



indiablooms.com

TOURISM PROMOTION

With

www.notintown.net / www.indiablooms.com



Not In Town-India Blooms News Service

Multi-media Coverage that Reaches **MILLIONS** everyday

NotinTown.net, the travel and lifestyle portal powered by India's leading mainstream news web portal cum wire service **IBNS (India Blooms News Service)** is your one stop junction to

popularise destinations and tourism products. **IBNS** is the news agency arm of www.indiablooms.com with news service at the core of the portal and vice versa. **Notintown.net** only adds to the bandwidth now with regular coverage and digital promotion of travel and lifestyle news.



NotInTown-IBNS together cater to several important publications in the print and digital media across India and beyond. From the good old newspapers to the hottest smart phone browsers, we are everywhere now, reaching over a billion every day.

We also have a feature service called **Trans World Features (TWF)** or www.twfindia.in which caters to the weekend and supplement pages of major Indian newspapers. Our Canada affiliate is www.thecanadianmedia.com. But our key focus now is the promotion of the news, features, images and videos in the digital world.

A FAM trip, a promotional tie-up, a special event collaboration with NotInTown.net and India Blooms yields high **ROI** (Return On Investment)

Our own portals:

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

Other major news portals, including some digital media beasts, use our content 24X7

TOP DIGITAL PLATFORMS

Mobile Phone Browsers:

We reach millions of Indian smartphone users every day as our contents trend on the default browsers of India's largest selling mobile phones as well as on India's largest mobile phone service provider Jio.

Reliance Jio News (App and Web): A one stop platform for Breaking News, Features, Live TV, Videos, Magazines, Newspapers from India's largest mobile network operator. It is the third largest mobile network operator in the world with over 322.99 million subscribers who by default have access to all the news. Jio recorded over 68 million views in May 2022.

Apps:

On Paytm: IBNS is available as a MiniApp in India's top e-commerce payment system Paytm, leveraging on its 450M+ user base and 140M+ active monthly users.

On JioChat: Jio's messaging application Jio Chat with millions of active users and over 10 million downloads so far.

WORLD'S MOST PRESTIGIOUS BUSINESS INFO TOOL:

We are on **Factiva**, a business information and research tool owned by **Dow Jones & Company**. We are also on **LexisNexis**, a global competitor of Factiva. We reach them through **Hindustan Times Syndication and Contify**, both our subscribers.

PRINT MEDIA:

Newspapers selectively using our premium contents:

Deccan Herald (www.deccanherald.com): According to the Indian Readership Survey 2013, Deccan Herald is among the top ten most widely read English language newspapers in India, with an average daily readership of 2,53,108 daily (ABC Figures)

The Shillong Times (<http://theshillongtimes.com>) : Circulation is about 17,500

The Assam Tribune (<http://www.assamtribune.com>) : No figure available but one of the oldest English dailies of Assam with good presence.

Daily Excelsior (<https://www.dailyexcelsior.com>) : It is the largest circulated English Daily of Jammu and Kashmir with circulation of nearly 2,30,000 copies a day.

The Hitavada (<https://www.thehitavada.com> and <https://www.ehitavada.com>) : It has a daily circulation of over 200,000 copies across Central India with a maximum 1,30,000 in Nagpur city alone (ABC Figures).

IBNS and AFFILIATES - ANALYTICS - JAN TO MAY 2023

Average Monthly Unique Visitors and Pageviews:

