



A Hand Book
on
Impactonnet

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INTRODUCTION

www.Impactonnet.com analyses the developments of the week, filters the most significant and relevant news for you, provides perspectives to the key happenings, goes beyond the obvious and brings you a fresh point of view. In fact www.Impactonnet.com is the single point source of all intelligence for today's business manager.

INDIAN BUSINESS MAGAZINES:

Business news magazine

Media and communication plays a very vital role in spreading knowledge and information through the news that they provide on various issues pertaining to the need of the people. The print media is the one segment that incites a lot of attention through its conceptual presentation. Business, being an important part of society and growth, needs the due publicity and exposure to fill the void of information in everyone's mind. To cater to these needs of the people in a society, various magazines providing news on the everyday status of the business sector have emerged successfully. Impact is one such business news magazine in India, which brings weekly news for its readers on varied issues related to business. This business news magazine is published by exchange4media, which is a one-source information gateway for complete information on the business sector. Impact, as a business news magazine, has created a lot of waves because of its quality service time and again. The most saleable ability of the magazine is its unique assimilation of a variety of services, which have caught the attention of the readers. Impact has a whole lot of attractive materials within its contents, which are more than enough to command a commendable reputation for itself.

This magazine for business news offers regular weekly features on the latest development in the business industry, highlights on some recent popular brand campaign, articulates short news on happenings in the business market, and so on. Impact also offers its business intelligence for businesspersons by making strategic research analyses on the latest developments in the business market and extracting the most relevant news from those analyses to provide its valuable opinion to broaden the perspective of the readers. With all the attractive services that Impact offers its readers, it is quite natural that there is stiff competition in this field. Impact faces competition from other magazines like Pitch, and so on. However, in spite of the competitive atmosphere that lurks in this field, Impact has managed to retain its ground with sheer magnitude and quality service, which have gone a long way in raising its popularity and reputation to an impressive level. Businesspersons and other individuals who want to benefit from Impact's business intelligence can visit their website www.impactonnet.com, which stores all the information on the services that it provides for its readers.

Advertising agency (magazines) in India

The Indian advertising industry has been a century old and is still displaying its brilliance. Each day Indian advertisers are setting new benchmarks and reaching new goalposts. Various kinds of advertising magazines available in India cover the variety in Indian advertising. Most of these publications are constantly on the lookout for finding new ways and means to improve reportage of advertising in India. Since the canvas is huge, their services vary largely.

Impactonnet keeps innovation and coverage at the heart of its working strategy. The magazine looks ahead to be a storehouse of the entire India advertising collection at one place. Impact employs state-of-the art Information Technology and communication tools, for selection, collection, documentation and presentation of news from the ad world.

Impact magazine is an infusion of pure, uncensored, selected ideas for an industry driven on inspiration. The magazine focuses on change, not just for the readers of the newspapers or viewers of the channel but also for those in power. At its core, Impact is an archive of excellent work in advertising, design, photography and illustration. Every issue's portfolio encompasses neat selections of creative, chosen by leading professionals in all fields. The magazine has a classy touch to it and includes interviews, happenings, international picks and news in a nutshell.

Every issue of Impact also offers a refreshing glimpse into the present and future of advertising in India. Most of the advertising agencies in India would vouch by the fact that Impact is a class ahead in the genre and one of the most sought-after advertising magazines in India. It provides a brilliant platform to showcase the Industry's achievements.

With innovation and inspiration as its focus, Impact's niche editorial coverage maintains a focus on inspiration to highlight the achievement of advertising industry in India. The magazine provides an in-depth coverage on what's new and who's doing it, reviews, contests and much more.

The magazine will act as a repertoire par excellence of Indian marketing and advertising in the future. Impact may also act as a final-stop to document and review the advertisements released in India from time to time in print, TV, Radio, Internet and other media under one roof. Offering value-added services to the Indian advertising industry and professionals would be just one of the mags forte'. It may go a long way in popularizing the Indian advertising industry across the globe.

From off-line to online. For a Ready Reckoner on advertisement in India, grab your copy of Impact today!

MARKETING:

Marketing Services

The potential for marketing services has caught up in India in recent times with the promotion of products through various innovative concepts. Moreover, the scenario of marketing products over the Internet has found great scope because of the unending advantages of the far reaching ability of the Internet. Various organizations in the field of media, advertising, etc. let out their marketing services to companies who want to promote their products or services through marketing strategies. These marketing concepts are made in such a manner as to catch the attention of the potential consumers.

In formulating such concepts, various factors are kept in mind and a series of step wise action plan is laid out by the marketing wizards. Drawing the attention of the consumers is not very easy with the awareness of the products clearly seeping into the minds of most of the consumers these days. Impact is one of the many organizations that provide marketing services to companies who want to market their products and services in an attractive manner. Impact is a marketing, advertising and media weekly from exchange4media that makes an assessment of the latest market developments during a week and rules out the most pertinent news, after which it presents its valuable insight into most the important aspects by laying out their idea to the people.

The online version of Impact, <http://www.impactonnet.com> faces potential challengers in the field of marketing services with various other organizations letting out their own services for companies and individuals marketing their products and services. Which although are major names in this business, pose not much real threat to Impact as such. Impact has today grown as a matured business intelligence agency that utilizes its excellent business wizardry to provide better and more efficient service. Impact offers its valuable services in a broad array of businesses. Through it, companies, firms, etc can market, advertise and even promote their products and services online. This definite advantage of marketing, advertising, and promoting sets Impact apart from its competitors and makes it a more sought after agency. Companies and firms with a mind to avail the services of Impact can visit the website of the agency to gain more information. The website offers commendable insight into the various activities of Impact.

