

A Profile  
INDIAN OBSERVER POST



[WWW.INDIANOBSERVERPOST.COM](http://WWW.INDIANOBSERVERPOST.COM)



## ▶ INDIAN OBSERVER POST (IOP)

is a Class, Creative, and Constructive News platform

We believe in providing **unbiased News & Views**

based on **Facts, Not Fake or Fiction**

We have created a **Fact-Check Desk** to detect and identify **FAKE-NEWS** coming to us for publication



**INDIAN OBSERVER POST (IOP)**

is a part of

**GOLDEN SIGNATURES**

**GOLDEN SIGNATURES RESEARCH & CONSULTING**

and a new media platform which provides

**Class News for Smart Indians.**



We have a pool of  
Over 100 Journalists, which includes  
**Correspondents/Writers/Contributors**  
spread across the country  
and some parts of the globe

Please see the link-

<https://bit.ly/2C1ZJGF>



## IOP INDIA BUREAUS ARE LOCATED AT:

- ▶ Delhi & NCR - Noida / Ghaziabad / Greater Noida / Gurugram / Faridabad
- ▶ Mumbai / Nagpur / Pune / Goa / Ahmedabad / Baroda
- ▶ Patna / Bhagalpur / Ranchi / Dhanbad / Raipur / Bilaspur
- ▶ Hyderabad / Bangalore / Chennai / Telangana
- ▶ Chandigarh / Amritsar / Ambala / Bhatinda / Srinagar / Jammu / Dehradun
- ▶ Kolkata / Howrah / Bhubaneswar / Guwahati / Shillong / Imphal / Itanagar
- ▶ Andman-Nicobar



#### OUR OVERSEAS PRESENCE:

- ❖ Moscow (Russia)
- ❖ Atlanta GA (USA)
- ❖ Sydney (Australia)
- ❖ London (UK)
- ❖ Birmingham (UK)
- ❖ Dubai (UAE)
- ❖ South Africa

#### OUR OVERSEAS PRESENCE:

- ❖ Vancouver (Canada)
- ❖ Bangkok (Thailand)
- ❖ Dhaka (Bangladesh)
- ❖ Kathmandu (Nepal)
- ❖ Thimphu (Bhutan)
- ❖ Nigeria
- ❖ Port Louis (Mauritius)



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## IOP HITS – GOOGLE ANALYTICS REPORT BY MONTH

Month	Daily Avg				Monthly Totals					
	Hits	Files	Pages	Visits	Sites	KBytes	Visits	Pages	Files	Hits
<a href="#">Feb 2019</a>	18381	7827	2333	9408	4437	12401301	90613	60666	203523	1217927
<a href="#">Jan 2019</a>	25975	5568	1387	1338	4336	10752463	80482	43006	172612	1185249
<a href="#">Dec 2018</a>	15158	4851	1364	2345	4375	9333746	90700	42292	150395	1159898
<a href="#">Nov 2018</a>	5286	5062	1070	5437	4966	8514405	73115	32103	151871	1158598
<a href="#">Oct 2018</a>	11566	11127	1548	1558	10719	18196609	17314	47995	344943	1358552
<a href="#">Sep 2018</a>	14540	4230	651	1290	4399	10354378	18706	19543	126913	1136205
<a href="#">Aug 2018</a>	2187	2025	406	173	3550	3692336	25377	12587	62780	267802
<a href="#">Jul 2018</a>	8704	615	177	946	1409	1119630	1454	5496	19085	321847
<a href="#">Jun 2018</a>	6209	178	51	928	696	346193	843	1549	5367	56276
<a href="#">May 2018</a>	9368	335	50	427	985	651611	842	1557	10395	611416
<a href="#">Apr 2018</a>	5835	780	119	165	2283	2904245	1968	3570	23403	825074
<a href="#">Mar 2018</a>	3205	185	25	214	422	266369	452	775	5756	56372
<b>Totals</b>						<b>78533286</b>	<b>401866</b>	<b>271139</b>	<b>1277043</b>	<b>9298844</b>





## YOUR BENEFITS

- ▶ Targeted readership
- ▶ Your message will be reaching your target market
- ▶ Targeted visitors to your site / sales page / presentation
- ▶ Wider distribution of your news and marketing content
- ▶ More qualified leads for your service / placements / offerings
- ▶ Communicate directly with our readers: Interviews/Guest posts, etc...
- ▶ We also arrange and manage to send your news / marketing content to your desired target readers.





