



## **Businessworld**

Frequency:	Weekly
Circulation:	2,00,000
Language:	English
Format:	Magazine

**Businessworld** – India is the largest circulated and the only "Audit Bureau of Circulations" certified business magazine in the country today.

**Short Profile of Businessworld:** Businessworld magazine has set the pace for Indian business journalism. It forecasted the technology revolution, predicted the emergence of Indian multinationals and heralded India's re-entry onto the global stage.

The magazine drives content which is current and relevant, the format of the magazine is concise and compact keeping in mind the time available with the reader today, business stories are analytical and are viewed on a global perspective.

**All India Readership:** 6,79,000 readers (NRS 2006)

**Website:** [www.businessworld.in](http://www.businessworld.in)