

THE TIMES OF INDIA

The world's no.1 English online newspaper

specialists in ethnic marketing
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August, 2009

The **Times of India (TOI)** is the world's no.1 English language newspaper website and Indoor Media is proud to be the exclusive UK representative of TOI online.



Timesofindia.com had **159 million page views** in May 2009, which was more than The New York Times, The Sun, Washington Post, Daily Mail and USA Today websites.

According to ComScore, the top five English language newspaper websites in the world in May 2009 were –

1. timesofindia.com (159 million)
2. thesun.co.uk (142 million)
3. nytimes.com (124 million)
4. dailymail.co.uk (73 million)
5. washingtonpost.com (61 million)

For many years The Times of India has been the world's largest-selling English-language broadsheet newspaper. Now, it is also the world's No.1 Newspaper website.

With 65% of TOI Online's readers coming from outside India, this truly establishes TOI as a global branding vehicle and one that should be on every media schedule

To see the full article please [click here](#)

Indoor Media can help you target diverse audiences both in the UK and abroad. Clearly the Times of India could make a difference to your campaigns along with any number of the other 300 sites that Indoor Media represents

To find out how you can reach an audience of up to **1.6 million** culturally different minorities in the UK and enjoy the benefit of attracting new customers then please contact us.

You'll be surprised by how easy and inexpensive it can be to brand a product or service on the AdMasala™ portfolio.

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Demographics of a typical TOI user

- Businessmen and women
- 78% of audience aged 35 or above
- Large amounts of disposable income
- Highly educated, most degree level

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Updated: Wednesday, 10 July, 2009 08:52:17pm

Banner 468x60

The screenshot shows the Times of India website interface. At the top, there are navigation menus for 'NEWS', 'SPORTS', 'ENTERTAINMENT', 'LIFE & STYLE', 'OPINION', 'BLOGS', 'HOT ON THE WEB', 'CLASSIFIEDS', 'PHOTOS', and 'VIDEOS'. Below this, there are sub-menus for 'City', 'India', 'World', 'Business', 'Tech', 'Health & Science', 'Environment', 'Education', 'Specials', 'Polls', 'Debates', 'Sunday TOI', and 'Headlines'. A search bar is visible with 'The Times of India' entered and a 'Search' button. The main content area features a large article titled 'PM to NAM: Don't provide terrorists safe havens' with a sub-headline 'Sending an indirect message to Pakistan, PM Manmohan Singh made a strong pitch for dismantling terror infrastructure and asked NAM countries not to provide safe havens for terrorists.' Below this is a photo of emergency workers at a crash site. To the right, there is a 'LATEST NEWS' section with a list of headlines including 'Anil Ambani meets Spielberg, to pump in Rs 4000 crore for films', 'US stocks rise on upbeat earnings reports', and '8 Cong MLAs thrashed by CPI(M) workers in West Bengal'. At the bottom, there are sections for 'PHOTOS' and 'VIDEOS'.

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