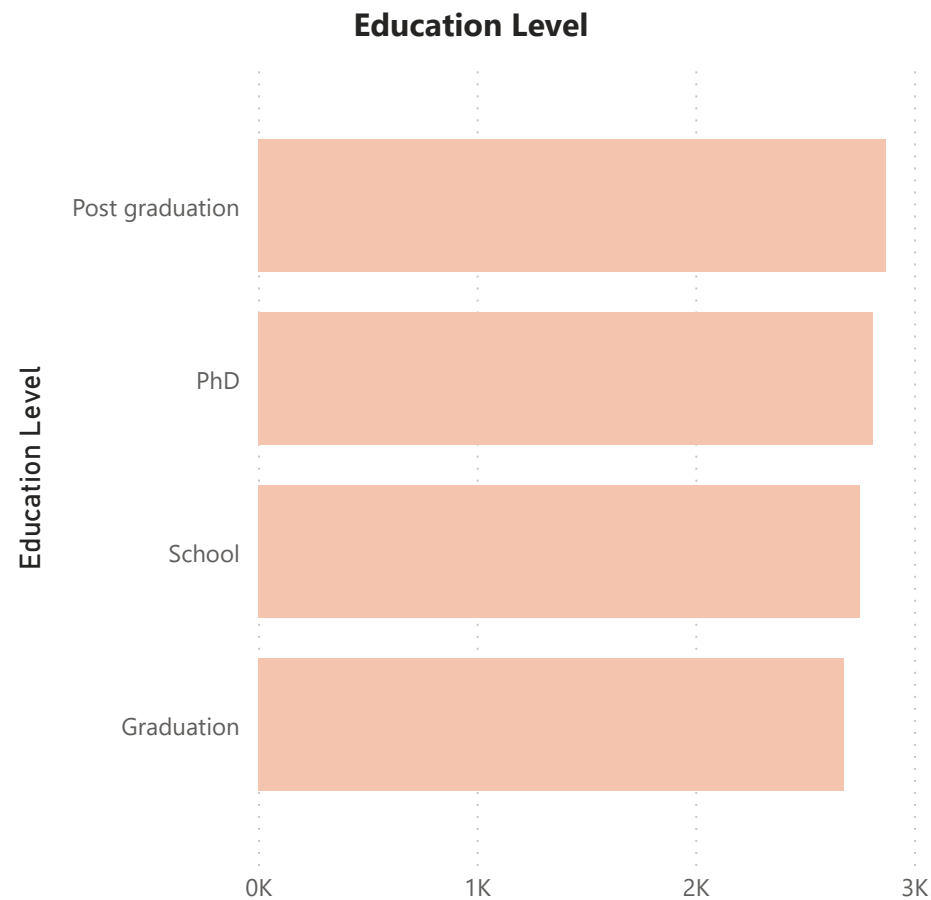
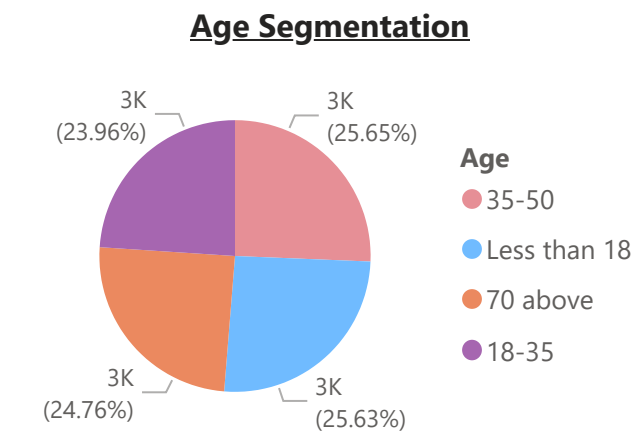
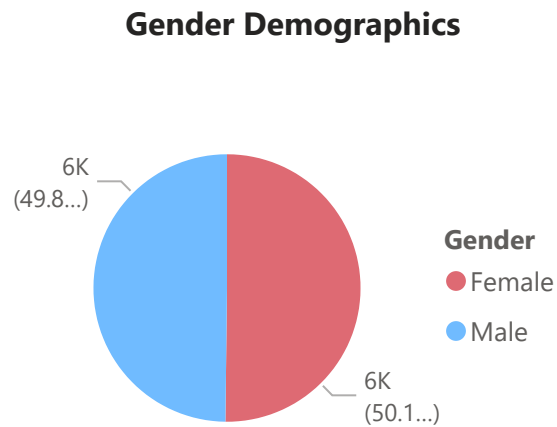


