

# STUFF - Fact sheet

## IN A NUTSHELL

*Stuff* is the cutting-edge guide to gadgets, gear and technology and the most renowned and authoritative gadget compendium in most countries.

## INTRODUCTION / BACKGROUND

Stuff is the best-selling gadget magazine in the world with 22 international editions.

It has also been ranked as the 6th highest-selling as also the fastest growing men's monthly in the UK. It outsells its closest rival, T3, by 2:1.

Most of the worlds leading brands across categories and segments advertise with Stuff and they include HP, Epson, Dell, Panasonic, Longines, Sony, Budweiser amongst many others.

## STUFF India

Launched in November 2008, Stuff India has carved a niche for itself in the heart of the early adopters of technology. Backed by young and competent editorial team, Stuff India has managed an enviable reach with 60,000 print run.

## STUFF India - CORE OFFERING / POSITIONING STATEMENT

“A cool men’s magazine with a Technology edge”. Essentially male centric, it shall cover all the peripherals (accessories, gadgets, cars, apparels, fashion gears, etc.) that would interest a male reader.

## Demographics of Readers

- 99% of readers would be Male
- Age: 18 - 40 yrs
- Would primarily be from the big cities who have easy access to the latest technology.
- High disposable income and an upwardly mobile person.

## Psychographics of Readers

- A techno-phobe with an addiction to the latest gadgets and good things in life.

- *Uber* Cool dude, High flying executive, High net-worth young male, urban male, early adopter and anyone who aspires to be one or all of the above
- New Age Consumer: Considers 40-50 % of their income disposable
- Early Adopters: Sophisticated and eager to try out new product or technology
- Influencer: He is the Smart friend whom his friends and family go for their purchase advice
- Highly Opinionated: Strong word of mouth amongst peers
- Owns a Car and enjoys regular holidays

### WHY STUFF

- Gives him a first mover advantage; He is privy to the latest gadget information much before his peers.
- Helps him to be a step ahead of peers
- He reads Stuff for his monthly fix on information, Knowledge and new product information on any and all gadgets.
- He is flamboyant and adventurous and aspires for whatever is featured in stuff be it gadgets, lifestyle aids, adventure activities etc.
- Flaunt value: Proudly displays his Stuff copy around
- Stuff is his guiding star for purchase decisions.

### PRODUCT DETAILS

Launch: November 2008  
 Periodicity: Monthly

### EDIT CONFIGURATION

- ✓ 60% - Technology
- ✓ 15% - Luxury / High End / Fashion Accessories
- ✓ 10% - Sports Technology
- ✓ 5% - Sports Apparels
- ✓ 5% - Adventure Stories / Whacky Stories
- ✓ 5% - Home Appliances
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