

  
**Fashion**  
CURRY  
making fashion a way of life!

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Advertising/Branding Options  
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MAKING FASHION A WAY OF LIFE!

## A PRELUDE:

With fashion consciousness sweeping Indian youth off their feet, availability of user-friendly information to create a desired look and make the right fashion statement, is also becoming equally important. Despite a large number of Television channels, fashion glossies, newspapers and websites offering fashion updates and style trends, the vacuum for well-analysed fashion information, continues growing. Therefore the need for a publication that could get the first hand juice on the latest fashion trends besides dissecting fashion & stylish living issues to make fashion a way of life!

Since **Exotic Multimedia**, a media conglomerate, enjoys strategic alliance with **fashion houses** engaged in research and development of futuristic style trends, **design studios** churning out collections based on the consumer's style palette and **trend setting fashion divas** making the most sought-after style statements that inspire and influence the trendy youth, **fashioncurry.com** has been **positioned to identify stylish living trends to raise the fashion bar** in the country. Our **exclusive coverage of trendy fashion, irresistible beauty trends, lip-smacking cuisine, exotic locations, mind-boggling art and ecstatic spirituality**, has meticulously been devised to **address style cravings and spruce up the fashion quotient** of the fashion-conscious youth across the country.



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## Is fashioncurry.com the right platform for your business promotion?

No one can answer this question except your own conviction that you can develop after a carefully objective visit to [www.fashioncurry.com](http://www.fashioncurry.com). As a media conglomerate we put our best foot forward in addressing the growing style consciousness of fashion aspirants. In fact, the selection editorial content (fashion news, in-depth reviews and social trend analysis) has been done with great precision so that our esteemed readers get right information to make an individualistic style statement and raise their fashion bar. If you belong to apparel, fashion accessories, jewellery, cosmetics, beauty services, food, wellness or any other hospitality services, and wish to reach out to the right consumer, fashioncurry.com can serve as an ideal platform for your business promotion.

### Salient Features:

Well-defined and focused readership of fashion aspirants who look for the latest buzz in fashion, services to look & feel desirable and avenues to indulge into the goodness of stylish living.

The homepage is updated with top-of-the-line stories fortnightly. Once the content is uploaded, an e-newsletter goes out to its esteemed readers.



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## The Newsletter:

Direct mail is an integral part of our circulation strategy. Fashioncurry.com is updated fortnightly, and a newsletter is shot to a select database of the fashion aspirants. Our subscriber base is 200,000 people and growing. Hence, the mileage and leverage an advertiser gets through this newsletter, is unparalleled.

## Price:

A single banner on the fortnightly newsletter would cost, depending upon the position, starting at **Rs. 1, 00, 000** per month. The topmost banner [primary position] is priced at a special investment of **Rs. 1, 25,000** per month.

## Home Page:

To provide you our traffic estimation, close to 50 per cent of the traffic comes from the newsletter and the rest comes to the website directly through the homepage. Your banner will remain on our website for a complete duration of the campaign and to make the campaign a bigger success, we will play your banners on different positions of our site as a part of value additions. You could also change your banner each fortnight.

## Price:

The topmost banner on the site [home page and one sub-page]: **Rs. 1, 25, 000** per month. Alternatively, you can take on the home page separately at **Rs. 1, 00, 000**. Other banners on the home page: **Rs. 75,000** for the secondary positions and **Rs. 60,000** for the third position, and **Rs. 50,000** for a banner at the bottom.

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## Section Branding:

Apart from the fashion news and thematic stories, other sections including reviews and inspirational features are the backbone of fashioncurry.com. The highlights of these sections are also carried on the newsletter. So, at the price of branding a section, you get exposure on the newsletter as well. The inside story pages is again one of the premium properties of fashioncurry.com; whether a subscriber comes from the homepage or the newsletter, he/she is directed to these pages. Hence, visibility is optimum.

- Branding of the EXPOSE section: Rs. 2, 00, 000 per month.
- Branding of the TRAVEL section: Rs. 2, 00, 000 per month.
- Branding of PEOPLE WATCH section: Rs. 2, 00, 000 per month.
- Branding of a Review sub-section ['Fashion', 'Food', 'Beauty', 'Wellness']: Rs. 1, 00, 000 per month each.
- Branding of the NIGHTLIFE section: Rs. 2, 00, 000 per month.
- Branding of the SOUL CURRY section: Rs. 1, 00, 000 per month.
- Branding of a 'Live Wire' sub-section': Rs. 2, 00, 000 per month.

**\*\*You would appreciate that within the prices mentioned you are also getting visibility on the fortnightly newsletter, and a customized mailer, as well. This package includes banners within the section or sub-section.**

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## Additional Activities:

- Pop-ups: Rs. 50, 000 per month
- Mouse Trails: Rs. 75, 000 per month
- To find out more about advertising options with [www.fashioncurry.com](http://www.fashioncurry.com),

kindly send your request at:

[fashioncurry@gmail.com](mailto:fashioncurry@gmail.com)

or

call Rafaana on **26842128**

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