Total number of Entries

11.1K



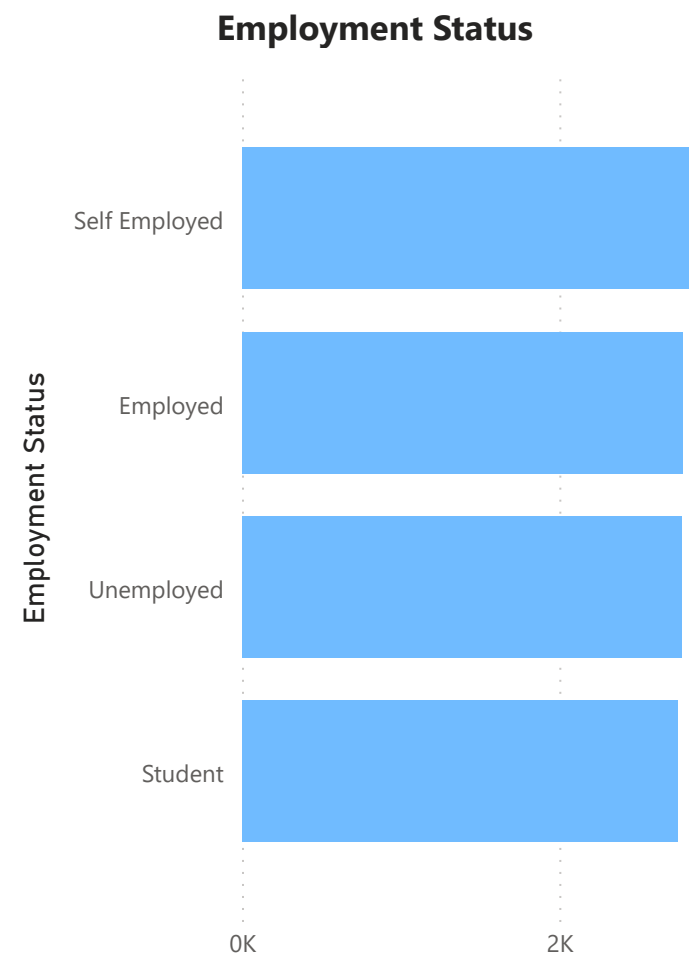
At 2870, Post graduation had the highest Entries and was 7.25% higher than Graduation, which had the lowest Entries at 2676.

Post graduation had the highest Entries at 2870, followed by PhD, School, and Graduation.