Users: 414,694

New Users: 412,009

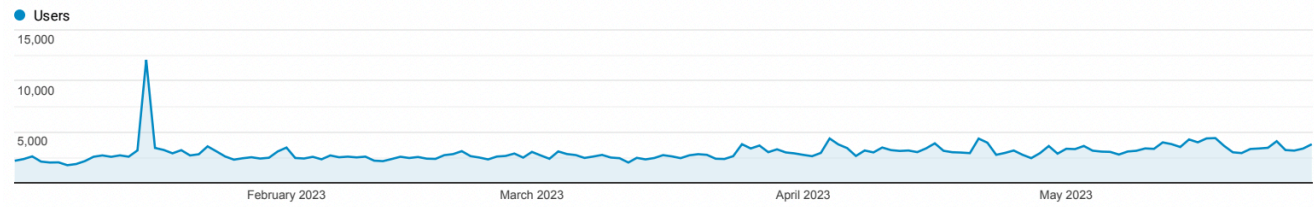
Page Views: 623,756

Audience Overview

1 Jan 2023 - 29 May 2023

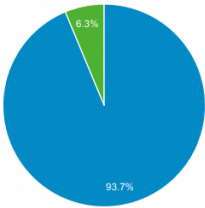
All Users
100.00% Users

Overview



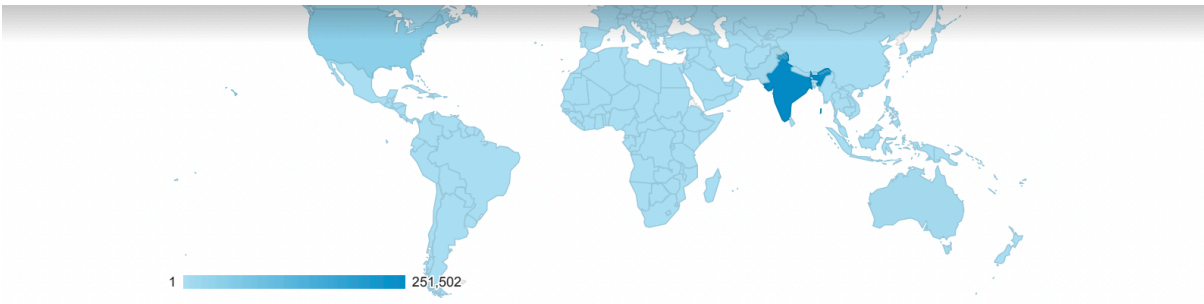
Users 414,694	New Users 412,009	Sessions 466,912	Number of Sessions per User 1.13
Page Views 623,756	Pages/Session 1.34	Avg. Session Duration 00:00:52	Bounce Rate 90.50%

■ New Visitor ■ Returning Visitor



Language Users % Users

RANKING OF COUNTRIES VISITOR-WISE



Country	Acquisition			Behaviour			Conversions Goal 1: Pujo		
	Users ↓	New Users	Sessions	Bounce Rate	Pages/Session	Avg. Session Duration	Pujo (Goal 1 Conversion Rate)	Pujo (Goal 1 Completions)	Pujo (Goal 1 Value)
	414,694 % of Total: 100.00% (414,694)	412,137 % of Total: 100.03% (412,009)	466,912 % of Total: 100.00% (466,912)	90.50% Avg for View: 90.50% (0.00%)	1.34 Avg for View: 1.34 (0.00%)	00:00:52 Avg for View: 00:00:52 (0.00%)	<0.01% Avg for View: <0.01% (0.00%)	1 % of Total: 100.00% (1)	US\$0.00 % of Total: 0.00% (US\$0.00)
1. India	251,502 (60.44%)	248,323 (60.25%)	290,026 (62.12%)	89.55%	1.40	00:00:59	0.00%	0 (0.00%)	US\$0.00 (0.00%)
2. United States	40,873 (9.82%)	41,056 (9.96%)	44,947 (9.63%)	90.88%	1.46	00:00:52	<0.01%	1 (100.00%)	US\$0.00 (0.00%)
3. Singapore	15,147 (3.64%)	15,055 (3.63%)	15,259 (3.27%)	98.60%	1.02	00:00:03	0.00%	0 (0.00%)	US\$0.00 (0.00%)
4. Canada	13,485 (3.24%)	13,340 (3.24%)	14,748 (3.16%)	91.12%	1.25	00:00:39	0.00%	0 (0.00%)	US\$0.00 (0.00%)
5. United Kingdom	10,516 (2.53%)	10,471 (2.54%)	11,431 (2.45%)	91.95%	1.11	00:00:22	0.00%	0 (0.00%)	US\$0.00 (0.00%)
6. Pakistan	9,094 (2.19%)	9,026 (2.19%)	10,002 (2.14%)	90.17%	1.15	00:00:24	0.00%	0 (0.00%)	US\$0.00 (0.00%)
7. Sweden	8,470 (2.04%)	8,448 (2.05%)	8,502 (1.82%)	99.31%	1.01	00:00:02	0.00%	0 (0.00%)	US\$0.00 (0.00%)
8. (not set)	7,850 (1.89%)	7,741 (1.88%)	7,991 (1.71%)	89.85%	1.16	00:01:34	0.00%	0 (0.00%)	US\$0.00 (0.00%)
9. Bangladesh	7,249 (1.74%)	7,230 (1.75%)	7,838 (1.68%)	89.76%	1.17	00:00:25	0.00%	0 (0.00%)	US\$0.00 (0.00%)
10. Australia	5,353 (1.29%)	5,341 (1.30%)	5,803 (1.24%)	92.26%	1.10	00:00:24	0.00%	0 (0.00%)	US\$0.00 (0.00%)

