high ROI** for tourism boards, hotels, airlines, and destinations.

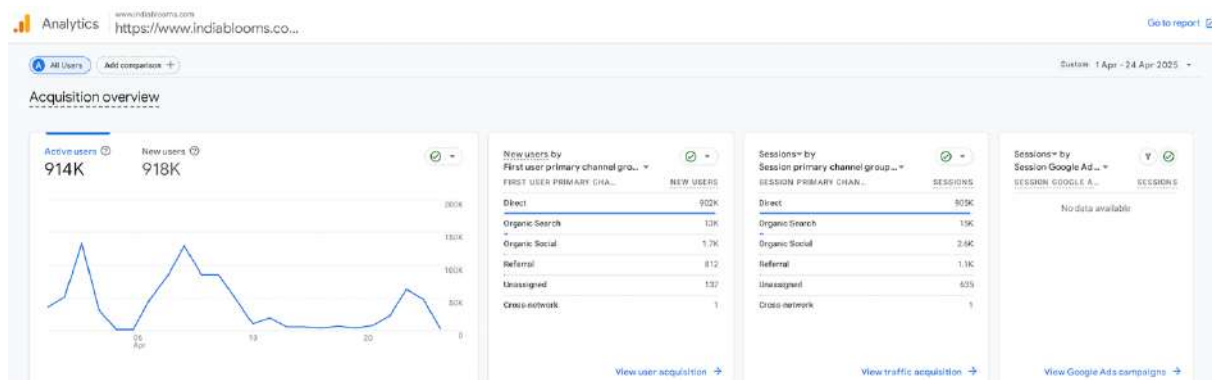


Our Portals

- www.indiablooms.com
- www.notintown.net
- www.twfindia.in
- www.justearthnews.com
- www.thecanadianmedia.com