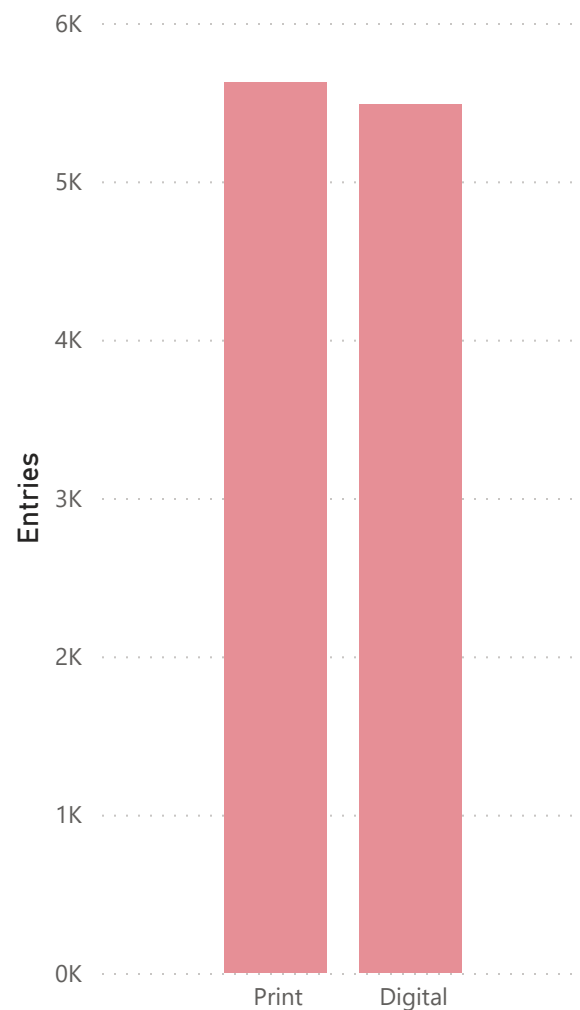
Post graduation accounted for 25.84% of Entries.

Across all 4 Education Level, Entries ranged from 2676 to 2870.

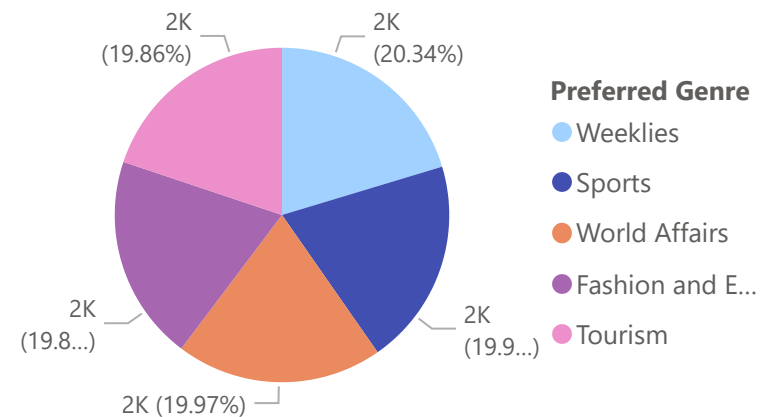
Age	Graduation	PhD	Post graduation	School	Total
+ Less than 18	697	701	754	695	2847
+ 70 above	669	685	737	659	2750
+ 35-50	684	724	707	734	2849
+ 18-35	626	699	672	665	2662
Total	2676	2809	2870	2753	11108



