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A PROFILE of **NEW OBSERVER POST**

NATIONAL HINDI & ENGLISH DAILY PUBLISHED FROM DELHI

VOICE OF NEW AGE INDIA

- ❖ READ BY INFLUENCERS,
- ❖ POLICY MAKERS,
- ❖ DECISION MAKERS,
- ❖ OPINION MAKERS,
- ❖ LEADERS AND LEADERS TO BE...

Greetings from NEW OBSERVER POST !!

CLASS INDIANS KA KHAS AKHBAR

NEW OBSERVER POST

National Hindi & English Daily

- This is the venture of Delhi based Media Group **RURBAN MEDIA**.
- **National Hindi** Daily **NEW OBSERVER POST** was launched from **Delhi** in 1997.
- **NEW OBSERVER POST** is a 20 Page **broadsheet** national Hindi Daily newspaper with 6 **Pages color** daily.
- **National English** Daily **NEW OBSERVER POST** was launched from **Delhi** in 2010. **NEW OBSERVER POST** is a 16 Page **broadsheet** national Daily newspaper with 6 **Pages color** daily.
- **Both the newspapers** are being circulated in Delhi-NCR region widely.
- The combined Readership of our **National Hindi & English Daily NEW OBSERVER POST** is more than 12 Lac. every day.



NEW OBSERVER POST

NATIONAL HINDI & ENGLISH DAILY PUBLISHED FROM DELHI

OUR USP:

A National Newspaper With Wide Regional Coverage

NEW OBSERVER POST is a **Single Edition Newspaper** which is covering news of **INDIA'S 10 STATES** in **Separate Pages**.

KINDLY NOTE:

Most of the Newspapers have their city editions and the news & Advertisements published in such newspapers are read in that particular area only.

VOICE OF NEW AGE INDIA

NEW OBSERVER POST is a unique Hindi & English Daily which gives wide coverage to the **REAL** issues concerning the people Specially the **New Age Indians**. We are focusing more on **Positive & Developmental Issues**.

AREA OF CIRCULATION:

Entire Delhi-NCR, Haryana & also reaching Chandigarh, Dehradun, Shimla, Bhopal, Lucknow, Kanpur, Patna, Ranchi, Raipur, Kolkata, Guwahati, Mumbai & Goa. We have strong readership base in the Western UP region including **Noida, Greater Noida, Ghaziabad, Dadri, Hapur, Bulandshahar, Khurja, Modi Nagar, Garh, Meerut, Muzaffar Nagar, Bijnor, Aligarh, Mathura, Agra, and Firozabad.**

SPECIAL COVERAGE

We are giving **Special Coverage** to the issues like - **Development, Agriculture, Education, Innovation, Health, Skill Development, IT & Corporate Sectors** as well as the **Art, Culture & Literature** also apart from **Politics, International, Defence, Internal Security, Women, Youth, Children & other Socio-Economic issues.**



NEW OBSERVER POST

IS THE ONLY NATIONAL NEWSPAPER
WHICH GIVES

MAXIMUM COVERAGE TO STATES IN DELHI

FOCUSSING ON DIGITAL

- We believe that the Print Edition of the Newspapers are becoming Irrelevant day by day.
- Everybody is asking for the Digital Version and wish to read Important News on Mobiles.
- Digital has the Power to reach to the Millions of people.
- No Printed Newspaper can beat the Digital in terms of Time, Reach & Impact.

DIGITAL WILL RULE

- 243 Million Internet users till June 2014
 - 185 million Indian Mobile Internet Users till 2014.
 - 58 + million Unique Viewers watched Video in India on their PCs.
 - 27% growth in the last 2 years.
 - Nationwide Reliance 4G has already rolled out.
 - Airtel has offered 5 GB Free Data on conditions
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- Thus we have decided to focus more on the Digital Circulation of NEW OBSERVER POST Simultaneously with the Print Edition of both Editions of the newspaper.
 - Since we are Giving Wide Coverage to the States in Delhi, We hope to get better market response in the due course.
 - We wish to Start Bulk Email Blast of our Newspaper on Daily basis so that it reaches to maximum number of the Readers.
 - Our Digital Platform is already created and being improved also
 - The Content & Distribution will take off very shortly.

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LET'S COLLABORATE
LET'S GROW TOGETHER
BECAUSE
SANGHE SHAKTI KALIYUGE



Office:-

A RURBAN MEDIA PUBLICATION

www.rurbanmedia.com

Corporate Office: FC-16, Film City, Sector-16 A, Noida, UP - 201301

Delhi Office: A-299, 4th Floor, Shankar Marg No. 4, Mandawali, Fazalpur, Delhi - 110092

Ph.: 0120 - 4150924

E-Mail: editoronkar@gmail.com / newobserverpost@gmail.com

Mob. – 09910150119 / 8506090310 / 8506090309 / 8506090308