

REACHING OVER **3,50,000+** READERS IN PRINT AND ONLINE



APPS WORLD *Mag*

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www.appsworldmag.com

MEDIAKIT - 2016





APPS WORLD MAGAZINE

A platform to focus some exciting applications and to boost their visibility in marketplace

AMPLIFY THE VISIBILITY OF YOUR APPS EVEN MORE EFFECTIVELY BY PLACING ARTICLES IN APPS WORLD MAGAZINE.



OVERVIEW

With its digital presence across the globe and print presence in India, Apps World Magazine offers an engaging experience for readers. We are here to celebrate the mobile Application Industry through practical and thought-provoking contents. Apps World Magazine provides the ultimate opportunity for app developers and advertisers to align their brands with the global trend. We have a unique way of extracting valuable information from everything to keep our readers posted on the top-rated apps for business, new products, application features, tips & tricks, and, of course, expert opinions.

-  **Comprehensive Analysis**
-  **Potent Outreach**
-  **Well-crafted Articles**
-  **Amplified Visibility**



WHY APPS WORLD MAG?

Undoubtedly, Apps are here to redefine the mobile market. With more than 2 million apps available in the App Store and on Google Play today, there is a significant need for businesses and their marketers to deeply understand their users to win in this competitive environment. Apps World Mag provides the right solution. Dedicated solely to the App Industry, we focus on providing enterprise solutions for businesses and end-users. Be it iOS, Windows or Android, our powerful reviews are written by experts to be one of the influential app advisors. We are here to highlight the efficiency and comprehensiveness of your apps to the world.

Apps World Mag is for every app lover and entrepreneurs. We believe in fulfilling the incredible demand for the latest App Store products with expert buying advice for a broad range of readers.

- **Over 3,50,000+ subscribers worldwide**
- **Print & Digital issue twelve times a year**
- **Informative Monthly newsletters**
- **Promotional e-mail blasts**
- **Magazine**
- **Optimistic results**
- **Newsstand edition**

APPS
WORLD
Mag

READERSHIP

50,000

Hard Copies

94,232+

Average Subscribers

Unlimited  **MAGZTER**
DIGITAL MAGAZINE STORE
TAP - READ - ENJOY

Digital Reach

1,12,000+

Average Visitors



Reading Time



Referral Rate

84% Corporate
71% Organic

"They perfectly bridge the gap in the app industry. The magazine lays out a platform for app creators to enhance their visibility. We highly appreciate the efforts."

– Patantio Team

"A perfect platform to project our ideas and thoughts. Thanks to the entire team for bringing out quality articles. Appreciate the effort and would like to see more."

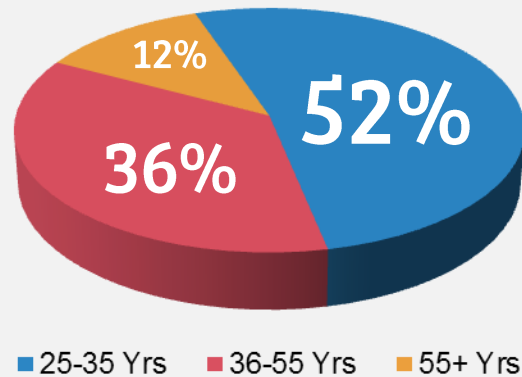
– Lawn Firm, Toronto, Canada

"We are able to reach out to our target audience with ease, Thanks to Apps World. What has really impressed us is the quality content with industry trends and expert opinions. Looking forward to more collaboration with the team."

