



THE HINDU

CLEAN INSIGHTS | SHARP OPINION | STRONG DIGITAL PRESENCE

SPORTSTAR

Sportstar Digital

- ❖ Sportstar, the cherished bi-monthly, multi-sport magazine from The Hindu Group, is now available in an online avatar!
- ❖ In addition to unbridled access to all the content on the Sportstar website - regular previews, reviews, interviews, features, analysis, statistical highlights and photo essays - subscribers also get a host of exclusive benefits to enjoy.
- ❖ Sportstar Digital also leverages the best of new-age storytelling methods, including videos and podcasts.





Subscriber Benefits

- ❖ **Exclusive Articles:** Read premium articles and analytical features
- ❖ **Invitations:** Receive early invites to celebrity webinars
- ❖ **AV Resources:** Get full access to podcasts and video interviews
- ❖ **Specials:** Receive Sportstar special editions
- ❖ **Expert Views:** Read all columns by Karun Chandhok and Sunil Gavaskar
- ❖ **Posters:** Get downloadable posters with each issue
- ❖ **Archives:** Read from a treasure trove of archives from 20+ years ago
- ❖ **Giveaways:** Enjoy seasonal giveaways and more

PRODUCTS & FEATURES

Digital				
Premium Articles	✓	✓	✓	✓
Podcasts	✓	✓	✓	✓
Video Interviews	✓	✓	✓	✓
Special Editions	✓	✓	✓	✓
Subscriber Exclusive Webinars	✓	✓	—	—
Premium Digital Events	✓	✓	✓	✓

PRODUCTS & FEATURES

E-Paper / E- Magazine				
No of Editions	17	6	2	2
Frequency	Daily	Daily	Fortnightly	Fortnightly
Accessible on	Web/Mobile App	Web/Mobile App	Web/Mobile App	Web/Mobile App
Extra Supplements	√	√	-	-
Multimedia read on	√	√	√	√
Archive	1 year(E-paper)/ 15 years Digital	1 year(E-paper)/ 15 years Digital	30 years	24 years
Premium E-Books	1 every month	-	-	-

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