

Engage with Hashtag Magazine !

Greetings!

We are Hashtag Magazine, India's first lifestyle digital publication. We have 1.5 lakh monthly global subscribers with a reach of 10,00,000+ audiences worldwide.

We are delighted to offer new, cutting-edge solutions for your brands to engage and collaborate with Hashtag India.



Genre:

Subscribers:

Demographic:

Subscription:

Frequency:

Website:

Mode of

circulation:

Type:

Lifestyle

Over one lakh national and
global monthly subscribers

16-70

Free

Magazine-Monthly;

Daily updates

Subscription/ Monthly Mailers/

What's app /Website

Digital and Website

Social Media Engagement Opportunities:

1) Social Media Collabs

Price: Free

We're seeking individuals with a passion for fashion, travel, automobiles, technology, arts, sports, and everything in between! Whether you create mesmerizing fashion looks, capture breathtaking travel adventures, dive into the world of cutting-edge technology, or explore the nuances of arts and sports, we want to hear from you.

Benefits!

- **Exposure** Reach a broad and diverse audience eager to engage with unique and inspiring content.
- **Professional Support:** Benefit from our experienced team's guidance and support throughout the content creation process.

Links

- <https://www.instagram.com/reel/COB1BwuR9fN/>
- <https://www.instagram.com/reel/Cykl1IZyN-S/>
- <https://www.instagram.com/reel/CxZ1D5RVoH/>



2) Social Media Campaign

Note: This opportunity will be customized as per the requirements of the brand and niche*

Duration: 2 – 4 weeks

Price: Rs 35,000+ GST (for end-to-end campaign management, including campaign design and execution. This package will ensure that your clients receive a seamless and effective campaign experience.)



Objective: To increase brand visibility, and engagement, by encouraging participants to share brand-related content.

Campaign Overview: We propose a dynamic two-week campaign inviting participants to share their tips/ reels/ posts/ on social media platforms. Participants will be encouraged to use a campaign -specific hashtag and tag the respective brand partner throughout the process

Duration: Two-weeks

Prizes: Prizes: Top 5 winners get a chance to win merchandise (worth 3-5k) or win vouchers which they can redeem online or at any store

Reach: Half a million to one million. *

Magazine Engagement Opportunities:

1) Product Feature in the magazine and website

Price: Unpaid Free

For a product review send samples to the following address–

Hashtag Magazine
2nd floor, B-10
Vikrampuri Colony,
Karkhana,
Secunderabad – 500009
Landmark: near KFC
Contact: 6269000666
17.455544,78.500092

Links

- <https://hashtagmagazine.in/magazine-january-issue-2024/>
- <https://hashtagmagazine.in/products-january-2024/>
- <https://hashtagmagazine.in/hashtag-magazine-december-issue-2023/>



2) Guest Posts and Authored Articles

Price: 5000

Deliverables: Article on the Website with one backlink

- **META DESCRIPTION** : Max Length 160 characters (including space). This should contain the main keywords
- **HEADLINE:** Give us two or three options. Try to highlight the keywords
- **Main Introduction:** The introduction should have the main keyword within the first 100 words (Preferably, keep the introduction limited to 100 words. No more than 150 words)
- **MAIN COPY** : Sufficient length: 800-1000 words or as needed. Content to be high quality, original, actionable, organized and accurate!
- **CONCLUSION** : Sum up the article in a few words (100-200)
- **PICTURES** : Every article is to be supported with 4-5 images. Images should add value by illustrating concepts and data. In case of stock images please cite the source.
- **BACKLINKS** : One backlink per post.

Links

- <https://hashtagmagazine.in/a-year-dedicated-to-ott-shreya-dhanwanthary/>
- <https://hashtagmagazine.in/magazine-september-issue-2022/>
- <https://hashtagmagazine.in/magazine-november-issue-2022/>

WHAT TO EXPECT AND ARTICLE PUBLISHING...

If the draft meets our quality standards, we'll move on to editing. Depending on the level of edits needed and our content calendar needs, your post could get published anywhere from 2-4 weeks after you've submitted it. This can be longer if we are particularly backlogged.



3) Advertisement Proposal

Full page: Rs 40000; Half Page: Rs 2000

SIZE	WIDTH	HEIGHT	BLEED	MARGIN	PRICE
Full page	1080 px	1600 px	5 mm	5 mm	40,000 +GST
Half page					
Horizontal	1080 px	800 px	5 mm	5 mm	20,000 +GST
Vertical	540 px	1600 px	5 mm	5 mm	20,000 +GST

Video ads: 20-30 seconds
Price : Rs 40,000 + GST
To be mailed in MP4 Format

Advertorials and sponsored articles
Magazine : Rs 10,000 onwards
Website: Rs 20,000

Advertising options

1) Advertising on the Digital Magazine

Reach out to all our viewers and subscribers. You can also offer special deals and coupons to the Hashtag readers.