Google Analytics (April 2025):

IBNS recorded **918,000+** new users between April 1–24, 2025.



Digital Reach: Top Global Platforms

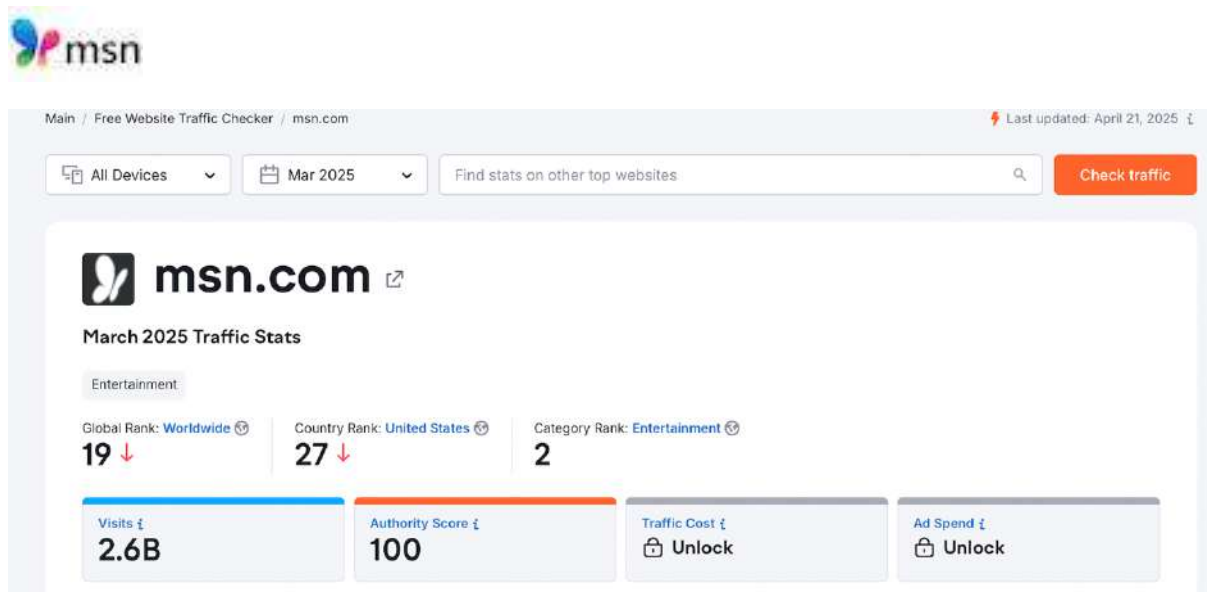
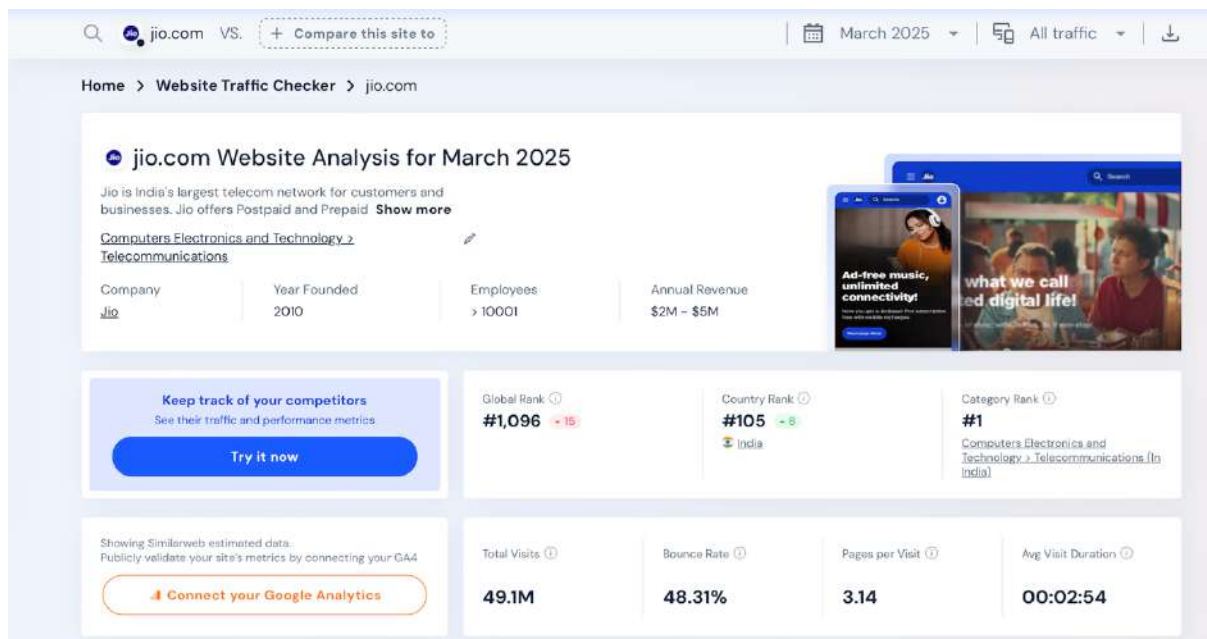
Mobile Browsers & Apps

