

# PR e-SENSE

Communicate the communication

**India's first Corporate ezine**

Published by Prime Point Foundation

## Here's a new Idea (or Opportunity) to popularise your Corporate Brand!

PR–e-Sense is India's first Corporate PR e-zine sent on-line to over 20,000 registered subscribers every month . Each issue further gets forwarded to an un-known number of professionals by the original recipients. The readers figure can thus be estimated to be anywhere between 40,000 and 50,000 depending on the subject focussed in each issue.

### Highlights

- PR e-Sense is published by Prime Point Foundation – a Non Profit Public Trust promoting communication awareness.
- The Foundation manages largest on line Discussions Groups relating to Public Relations and Communication and other relevant corporate themes.
- Published every month without break on the last day of each month covering one unique corporate theme from March 2006;
- Each issue focuses on a very relevant, current topic of great interest.
- Experienced and professional Editorial Team is headed by the Editor-in-Chief K. Srinivasan. Guest Editors, experts on the theme of the month, are included in the Team for every issue.
- Every issue of PR e-Sense is integrated with 'Podcast' that can be listened to from the India's first Pod Magazine PodUniversal

**How eminent  
people  
perceive this  
ezine?**



**Dr Abdul Kalam,  
Former President of  
India**

**"I am glad that  
the ezine started  
by Prime Point is  
doing very well"**



- PR e-Sense has received several recognitions from professional bodies and commendation from senior communication professionals
- PR-e-Sense won "Gold" Award from Association of Business Communicators of India during Jan 2008 under 'Corporate ezine' category.
- Every issue covers, apart from the topic of focus, a Guest Editorial, Exclusive Interviews with eminent personality/professionals, News & Features on current events, Expert's Views and so on

### Few Topics Focused in each issue so far

HR branding, Internal communication, news letters, Corporate Blogs, Corporate Wikis, Corporate Podcasts, Corporate arrogance, Press Releases, Regional Media, Right to Information Act, PR 2.0, Corporate websites, Corporate Governance, and many more.

### Quality Audience & Longer Life

- Every month the ezine is delivered to more than 20,000 inboxes through various groups managed by the Foundation and through various social media
- This ezine is also further forwarded by the recipients
- The estimated readership is around 40,000 to 50,000 corporate executives and managers of all levels and opinion makers.

### Sponsorship Opportunity

Some of the Corporate Houses have been enquiring regarding the possibility of offering the On-Line magazine for advertising. We have now decided to offer sponsorship of every issue to Corporate Houses/Educational Institutions. There will be only one main sponsor per issue with two more co-sponsors.

### How to be a Sponsor and be a Partner

Those desirous of sponsoring any of the issues may immediately book the desired issue by informing the Marketing Coordinator, PR-e-Sense through e-mail id [ezinepresense@gmail.com](mailto:ezinepresense@gmail.com)



**Mr T S Krishna Murthy,  
Former Chief Election  
Commissioner of India**

"PR-e-Sense gives broad variety of views from different persons with focussed attention on the theme"



**Mr R Neelamegham,  
President,  
Public Relations  
Council of India**

"Contemporary topics and participation by prominent professionals add value"



## Tariff & Material

**Main Sponsor (Platinum):** – Rs.25,000/- (Full Page)  
(Advt. will be placed in the third page of the ezine, immediately after the Guest Editorial)

**Co-Sponsor (Gold)** – Rs.15,000/- (Half page)  
**Co-Sponsor (Silver)** – Rs.10,000/ - (Quarter page)

Ready to load CD may be sent by 15<sup>th</sup> of every month for the issue of the month. Bookings to be made by 10<sup>th</sup> of the month.

## Ezine download site

<http://www.primepointfoundation.org>  
<http://www.corporatezine.in>  
<http://www.poduniversal.com>

## Listen to the podcast on this ezine

<http://tinyurl.com/2epo6x>

## Contact

[ezinepresense@gmail.com](mailto:ezinepresense@gmail.com)



### ABCI's Golden Award – Jan 2008

*“Keeping in mind content, design, layout, power and reach of the magazine, judges awarded ‘Gold’ to PR-e-Sense. It is a hub of knowledge”*

*- Mr Yogesh Joshi,  
President, ABCI*



**Dr Y S Rajan,  
Principal  
Advisor to  
Confederation of  
Indian Industry (CII)**

*“I had the hope  
that new innovative  
initiative using  
modern technology  
will succeed”*



**Mr Yogesh Joshi,  
President,  
Association of  
Business  
Communicators of  
India (ABCI)**

