About us

The Kashmir Walla is a multimedia magazine of politics, culture, business and literature, featuring latest news and exclusive in-depth content. We support and help initiate conversations around culture and politics with an aim to question the traditional mindset, mainstream discourses and entrenched positions. We cover political, social and cultural dissent within the larger context of the conflict and its contours to provide an honest understanding of daily life. Our primary focus is the individual and collective struggles. Our stories are from across the world but our primary focus is Asia, Middle East and Central Asia.

Our content also includes exhaustive pieces on literature of resistance, expressions of art, fiction, poetry and stories experienced and written by common people and not just established writers. This is why The Kashmir Walla has been widely recognized as a forum for a serious discussion on politics, culture, business and literature.

This magazine also encourages the readers to contribute on contemporary events and issues regions and provides them with a platform. A professional team of journalists, writers and artists produce this magazine.
IN PRESS AND AWARDS

“Go to thekashmirwalla.com today, the website is an insider’s story book of life in kashmir.”

“The Kashmir Walla mixes art and politics and covers everything from the disappearances to mass graves and all else.”

“... a theme based monthly online magazine, which tells stories of Kashmir.”

“The Kashmir Walla has evolved into online magazine which focuses on culture, politics and the conflict in Kashmir in critical way... The journal is designed to tell the stories of daily life in Kashmir in the shadow of conflict and war.”

Mint selected The Kashmir Walla as one of the eight online magazines saying, “A growing crop of online magazines is changing the ways in which we read, think and write.”

The Courrier International, a Paris based French weekly newspaper, featured The Kashmir Walla for its profile and the issue cover about Nelson Mandela, among ten other international publications.

“... the Kashmir Walla aims at painting the real picture of Kashmir across the world sans censorship and biases... Short stories, poems, profiles and autobiographical narratives published on the website poignantly reflect the chequered everyday lives of the people of the valley... has photo essays that chronicle the changing times in Kashmir.”

SHORTLISTED AS FINALIST FOR MANTHAN SOUTHASIA AWARD 2011

“There are many media houses all over the Kashmir and india who report about Kashmir but this magazine...helped people to get the view and knowledge of various aspects of the Jammu and Kashmir.”
WEB ADS

Advertisers may choose placement on The Kashmir Walla’s homepage, category pages, single post pages and videos regularly updated with content about politics, culture, art, social issues, academic essays, fiction, poetry, photos and cartoons.

**HOMEPAGE BANNER BOTTOM** 900px x 90px
1x 12,000 INR
3x 36,400 INR
6x 61,200 INR

**LEADERBOARD TOP** 728px x 90px
1x 21,000 INR
3x 56,700 INR
6x 107,100 INR

**HOMEPAGE STRIP** 728px x 90px
1x 12,000 INR
3x 32,400 INR
6x 61,200 INR

**HOMEPAGE SIDE WIDGET** 300px x 300px
1x 9,000 INR
3x 24,300 INR
6x 46,900 INR

**TECHNICAL REQUIREMENTS**

For Web Ads, please supply low-res GIFs or JPEGs (72 dpi) in RGB color format. Images may be static or animated.

Please note that we cannot implement cache busters in an Ad link.

*If these Ads are featured in single posts the cost will increase by 20%.*
ADVERTISING RATES

Video Ads

In the age of digitization of the world, where cellphones have replaced your book, magazine, newspapers and TV, we offer you campaign based, focused advertising platform. With paying much lesser than what you currently invest into promotion, we offer you better platforms, targeted audience, native content and high end quality Ads. We can curate your target audience on the basis of region, interests, age and more, to give best value to your brand or product.

Plans and Pricing

Daily Video Bulletin
1. Be a TITLE SPONSOR of the daily bulletin
   30 bulletins. 20,00,000 views approx. Target Age: 18-35
   Price Rs. 90,000 for a month

2. 10 secs ad in the bulletin
   Rs. 1000 per day per 10 sec Ad.
   Rs. 25,000 for 30 episodes Ads.

Video Ad Campaigns
1. Daily Short Video Stories | Ad Duration: 10 secs | 2 Videos per day
   Price Rs. 3000 per day

2. Video Feature Stories | Ad Duration: 20 secs | 2 video features per week
   Price Rs. 10000 per week

3. Long-form Video Debates/Stories | Ad Duration: 30 Secs+30 secs | One video per month
   Price Rs. 20,000

For Full Bundle Packages | Ads will be placed in all the three categories
One Month Package - Rs. 90,000
Two Weeks Package - Rs. 50,000
One Week Package - Rs. 30,000

The prices include our in-house video team producing the video ad of your brand or product

*All the rates are excluding applicable GST.
For booking, contact our
Sales Manager
9797925327
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