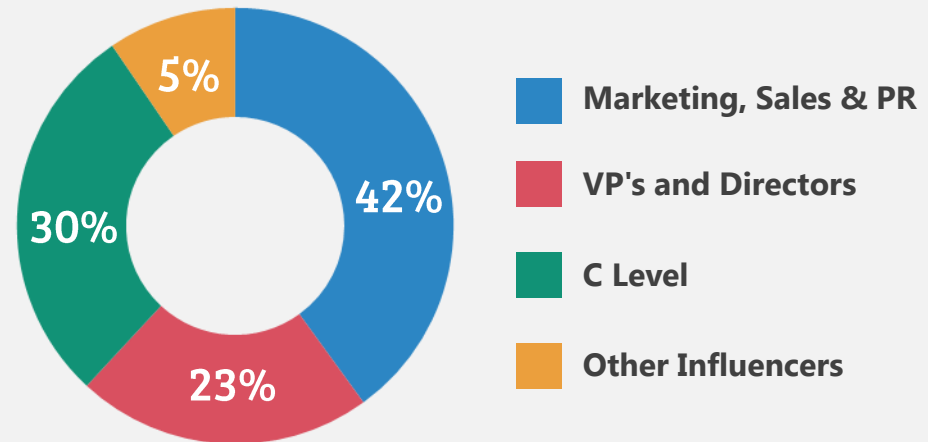
– TabbedOut

READER DEMOGRAPHICS

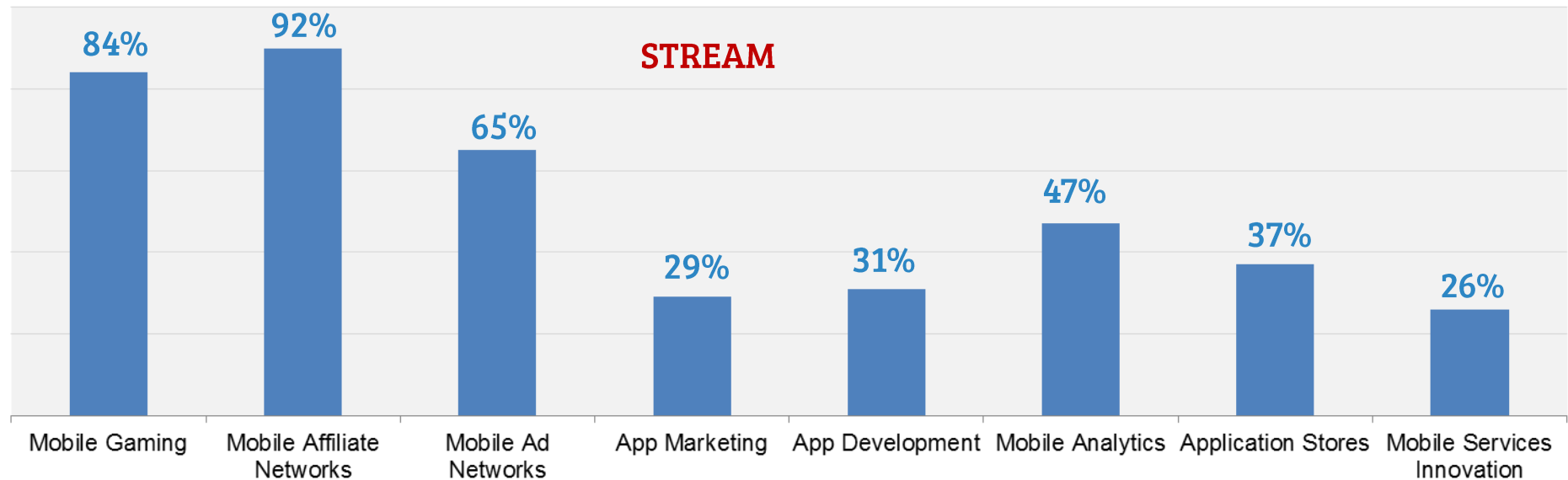
AGE GROUP



OPERATION LEVELS



STREAM



MARKETING OPPORTUNITIES AND ADVERTISING OPTIONS

At Apps World Mag, we provide the right blend of media platforms and users to put your service in the spotlight. We help you in hitting the right note - readers and business professionals. We have a strong presence in both print and digital editions:



**Print & Digital
Advertising**



**iOS & Android
Applications**



Web Advertising



E-news Advertising

PRINT

- App Reviews by Experts
- 12 Issues a year
- Exclusive Interviews of Market Leaders
- Insights on the latest Market Trends

DIGITAL – MAGZTER

- * We are available on Magzter- World's largest Newsstand
- * Available now for Download @ www.magzter.com

ADVERTISING AND PRICING OPTIONS

An exclusive cover story plus 4 page tech talk
Cover images and 4 page tech talk article + images to be placed.