ADVERTISING:

Advertising companies in India

Advertising companies in India have established themselves on a global scale. Infact ad companies trace back their origin in India to the country's independence. After independence, a number of companies of Indian origin were promoted by the public sector. During the late 1980's and the early Indian economy started opening up and foreign advertising agencies came rushing and acquired stakes in India agencies. And today, the top advertising companies in India are multinational agencies handling clients both in India and abroad.

The services that a number of other advertising agencies provide ranges from event management, public relations, banners, show exhibits, delivering integrated marketing communications, web page development, media network, creative advertising to outdoor promotions and marketing. Most of the advertising companies in India are not only providing creative for Print and TV commercials, but a diverse section of media including Internet, Movie Promotions, Outdoor advertising, rural advertising, events and the like. It is safe to say that at present a single ad agency provides a host of services from content creation, developing the artwork to radio jingles.

This is where Impact makes a distinct imprint. Launched as a weekly from exchange4media, the magazine analyses the developments of the week, filters the most significant and relevant news for its clients and provides perspectives to the key happenings. Impact goes beyond the obvious and beings a fresh point of view.

Impact also provides all the information from the industry, from latest news updates, discussions, views expressed by honchos in the area, analytical information, brand updates, events, latest trends and much more. The magazine is the single point source of all intelligence for today's business manager.

With a vast consumer base and networking prowess with the men and women who matter in the advertising fraternity, Impact provides great opportunities to advertisers to reach

out effectively to their prospective clients. Impact loads content related to advertising and marketing services, media, event updates, awards, and much more with a very professional and personal touch. Albeit there a number of other media portals providing information related to advertising and marketing communications, they sure lack the punch of Impact.

Newspaper advertising

Perhaps the most growing sector in today's world of business is advertising and a lot of research and capital goes into it for the promotion of any kind of product. The concepts perceived in the advertising are laid out in such a manner so as to catch the eye of the consumers who have grown quite aware and wise today. It is the one reason that advertising concepts are meticulously created and thought out. Advertising a product can be done through a wide variety of ways. Newspaper advertising is a very potential medium of promotion for the very fact that it is one of the most popular ways of reaching out to the masses. But, it is also one very brain tickling piece of work because newspaper advertising is done on print and has to be sufficiently attractive enough to compete against the electronic media where stills and voices are used. Newspaper advertising in India is as much interesting in India with advertisers trying out their very best efforts to influence the Indian masses without raising an eyebrow here and there.

There are many names in this field, which offer their platform for companies to advertise their products and services. Impact is a marketing, advertising and media weekly from exchange4media, and of the many such media organizations that offer their valuable insight into the present developments in the market fairly enough to come up with their expertise and intelligence to present their view on the most important news. Their website www.impactonnet.com acts as a potential platform for companies who want to advertise and promote various products and services online. Impact provides a wide variety of services, which are very effective and provide an edge over other competitors because of their long standing experience in this field.

Advertising through a newspaper can be really challenging and Impact provides just the right amount of wisdom in creating an efficient and attractive advertisement. The very fact that Impact is a leading name in the field of business intelligence speaks volumes for its advantage over other key players. They have very strategically presented their services through their website. Companies and firms with a mind to advertise through this successful agency can log on to their website to gain all the information about it. The website clearly portrays samples of various reviews, articles, and promotion campaigns that have been published in the weekly.

ADVERTISING AND MARKETING:

Advertising and Marketing Services

Advertising and marketing are the two most essential part of the promotion of a company's product or service. The success of an advertising campaign or a marketing endeavor depends a lot on the strategy applied by the advertising and marketing services agency that is hired by a company. Impactonnet is one of the many advertising and marketing services agency that provides complete advertising and marketing solutions to the companies who want to make an impact in the business market. Impact is basically a weekly business periodical that makes detailed research analyses of the latest market developments during the week, squeezing out the most relevant and important news for the readers, and finally provides its business intelligence on those relevant issues to present a broader perspective for the people. To put it simply, Impact is the begetter of the complete business intelligence solutions for the businessmen who want to take the right step at the right time.

Impact is a commendable name in the world of advertising and marketing services and has a wide range of services under its belt. The website of the agency www.impactonnet.com highlights some of the features that are published in the print version. The growing demand for advertising and marketing services has given shape to the emergence of several organizations like Impact, which are vying for control in their field. Advertising in the magazines requires a lot of thought and strategies for its success, and there are many big names in this field that offer their expertise, such as Pitch, Dataquest, etc. Impact offers a whole lot of services for businesspersons to gain the right kind of edge through its business intelligence. There are regular weekly features on some recent happenings in the business circuits, profiles on popular brand marketing campaigns that have made waves with their concept, short news clippets on some latest product launches, and so on.

This variety in services that Impact offers to its readers is perhaps the single most important factor that has elevated it over other competitors in this field. Impact has

clearly made its permanent mark in the world of magazine advertising through its infallible business intelligence and quality service. The website of Impact has a whole lot of information for people who want to know more about the services that the magazine has in store.