- **Reliance Jio News (App & Web):** India's largest mobile network operator (322.99M subscribers) delivers default access to IBNS content. JioNews.com recorded **49.1M visits in March 2025**.
- **MSN:** IBNS content is syndicated by default. *MSN Global Rank: 19* with **2.6B visits (March 2025)**, including **141M from India**.

- **Paytm:** IBNS is a **MiniApp** on India's top e-commerce payment system (450M+ users, 140M+ MAUs).
- **JioChat:** Integrated into Jio's messaging app (10M+ downloads).

Business Information Tools

- **Factiva (Dow Jones & Co):** IBNS is indexed on one of the world's most prestigious business research tools.
- **LexisNexis:** Accessed through HT Syndication and Contify, both IBNS subscribers.



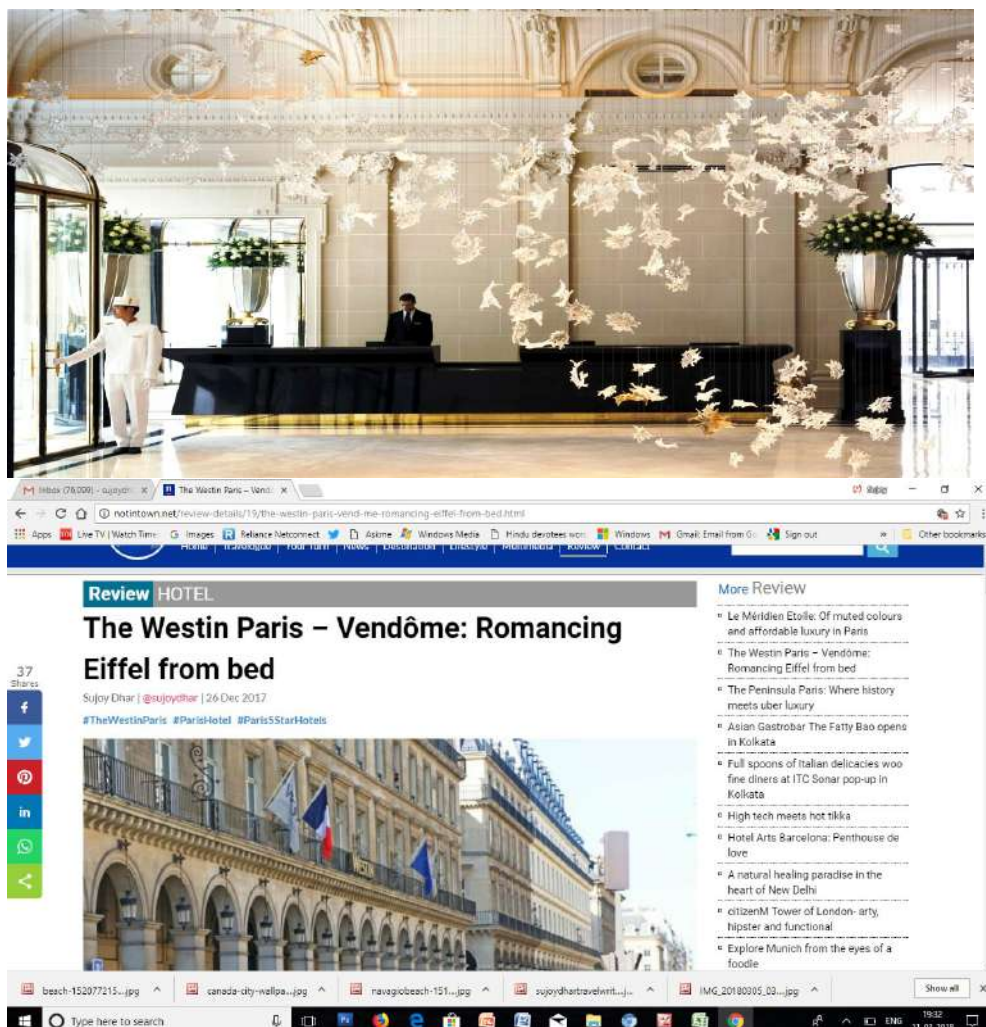
Print Media Presence

Our premium content is selectively used by leading Indian newspapers, including:

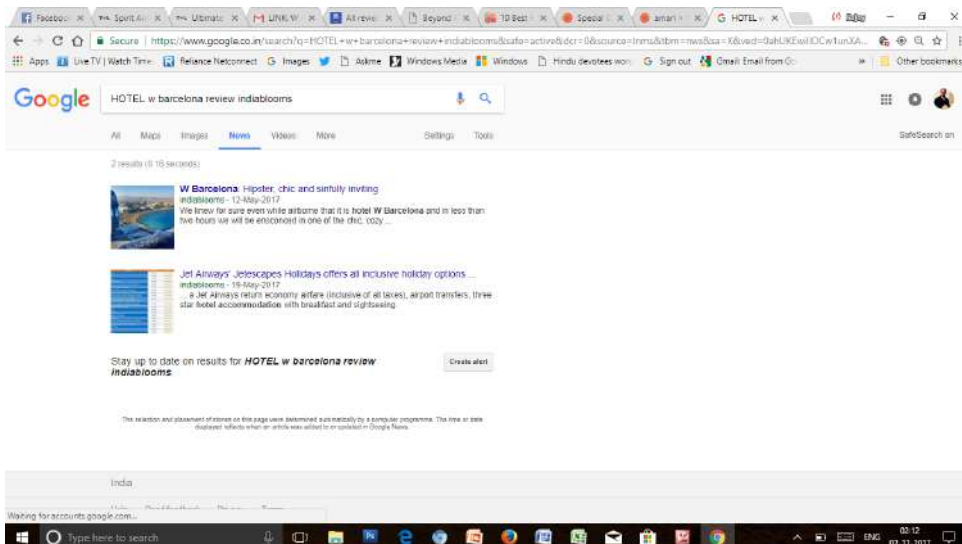
- **The Tribune**
- **Deccan Herald**
- **The Shillong Times**
- **The Assam Tribune**
- **Daily Excelsior**
- **The Hitavada**, and more.

Hotel & Food Reviews / Promotions

- Reviews trend organically on Google, Bing, and AOL.
- Embedded reels and photo-rich features ensure strong visibility.



Our hotel and food reviews trend on **Google/Bing/AOL** search engines.