Other Exclusive options

PICK OF THE MONTH
(2 Page Exclusive Article)

APP OF THE MONTH
(1 Page Exclusive Article)

COMPANY OF THE MONTH
(1 Page Exclusive Article)



CALL FOR PRICE

MARKETING OPPORTUNITIES AND ADVERTISING OPTIONS

EMAIL SPONSORSHIP

Target business end-users with a precise message sponsored by your company. When you sponsor the bi-weekly Apps World Newsletter you will reach more than 65,000 e-mail subscribers and enjoy up to 1000 more click-throughs. Our open rates average approximately 46% and the response is measurable and instant allowing advertisers to see the results of their marketing campaign.

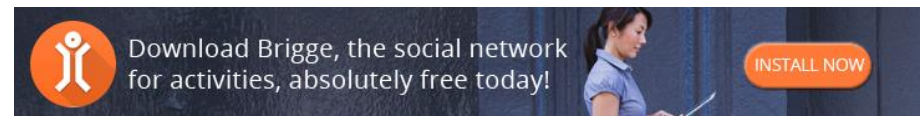
Send dedicated Email to Business users. You can create your own HTML Email to our opt-in list.



WEBSITE SPONSORSHIP

The new Apps World Magazine website offers valuable information about business applications to business endusers that currently utilize technologies or are interested in switching. For maximum audience reach, combine your print and online advertising. With over 50,000-page views daily and growing, appsworldmag.com is an excellent choice for advertisers that want to reach to the business community.

Please email us with link to: editor@appsworldmag.com for more information on website sponsorship



MARKETING OPPORTUNITIES AND ADVERTISING OPTIONS

SOCIAL MEDIA SPONSORSHIP

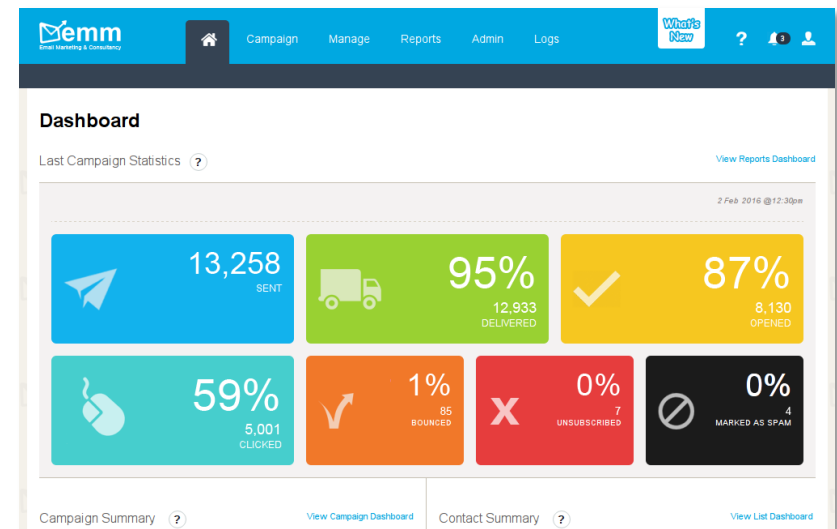
Target business end-users with a precise message sponsored by your company. When you sponsor the bi-weekly Apps World Newsletter you will reach more than 65,000 e-mail subscribers and enjoy up to 1000 more click-throughs.



Social Media Promotion

NEWSLETTER SPONSORSHIP

For a one time fee of \$950.00, you can showcase your company in our monthly newsletter under our Vender Spotlight. Reach over 85,000 business professionals!