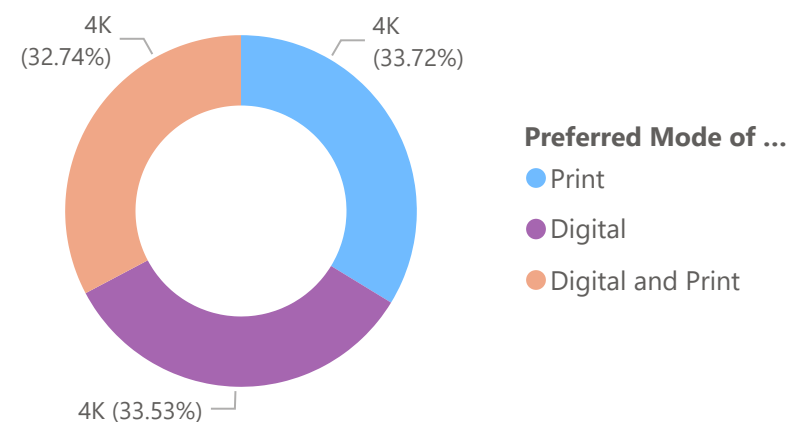
Magazine Format Preference



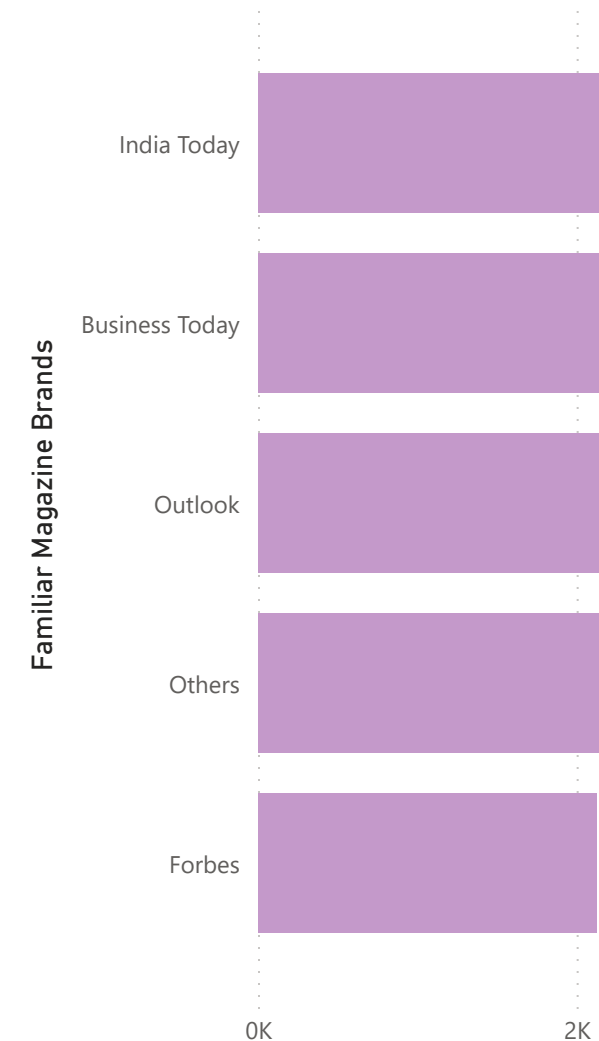
