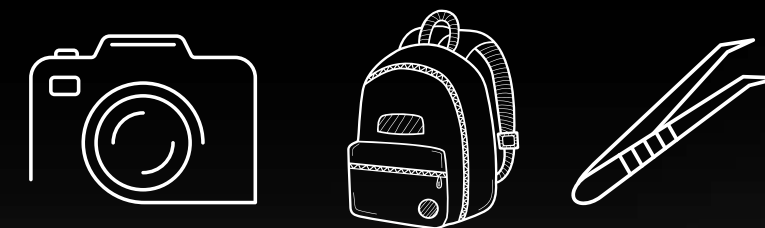


Samyati

Odysseys with a backpack a camera and tweezers



A BIMONTHLY MAGAZINE ON STYLING, PHOTOGRAPHY, TRAVEL & LIFESTYLE

Plating

Master the art of making
your food alluring



Food Styling

Style your food
to make it drool-worthy



Food Photography

Capture the essence, one
pixel at a time



Samyati

Odysseys with a backpack a camera and tweezers



Bring alive, and relive the stories and anecdotes from places more and less travelled

1

Great Content

That represents the art and science of good food photographs

2

Exceptional Photos

A glimpse through the shutters of a range of cameras, including phone cameras

3

Experts' Tips & Tricks

Experts talk about what gives them the cutting edge to create masterpieces



Focal Points

Magazine Overview

Size

A 4

Periodicity

Bi-Monthly

Pages

60

Distribution and Reach

The initial circulation will be 15,000, with 2,000 print copies and about 13,000 digital copies (direct through emails) pan-India and several international regions through select database. Additionally, the magazine will be available through online platforms, and shared on personal social media accounts for better reach

Contributors



Expert writers

Industry Leaders

Subject Matter Experts

Hobbyists

Award Winners

Outreach

Promotions through:

- **Hey Food! Say Cheese! Workshops at strategic venues, and online**
- **Samyati Contests**
- **Social Media**
- **WhatsApp messages**
- **121 calls**
- **PR activities**



Target Audience

Composition and Geographies

Readership Profile:

Professional photographers, food industry professionals and students, food enthusiasts, and others interested in food photography and travel



Anyone and everyone, from different professional streams, homemakers, students and senior citizens, interested in food photography and travel



Hospitality professionals and food enthusiasts, professional photographers and learners



Tier 1, 2 and 3 cities with specific institutional focus on IHMs, Hotels, Restaurants and individuals associated with it.



UAE, Singapore, Malaysia, Thailand, UK, USA, Australia, New Zealand, Canada, Mexico



A Glimpse into Samyati

The Debut Series with a Travel Feature in every Issue

Inaugural

LIGHTS, CAMERA,
ACTION

June 2023

ALL THINGS
EARTHY

August 2023

TRAVEL WITH
SPECIAL FOCUS
ON KASHMIR

Oct. 2023

FOOD ON A PLATE
V/S PICTURE



ADVERTISING RATES

SPECIAL INAUGURAL OFFER*

INR 25,000/-

*Special inaugural offer:
pay for 2 issues and get
one advertising insert
free

INR 60,000/-

False Cover
(Two Pages)

INR 30,000/-

Full Page Inside

INR 40,000/-

Backpage

INR 50,000/-

Double Spread

All rates are in INR. Taxes extra as applicable.

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