Newsletter advertising / Campaign's listing

OTHER FEATURING OPTIONS

Inside Pages

App Review

Gadget Review

Single Page Ad

Double Spread Ad

Back Inner Cover

Back Outer Cover

“price per request”

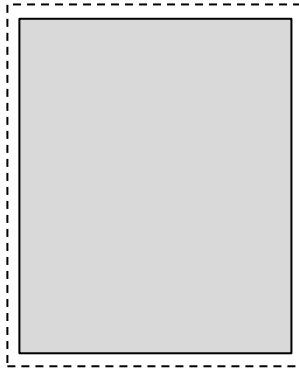


Enhance the visibility of your products and services even more effectively by getting advertised in Apps World Magazine.

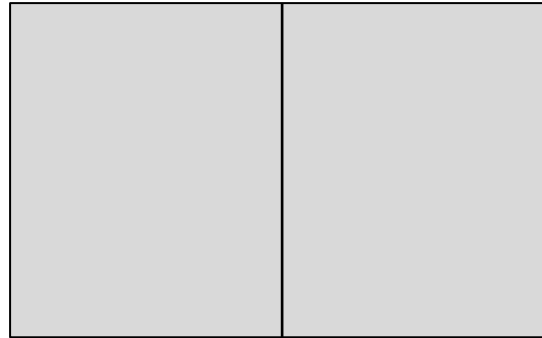
AD SPECIFICATIONS



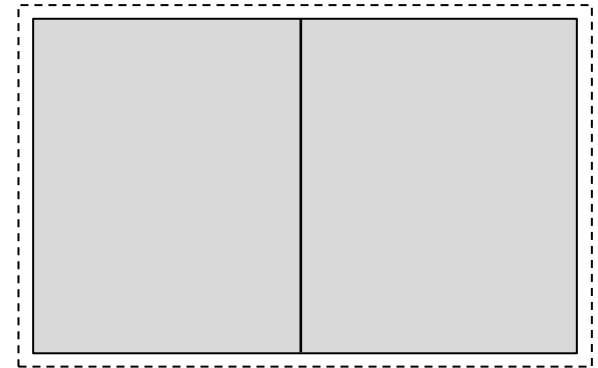
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TRIM SIZE



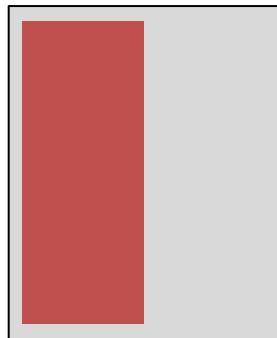
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WITH BLEED



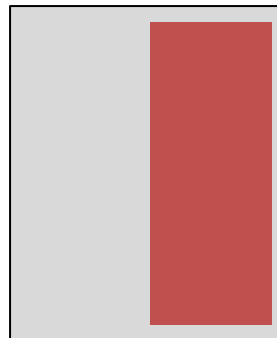
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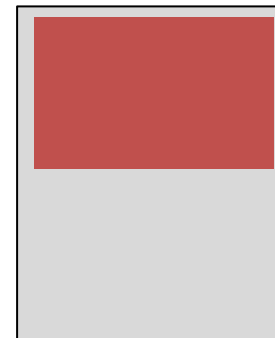
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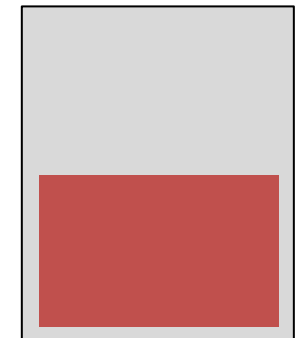
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HALF PAGE REVIEW
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HALF PAGE REVIEW
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HALF PAGE REVIEW
(W) 270 X (H) 100 MM

DIGITAL AD REQUIREMENTS

For best reproduction, materials should be submitted in a digital file format. PDF is the preferred file format. Application files such as Freehand, Quark Xpress and PageMaker can not be accepted.



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www.appsworldmag.com



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