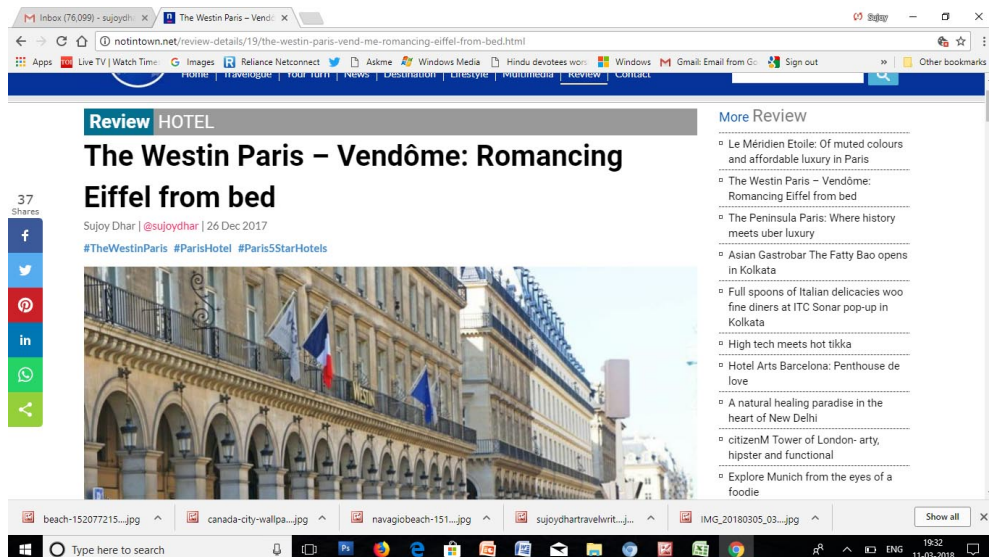
Rows 1 - 10 of 213

IBNS CONTENTS ARE ON JIO MOBILE PLATFORMS AND BROWSER BY DEFAULT. THE ANALYTICS OF **JIO.COM** IN JULY 2023:

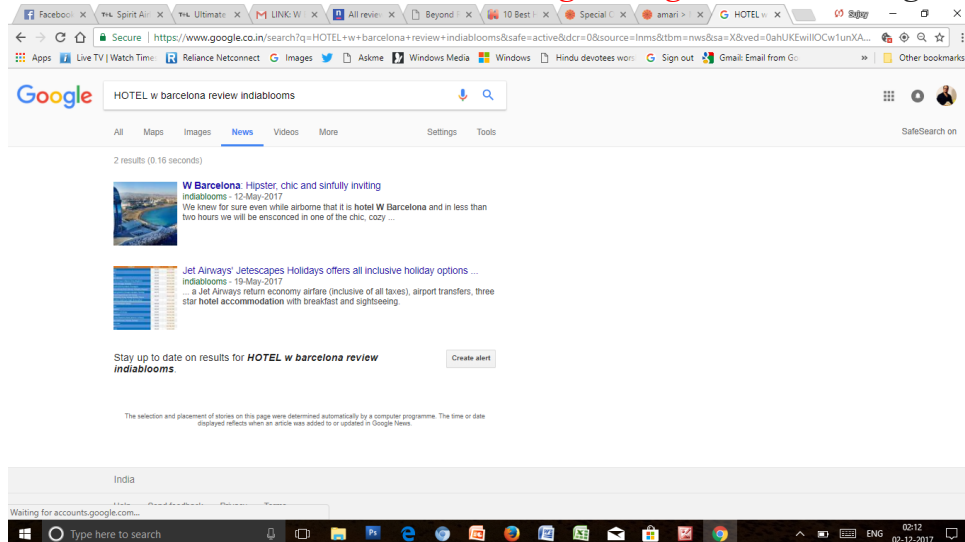
TOTAL VISITS: 74.5 Million
COUNTRY RANK: 59

Hotel/Food REVIEW/PROMOTIONS





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



SPECIAL COVERAGE by **Sujoy Dhar**

A roving foreign correspondent, reputed travel writer and **Not InTown-IBNS** Editor-at-large



Wanderlust and Sujoy: Leveraging a travel writer's bandwidth

NotInTown-IBNS Editor Sujoy Dhar, who is also a foreign correspondent for USA Today and other global media houses, is published additionally in many leading and widely circulated dailies in India. (See the PRINT section)



SOME DIGITAL COVERAGE OF DESTINATIONS IN 2023:

Berlin:

<https://www.khaleejtimes.com/travel/travel-inside-berlins-best-christmas-markets>

Some links of my own platforms and our subscribers:

<https://www.notintown.net/postcard-details/121/christmas-markets-in-berlin-of-mulled-wine-and-more.html>

<https://www.indiablooms.com/travel-details/N/1938/christmas-markets-in-berlin-of-mulled-wine-and-more.html>