SPECIAL COVERAGE *by* **Sujoy Dhar**

Wanderlust Meets Journalism:

A roving foreign correspondent, reputed travel writer and **Not InTown-IBNS** Editor-at-large, Sujoy Dhar brings a global correspondent's lens to travel storytelling, enhancing destination visibility and credibility. www.sujoydhar.com





Planet Word Museum

Washington DC's ode to power of language

Housed in the historic Franklin School, a circa-1869 brick building in the downtown of Washington DC, Planet Word is a museum that opened in October 2020 amid the pandemic, to offer immersive exhibits, voice-activated displays, and engaging installations that bring words and communication to life.

A 2024 Tripadvisor Travelers' Choice Award

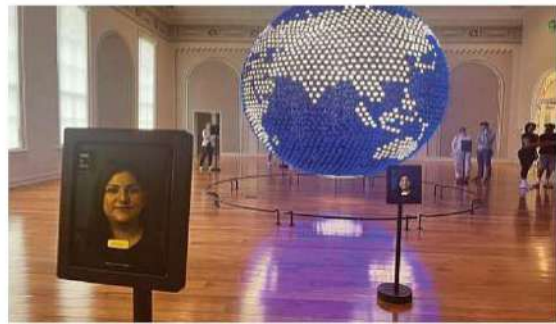
Planet Word is a one-of-a-kind, interactive museum in downtown Washington DC dedicated to the power of language and storytelling. **Sujoy Dhar** is blown away by the wordsmith of a museum...

Here is an elevator filled with books.

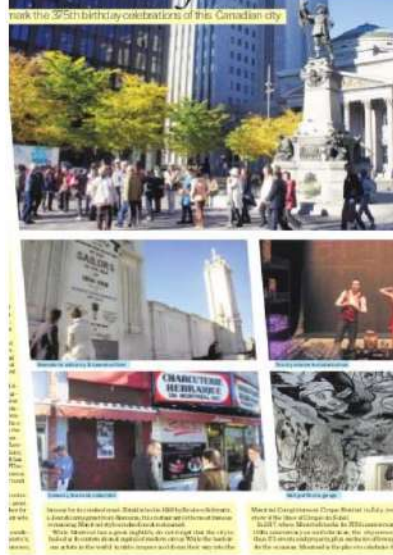
The museum is full of wonderment and a magic spell of words that shape our lives. Using the museum's state-of-the-art technology, visitors determine their experience through their own words and choices.

The Must-see attractions

Among the must-see exhibits are The Spoken Word, a voice-activated exhibit exploring how language shapes culture;



Colours of Montreal



Freud Museum: Cave of Memories



Filipino time travel back to colonial Spain



Sample Destination Coverage (2023–2025)

Washington DC:

- [National Air & Space Museum](#)

Berlin:

- [Christmas Markets in Berlin](#)

Frankfurt (Bad Homburg):

- [Deccan Herald Coverage](#)

Additional coverage across NotInTown, IBNS, TWF, Shillong Times, and more.

Chicago:

- [Chicago by Night](#)
(Syndicated via Hindustan Times Syndication & others)

Washington DC:

- [Politics, Power & Smithsonian](#)

Sample USA Tourism Coverage in Indian Media by IBNS-NITN

Chicago:

- **Notintown.net:** notintown.net/chicago-the-windy-citys-evening-sonata
- **Indiablooms.com:** indiablooms.com/chicago-by-night-the-windy-citys-evening-symphony
- **Justearthnews.com:** justearthnews.com/chicago-by-night-the-windy-citys-evening-symphony
- **Twfindia.in:** twfindia.in/chicago-by-night-the-windy-citys-evening-symphony
- **Thecanadianmedia.com:** thecanadianmedia.com/chicago-by-night-the-windy-citys-evening-symphony
- **Travelandynews.com:** travelandynews.com/italian-maestros-riccardo-muti-swan-song-chicago
- **Theshillongtimes.com:** theshillongtimes.com/chicago-by-night-the-windy-citys-evening-sonata
- **Northeastvarta.com:** northeastvarta.com/chicago-by-night-the-windy-citys-evening-symphony

Syndicated by Hindustan Times:

- **Htsyndication.com:** htsyndication.com/chicago-the-windy-citys-evening-symphony

Washington:

- **Notintown.net:** notintown.net/washington-dc-that-buzzy-feel-in-the-city
- **Indiablooms.com:** indiablooms.com/washington-dc-that-buzzy-feel-in-the-city



