



## **Expression of Interest**

### **For Release of Advertisements in Magazines by Delhi Tourism**

In order to keep pace with growing competitive tourism industry and to market Delhi more effectively, DTTDC, has adopted various platforms to market its services and showcase Delhi as a tourism destination. Over the years DTTDC has published various brochures, press advertisements and magazine advertisements to broaden its target audience with specialized themes.

Through this **Expression of Interest**, Delhi Tourism invites publications to submit their proposals as per the criteria mentioned below. Further, shall be shortlisted by a screening committee at Delhi Tourism for release of advertisements, as per the criteria mentioned below:

#### **Technical Criteria:**

- 1- Publications with circulation of 10,000 and above shall only be considered. Circulation figures and other information to be provided by the publisher, as per the document proof.
- 2- The target audience of the magazines should be the travel and hospitality industry be in national or international.
- 3- The publication should have advertised other Tourism Boards or Incredible India campaign, Ministry of Tourism in the past one year.
- 4- Fill and Submit **Annexure I**

Decision of MD, CEO will be final in respect of the adherence or otherwise to the above mentioned conditions for Release of Advertisement in Magazines for DTTDC. MD & CEO will have the final decision making authority on this subject.

The proposals qualifying the Technical Criterial will be considered by a special committee before the release of the final advertisement by Delhi Tourism.

Interested agencies may send in their response alongwith relevant details & enclosures on email: [prdivisiondelhitourism@gmail.com](mailto:prdivisiondelhitourism@gmail.com)

**ANNEXURE I**

**Magazine Submission Form**

<b>S.No</b>	<b>Detail</b>	<b>Description</b>
<b>1.</b>	Name of the Publication	
<b>2.</b>	Name of the Publisher	
<b>3.</b>	Publisher's Address	
<b>4.</b>	Published Since	
<b>5.</b>	Circulation	
<b>6.</b>	Area of Distribution	
<b>7.</b>	Reader's Profile	
<b>8.</b>	Tariff <ul style="list-style-type: none"><li>- Cover Page:</li><li>- Back Cover Page:</li><li>- Inside Cover Page</li><li>- Inside Back CoverPage:</li><li>- Mid Page (One Side/Both Side)</li><li>- Full Page Color:</li><li>- Full Page B/W:</li><li>- Half Page:</li></ul>	

**Authorised Signature**

**Company Seal**