<https://twfindia.in/travel/christmas-markets-in-berlin-of-mulled-wine-and-more/details>

<https://theshillongtimes.com/2023/12/24/christmas-markets-in-berlin-of-mulled-wine-and-more-text-and-images-sujoy-dhar/>

SOME RECENT USA COVERAGE:

CHICAGO:

Links:

<https://www.notintown.net/article-details/739/chicago-the-windy-city-s-evening-sonata.html>

<https://www.indiablooms.com/travel-details/N/1916/chicago-by-night-the-windy-city-s-evening-symphony.html>

<https://www.justearthnews.com/variety-details/PP/343/chicago-by-night-the-windy-city-s-evening-symphony.html>

<https://twfindia.in/travel/chicago-by-night-the-windy-citys-evening-symphony/details>

<https://thecanadianmedia.com/chicago-by-night-the-windy-citys-evening-symphony/>

<https://travelandynews.com/italian-maestros-riccardo-muti-swan-song-chicago/>

<https://theshillongtimes.com/2023/11/12/chicago-by-night-the-windy-citys-evening-sonata/>

<https://northeastvarta.com/news/national/chicago-by-night-the-windy-citys-evening-symphony/details>

Syndicated by Indian media giant Hindustan Times:

<https://www.htsyndication.com/india-blooms/article/chicago-by-night%3A-the-windy-city-s-evening-symphony/76099512>

WASHINGTON:

<https://www.notintown.net/article-details/745/washington-dc-that-buzzy-feel-in-the-city-where-potus-power-and-politics-cohabit-smithsonian.html>
<https://www.indiablooms.com/travel-details/N/1926/washington-dc-that-buzzy-feel-in-the-city-where-potus-power-and-politics-cohabit-smithsonian.html>
<https://thecanadianmedia.com/washington-dc-that-buzzy-feel-in-the-city-where-potus-power-and-politics-cohabit-smithsonian/>
<https://travellandnews.com/washington-dc-politics-power-art/>

Hotel Reviews:

Berlin NH Collection Hotel Review:

<https://www.indiablooms.com/travel-details/N/1937/the-berlin-hotel-you-must-stay-during-the-christmas-nh-collection-berlin-mitte-am-checkpoint.html>

<https://twfindia.in/travel/the-berlin-hotel-you-must-stay-during-the-christmas-nh-collection-berlin-mitte-am-checkpoint/details>
<https://www.notintown.net/review-details/43/the-berlin-hotel-you-must-stay-during-the-christmas-nh-collection-berlin-mitte-am-checkpoint.html>
<https://www.htsyndication.com/india-blooms/article/the-berlin-hotel-you-must-stay-during-the-christmas---nh-collection-berlin-mitte-am-checkpoint/77767864>
<https://thecanadianmedia.com/the-berlin-hotel-you-must-stay-during-the-christmas-nh-collection-berlin-mitte-am-checkpoint/>

Pendry Chicago:

<https://www.notintown.net/review-details/41/pendry-chicago-my-magnificent-stay-in-the-city-s-magnificent-mile.html> (Our travel and living portal)

<https://www.indiablooms.com/travel-details/N/1851/pendry-chicago-my-magnificent-stay-in-the-city-s-magnificent-mile.html> (Our flagship portal that ensures you trend on Google, Bing, all search engines)

<https://twfindia.in/travel/pendry-chicago-my-magnificent-stay-in-the-city-s-magnificent-mile/details> (Our feature service)

<https://thecanadianmedia.com/pendry-chicago-my-magnificent-stay-in-the-city-s-magnificent-mile/> (In Canada)

<https://northeastvarta.com/news/national/pendry-chicago-my-magnificent-stay-in-the-citys-magnificent-mile/details>

<https://travelandynews.com/pendry-chicago-hotel-magnificent-stay/>

We trend on Google and all search engines.

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A brief note on ROI (Return on Investment)

One of the overriding concerns of tourism boards in the West and many other countries is the ROI they accrue when they sponsor journalists on FAM trips. While NotInTown-IBNS is not just about media FAM, as it aspires to be a partner in tourism promotion, here is a brief breakdown of a few advertising and advertorial rates to measure the ROI on FAM trips or even partial supports to our journalists. We also take the opportunity to share our Ad Rates.

ADVERTORIALS/SPONSORED POSTS

Advertising Value Equivalent (AVE) of an article or series of articles by us can be measured on the basis of these tentative rates.

OUR AD RATES:

TOP BANNER OR ANY INDEX PAGE SPOT: 500 USD per month (Negotiable).

YEAR LONG CONTRACT FOR THE ABOVE: 2000 USD annually (Negotiable)

Sponsored Posts: USD 500

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