Preferred Genre



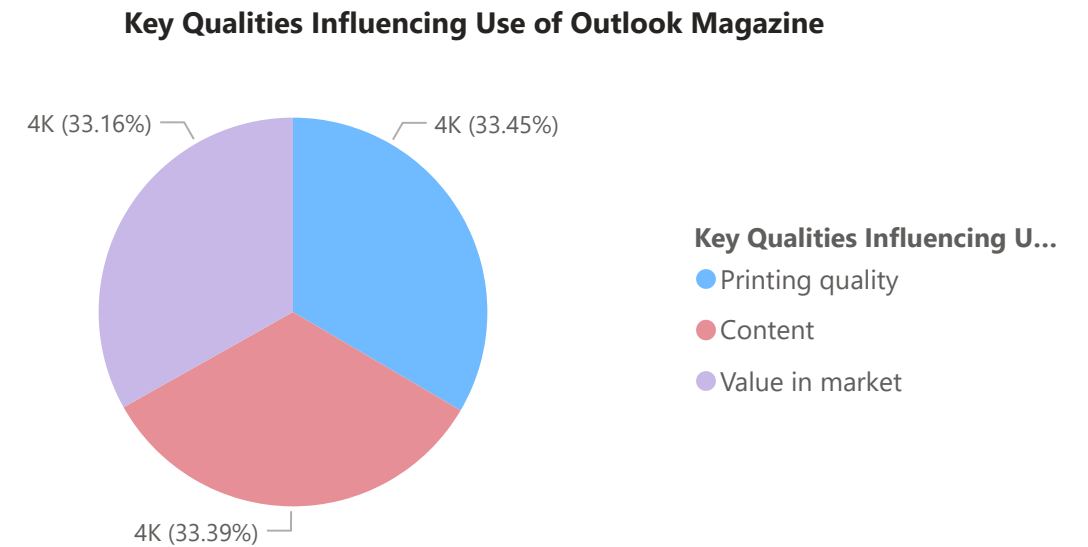
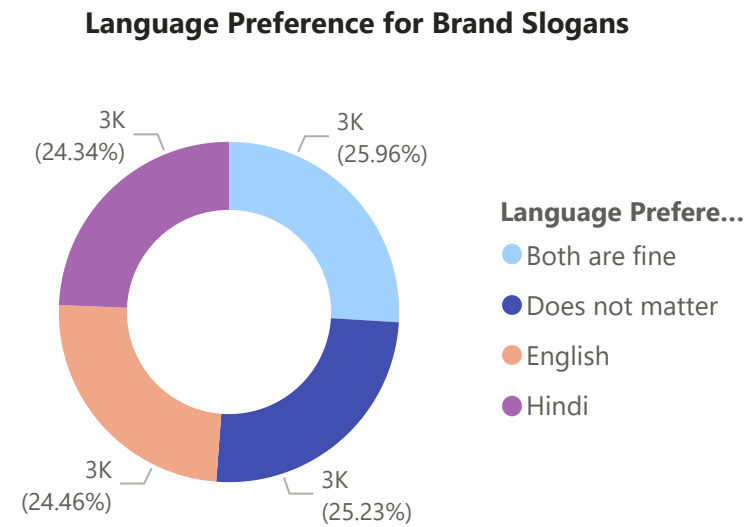
