

# Riverside Media expands Advertisers' Access to the Indian Market with The India Today Group

LAKE PLACID, N.Y., Dec. 21 (SEND2PRESS NEWSWIRE) – North American companies wishing to reach business and consumer markets in India now have easy access due to the continued expansion of the portfolio of Riverside Media/Global Media Network, a leading provider of global media services. Riverside has been appointed the U.S. advertising representative for the India Today Group.

The India Today Group publishes 34 titles that include a broad spectrum of news, business, travel, design, sports and lifestyle magazines. They include India Today, the group's flagship news and current affairs magazine published in both English and Hindi with a circulation of 1.1 million every week; Money Today, a leading finance weekly; and India Today Spice, a publication that reaches 1.3 million affluent and aspiring Indian readers. The Group's portfolio also includes Time, Fortune, Reader's Digest, Golf Digest, Scientific American, Cosmopolitan, Men's Health, Prevention, Auto Bild, Travel Plus, Design Today, Woman and Harvard Business Review.

Under the agreement, Riverside media will provide advertising sales and marketing support for India Today's entire portfolio of publications with the exception of Business Today. The addition of these titles to Riverside's portfolio of worldwide consumer and trade media enhances its ability to offer both broad and highly targeted coverage to advertisers wishing to penetrate the Indian market.

"The publications in the India Today Group are ideally positioned to reach some of the most important segments of the Indian market," said W. John Holmes, president of [Riverside Media](#). "We are extremely pleased to be the North American representative for this diverse group of publications," he added.

The India market, with its increasing international importance and growing middle class, has become an extremely attractive growth opportunity for many North American companies. Riverside helps companies that don't have the worldwide infrastructure or immediate local knowledge by facilitating international media placement, and providing cost effective solutions for businesses of all sizes, advertising agencies and their clients.

Riverside Media is the North American advertising representative for the premier media companies in the Asia/Pacific, Europe, the Middle East and Africa. An independent U.S.- based representative, Riverside has provided North American ad agencies and advertising clients with simplified and centralized access to major consumer and trade media of all types worldwide for the last 30 years.

For more information visit [www.accessriverside.com](http://www.accessriverside.com) or call 518-523-4794.

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