

MEDIA PLAN

3rd, 4th & 5th November 2017
 Bandra Kurla Complex, Mumbai

DUBAI
 PROPERTY
 SHOW

MEDIA	No. of Spots	OCTOBER 2017														SHOW			NOVEMBER 2017						
		15 Sun	16 Mon	17 Tue	18 Wed	19 Thu	20 Fri	21 Sat	22 Sun	23 Mon	24 Tue	25 Wed	26 Thu	27 Fri	28 Sat	29 Sun	30 Mon	31 Tue	1 Wed	2 Thu	3 Fri	4 Sat	5 Sun		
RADIO																									
Mumbai & Pune																									
Radio City	200																								
Radio Mirchi	200																								
Red FM	200																								
Big FM	100																								
Fever 104 FM	200																								
Radio One	200																								
NEWSPAPERS																									
Times of India	3																								
Bombay Times	5																								
Property Times	2																								
Mumbai Mirror	2																								
TELEVISION																									
Times Now	50																								
NDTV Profit	60																								
NDTV 24x7	60																								
OUTDOOR																									
Mumbai	30																								
Pune	2																								
ONLINE																									
Facebook/Google Ads/																									
Linkedin/Instagram																									
Twitter/Digital Marketing																									
CROSS PROMOTION																									
SMS CAMPAIGN																									
DIRECT MAILERS																									
EMAIL CAMPAIGN																									

SUMMARY

RADIO SPOTS

1100 spots across leading radio channels in Mumbai & Pune.

PRINT MEDIA

Across leading newspapers in Mumbai.

OUTDOOR BANNER

ADVERTISEMENT

32 hoardings across Mumbai & Pune.

TELEVISION MEDIA

Spots across leading news and lifestyle channels.

ONLINE / GOOGLE / FACEBOOK

3 weeks intense exposure on our social media handles and digital marketing.

CROSS PROMOTIONAL

MEDIUMS

2 weeks activity with fine dining restaurants, social clubs and hotels.

SMS CAMPAIGN

Sms blast to High Network Individuals.

DIRECT EMAILER

Email Blast to High Network Individuals.

DIRECT MAILERS

Direct Mailers to HNIs.