2) Publish your story on the website

Have your content published on the website. The content will be SEO optimised with backlinks.

3) Social media & Influencer Campaigns

Have your content shared on social media. We can also organise live webinars/ Q&A sessions /short videos and reels/ celebrity interactions and more. We can also organise for influencer reviews and videos.

4) Product Review:

Send us product samples/ cosmetics/ home products/ books to be featured in the review section of the magazine.

5) Sponsored Articles

Get your Start-up/ Interiors/ Entrepreneurial journey/ Hospital/ Cosmetic brand/ Retail Store/ Services etc featured. We will plan and incorporate your content and visual stories ascetically on both the magazine and the website. If you are an expert in your field, we can also publish authored articles/ monthly columns and more.

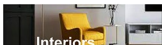
6) Video series:

Hashtag produces short series and engaging content. You can collaborate with us as a sponsor. From finalising the celebrities, director to incorporating the brand in the video our expert team will take care of everything. Have celebrities endorse your brand and repost on their social media handles. We can also produce brand content like – lifestyle/ fitness/ nightlife etc



Scope:

What we feature...



Statistics

Top 5 viewership by Countries (Users %)



India



United States



Canada



Australia



Germany

Top 5 viewership by States in India (Users %)



Maharashtra



Telangana



Karnataka



Delhi



Gujarat

Demographics by Age (Users %)



18-24



25-34



35-44



45-54



54+

Gender (Users %)



54.15%



45.85%

4) Start Up Proposal

Price: 35,000

Start Up INC captures the journeys of passionate entrepreneurs who reveal the truths and challenges that they've experienced first-hand and share their entrepreneur and brand journey with readers

Deliverables:

- Magazine Interview
- Website article on the website with backlinks
- Short clips and social media posts (content provided by the brand)
- Headline on the cover page
- Video Interview showcasing the journey (can be done at an extra cost)

Links

- <https://hashtagmagazine.in/finest-premix-cocktails/>
- <https://hashtagmagazine.in/lil-goodness-your-daily-dose-of-goodness/>
- <https://hashtagmagazine.in/gardening-made-easy/>
- <https://hashtagmagazine.in/cruelty-free-clean-eating/>



Total expected reach: 1 million (Target audience can be set for the same) Commercials: Rs. 35,000 plus GST

5) Trailblazers (Video Interviews)

Price: 3,00,000 + GST

In our special series The Trailblazers, we will be showcasing interviews of inspiring icons. Beginning with successful business minds, political-heads, leaders of states to entrepreneurs this section will feature a mix of icons who may come from varied backgrounds across the country having one thing in common - a passion to create change and the courage to dream differently.

Deliverables:

- Magazine Interview
- Video Interview showcasing the journey
- Short clips and Social Media posts
- Image of the guest on the cover page

Links

- <https://hashtagmagazine.in/making-a-mark-ips-anjani-kumar/>
- <https://hashtagmagazine.in/abhishek-somany-a-life-well-tiled/>
- <https://hashtagmagazine.in/designer-diva-in-pursuit-of-excellence/>



Total expected reach: 3 million to 5 million (Target audience can be set for the same) Commercials: Rs. 3,00,000 plus GST

6) NRI Proposal

Price: 35,000 + GST

Our special series NRI-In The Spotlight is dedicated to Indians across the globe. Every achievement whether big or small deserves to be celebrated and by sharing your story you inspire others to follow in your footsteps.

Deliverables:

- Magazine Interview
- Website article on the website with backlinks
- Short clips and social media posts (content provided by the brand)
- Headline on the cover page
- Video Interview showcasing the journey (can be done as at extra cost)

Links

- <https://hashtagmagazine.in/making-her-mark-meghana-reddy/>
- <https://hashtagmagazine.in/shruthi-mukund/>
- <https://hashtagmagazine.in/the-grace-in-grooves-indrani-davaluri/>



Kindly let us know if you are interested or if you have any questions. We are open to scheduling a call or meeting at your convenience. Please feel free to reach out for any additional information or clarification.



Thanks & Regards



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Vikrampuri Colony,
Karkhana,
Secunderabad - 500009



[www. hashtagmagazine.in](http://www.hashtagmagazine.in)



6269000666



<https://instagram.com/hashtagmagazine.in>



Contact@hashtagmagazine.in