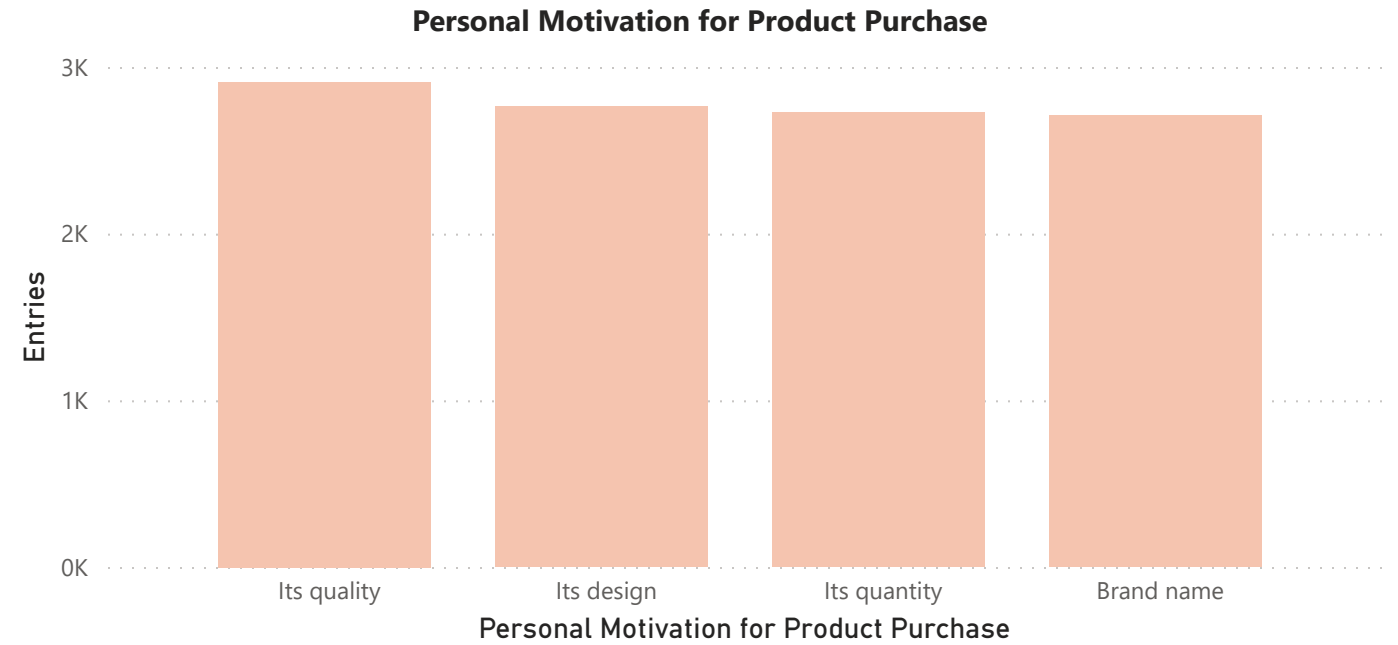
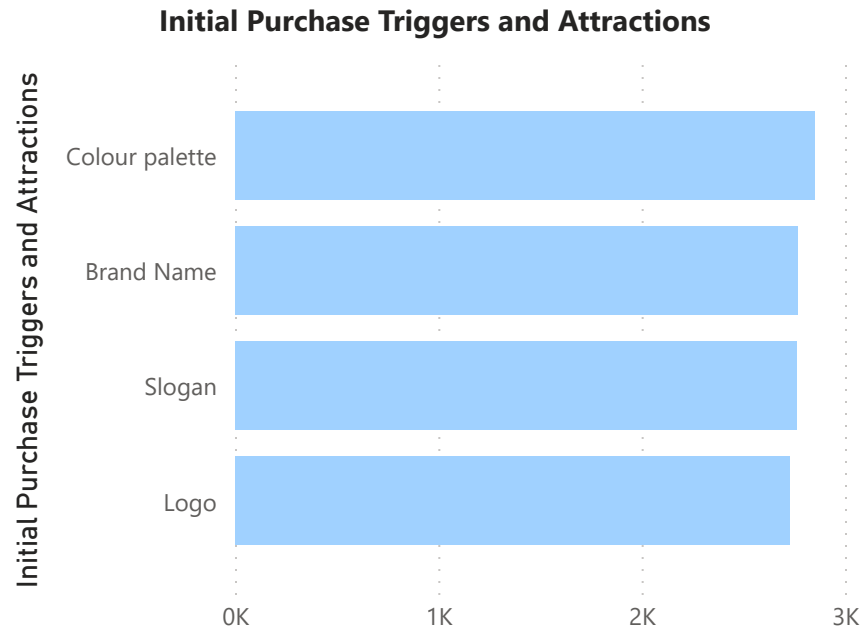
Preferred delivery mode of magazine



