

Business World - Edge "The Indian Woman"

Over the last six months, Businessworld has been publishing a series of special booklets titled the BW Edge which has content designed to meet the individual reader's requirement like the BW - Gadgets, BW - Travel, BW - Property, thereby helping the reader to make informed decisions.

Businessworld has also been witnessing the growth in its women readership for some years now and we believe that the corporate woman's reading habit is similar to her male counterpart. Keeping this in mind, the next BW Edge would be a special 32 page magazine on Woman which will be distributed along with Businessworld – Issue dated 4th December '06 with news stands circulation only.

The cover story will be on the Indian Woman who have always been ahead of their times since yesteryears. It will also profile women who have aspired to be different and have chosen the unusual path and succeeded. There would be a section on organizations who have pursued the cause of women upliftment and empowerment in India like Lijjat, Ajanta etc.

The second section of the magazine will deal with other key issues related to today's woman like

- Health

a) To be or not to be the mother - On how more women are opting to have children late or not at all. Some critical illnesses which women are prone to and early awareness.

b) Some women just don't seem to age – Tips for keeping fit, firm and ageless.

- Finance - How she manages her money and not necessarily on the lines of her father or her CA.
- Challenges of the New Home Minister – The homemaker who is adapting to changed times.
- Woman - The new consumer.

-A list of must haves that women choose not to do without.

-Fashion- Wardrobe choices which are exclusive yet not expensive.

Behind every successful woman, there is a man – A section, which would showcase some well-known women personalities talking about the strength, and support that they got from their partner all the way to success.

We hope that you will find the content of this special magazine interesting.

For advertising opportunities, please contact:

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