## Why Advertise on Digital?

DIGITAL BRANDING AND IMAGE BUILDING ALWAYS HELPS IN GROWING BUSINESS

INTERNET USERS ACCESS MOST INFORMATIONS USING THEIR SMARTPHONES

MOST BUYERS PREFER TO SEARCH ON GOOGLE BEFORE FINALISING ANY DEAL.

MOST BUYERS COMPARE PRODUCTS & PRICES BEFORE PURCHASING

STUDENTS LOOK FOR INSTITUTIONS FOR BETTER STUDY ON DIGITAL

IF YOU ARE NOT ON DIGITAL, YOU LOOSE MAJOR BUSINESSES AND DEALS



## TARGETED DISTRIBUTION OF INDIAN OBSERVER POST

WE PROMOTE OUR WEBSITE THROUGH: DIRECT MAILERS / SOCIAL MEDIA / PARTNERS / DIGITAL EVENTS / PARTNERSHIPS / RADIO / & TV

OUR FOCUS IS TO REACH TO: PINION MAKERS, POLICY MAKERS, DECISION MAKERS, CORPORATE, ACADEMIA & FOREIGN ENTITIES

WE ARE TRYING TO REACH TO THE INDIAN DIASPORA PEOPLE SPREAD IN 110 COUNTRIES OF THE WORLD THROUGH 200 NRI ASSOCIATIONS.



## WE HAVE A HUGE DATA OF OVER 20 LAKH NICHE PEOPLE

- ▶ We promote our Website through Data Driven targeted mailers:
- ▶ **We send Mailers to:**
- ▶ VCs / Directors / Deans / HODs and Students of Universities
- ▶ Management, Technical and Agri Universities / Collages
- ▶ **PIB Officials** (They represent to **All Union Ministries**)
- ▶ **All MPs of LS & RS / BJP / Congress & Leaders of Other Parties**
- ▶ PR & Ad Agencies / **Top Journalists** of TV, Print, Digital & News Agencies
- ▶ More than **100 Embassies** located in Delhi
- ▶ **All Bhawans / Houses** and Information Centers of States in Delhi



## OUR SOCIAL MEDIA IMPACT

### WE EXTENSIVELY USE FACEBOOK, TWITTER, WHATSAPP, LINKEDIN, INSTAGRAM & WEIBO

We Sent Links to more than **500 Whatsapp Groups** of Media people from all across the country.

- ▶ This includes all National and Regional Media Associations, like - Press Club of India / Press Association of India / Broadcasters Club of India / Delhi Journalists Association / National Union of Journalists and Small and Medium Newspapers Associations Etc.
- ▶ Health / Educational / Crime and Political Media Groups
- ▶ Several WhatsApp Groups and NGOs related to NRIs / PIOs spread in various Countries
- ▶ IOP Team has around **50,000 followers** on the LinkedIn, and it goes on via sharing...



## ADVERTISING RATES OF INDIAN OBSERVER POST

### STANDARD ADVERTISING RATES IN RS.

TYPE	DIMENSIONS	FORMATS	MAX FILE SIZE	CPM (Cost Per Month)	CPW (Cost Per week)
Banners	468 x 60	Gif or Flash	37k	50k	12k
Leaderboard	728 x 90	Gif or Flash	37k	75k	15k
Sky	120 x 600	Gif or Flash	37k	80k	15k
MPU	300 x 250	Gif or Flash	37k	1L	20k
Button (wide)	160 x 60	Gif or Flash	37k	30k	7k



## ADVERTISING RATES OF INDIAN OBSERVER POST

CPM (Cost Per Month)	NORMAL	PREMIUM
Schools Recruitment	30k	+15%
Independent Schools	30k	+15%
Courses	40k	+ 15%
Higher Education	40K	+ 15%
Classified	10k	+20%
General	30k	+15%
Lifestyle	40k	+ 15%
B2b	50k	+15%
Legals	10k	+20%
Entertainment Listings	15k	+20%



**IOP TEAM, BUREAUS, AND ESTEEMED WRITERS**

<https://bit.ly/2LxOU2I>

**IOP ON THE GLOBAL PLATFORM FOR MEDIA BUYING**

**The Media Ant - <https://bit.ly/2Y06pyk>**

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Regards,

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