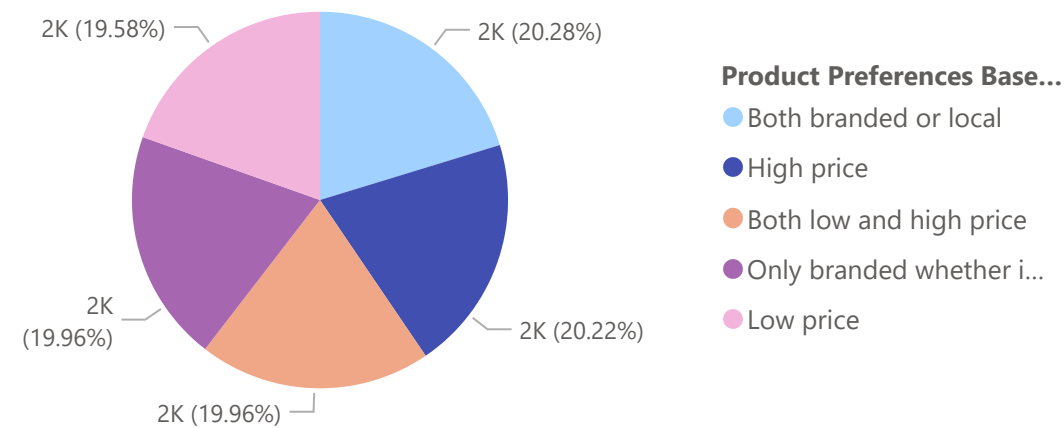
Main Competitors



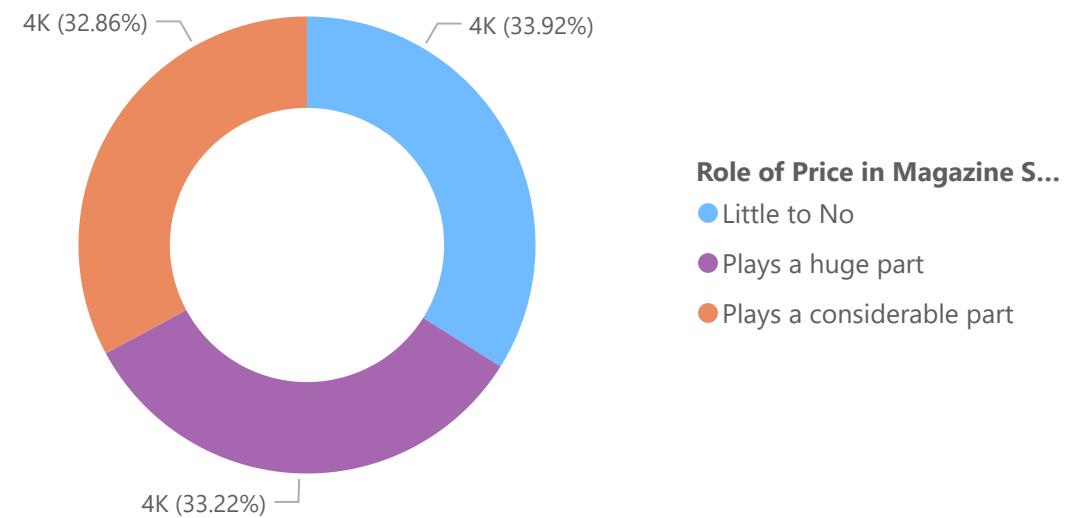
Weeklies is the most preferred genre of magazine, followed by Sports and World Affairs. India Today and Business Today are the main competitors and are ahead of Outlook in terms of brand awareness. Digital media is on the rise since covid times and it's not far behind its printed counterparts.



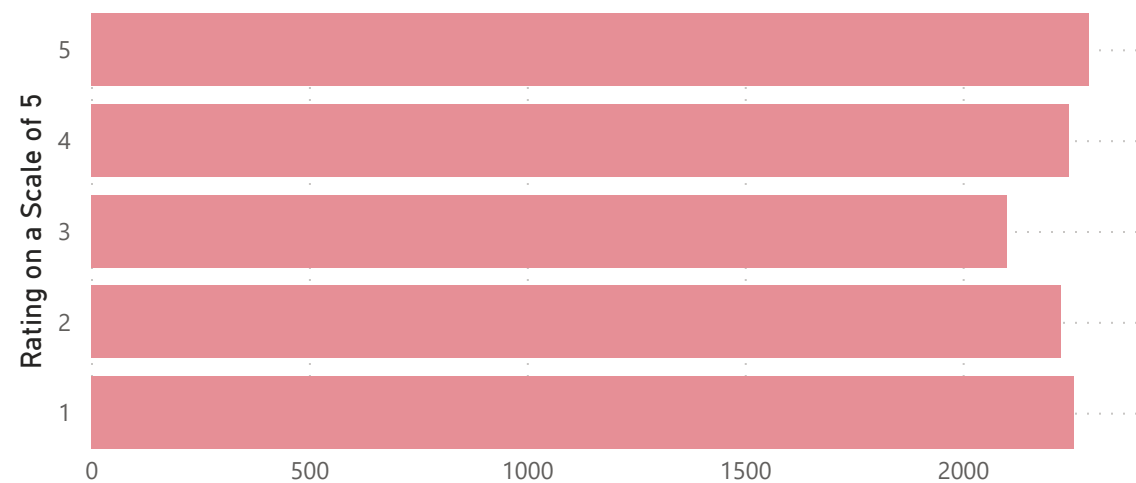
Entries by Product Preferences Based on Price Range



Role of Price in Magazine Selection



Customer Rating of Outlook Pricing



The Pricing needs to be revisited as considerable number of customers have rated Outlook's pricing in the range of 1-3, implying that they consider it to be high.

Price plays a key role in the decision to buy a magazine as per approximately 65% of the customers.