MEDIA KIT 2024-25



























































































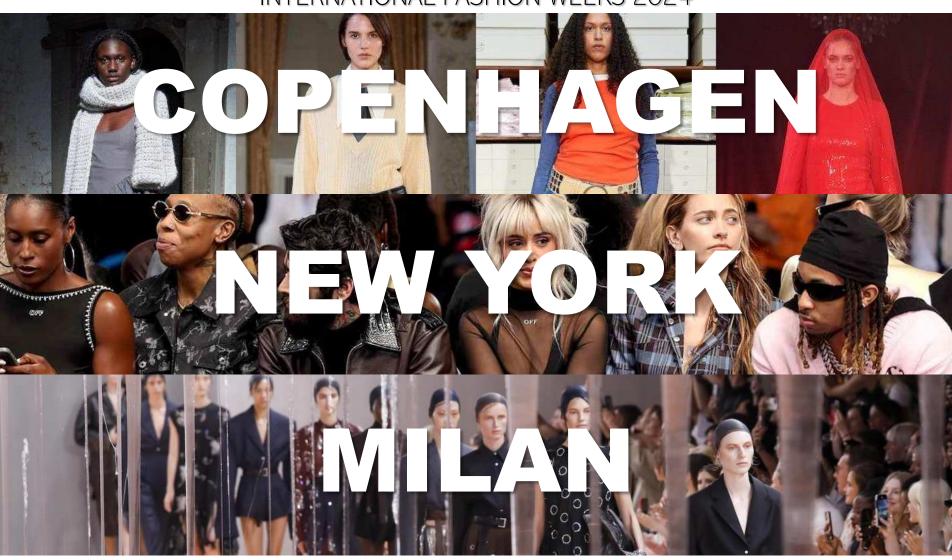








POPPDAPP INTERNATIONAL FASHION WEEKS 2024







POPP DAPP is a fashion portal & magazine trying to project a varied sense of understanding of the fashion world. When creativity is amalgamated with acumen, a blend is created that has both pace & sustenance. With this magazine they are trying to unveil different aspects of societal creations, experiences, certain not-so-regular people and red-hot fashion shelves.

A fashion literature which would not just be perceived a glam-trick, but a platform that is unnerving the hidden emotions & ideations of people. Creativity is always juvenile; art is always unimpeachable and style is always unquestionable.

POPP DAPP depicts transfix & charm, hereby promise to give the readers a 361st degree view towards topics & discussions.

TEAM

EDITOR Anuja Mathur

FASHION EDITOR Aman Mathur FINIANCIAL
OFFICER
Ashok Kumar

BRANDING & MARKETING HEAD Sushmita Chatterjee

PUBLISHER Kushagra

FASHION ASST. Neha, Swati, Kunal, Sara & Ahanah OPERATIONS MANAGER Riya

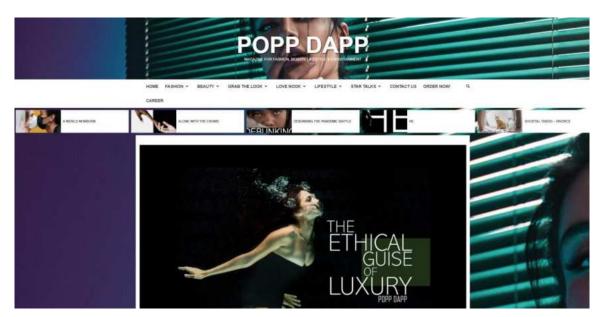
STYLISTS Sahil, Dominic & Priyank ADVERTISING & SALES Kabir, Arpita & Karan

ASST. CONTENT CREATOR Pratyusha & Vanetya

FASHION
PRODUCTION
Maqsood, Mansoor &
Taufail



POPP DAPP UNIVERSE



www.poppdapp.com



Print magazine















POPP DAPP MARKET STATISTICS

PUBLISHING: Quarterly (Jan-Apr-Jul-Oct)

550K+ global readership

50K+ print distribution

1500+ stories featured

500+ brand stories

1M+ digital reach every month

AVERAGE AGE OF READER: 35

READERSHIP: 1,50,000 (Including online subscriptions)



EDITOR'S PROFILE

ANUJA MATHUR

I am the founder & Editor-In-Chief of Fashion & Lifestyle Magazine — Popp Dapp. I am an engineer and an MBA professional with almost a decade of work experience in branding & entrepreneurship. Since I am a 90s kid, I grew up at a time when the technological bandwagon was quite a slow pace and we had the luxury of acoustic sources of information. I envisioned Popp Dapp out of a sheer allure for fashion & fashion literature since my childhood.

Coming from an academically inclined family and not having a media or publication background, I had to learn the nuances by experiencing them. Having an engineering wit and management know-how has helped me a lot in bringing my vision into actuality.

There would not have been a better time to indulge in a business that is a perfect combination of digital and analog. Popp Dapp is a print magazine by heart, but has been equally sturdy digital footprint with digital features, podcasts, blogs, and vlogs. Just like 'swipe & select fatigue' amid Gen Z, 'digital ad fatigue' is another point that needs to be considered while getting into newer ways of advertising. A perfect amalgamation of paper & screen is the solution.

Thank you!

CREATIVE DIRECTOR

AMAN MATHUR

Hi, I am the Creative Director of Popp Dapp and head of the art, fashion, & beauty verticals of the magazine. Graduating from NIFT and having more than 15 years of robust experience in fashion, education & entrepreneurship, has given me a wider perspective on the industry.

Along with my team, I have always tried to cater to a larger audience and readers – by creating artistic and story-driven spreads. Since a magazine is a perfect medium for showcasing talents and artists, I've managed to give opportunities to aspiring photographers, stylists, and their teams.

Hoping to have innovativeness in issues coming ahead!

Thank you



POPP DAPP BRANDS FEATURED





TRENDIABLE J E N N























POPP DAPP BRANDS FEATURED

MEDIA, ENTERTAINMENT, & PR































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Capturing the World, Defining the Moment!

Welcome to Popp Dapp News, your premier source for the latest news and analysis from every corner of the globe. In an era where information is both abundant and elusive, we stand as a beacon of clarity, bringing you the most important stories that shape our world.

Our seasoned team of journalists and analysts works tirelessly to deliver comprehensive coverage, from breaking headlines to in-depth features, ensuring that you stay informed and enlightened. Whether it's the pulse of international markets, the ebb and flow of geopolitics, or the breakthroughs in science and technology, we provide a nuanced perspective that cuts through the noise.

At Popp Dapp News, we believe in the power of information to transform, inspire, and empower. Join us as we explore the complexities of our rapidly changing world, offering not just the news, but the context and insight needed to truly understand it. Here, every story matters, every voice is heard, and every reader is valued.

Step into a world where knowledge meets perspective, and discover the difference that informed reporting can make in your life!





23 September 2024

COLDPLAY'S GRAND ENCORE | MUMBAI AWAITS 2025 | POPP DAPP

Coldplay's Triumphant Return to India: Three Exclusive Performances in Mumbai, January 2025

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22 September 2024

FRONT-ROW STANDOUT AT MFW2024; ALESSIO FILIPPELLI I POPP DAPP

A front-row standout at Milan Fashion Week 2024, Alessio Filippelli stuns as one of the best-dressed, giving us an exclusive glimpse into the #MFW shows

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21 September 2024

FRESH, AUTHENTIC, & RELATABLE - ABHISHEK BACHCHAN | POPP DAPP

In Celebration of International Daughter's Day, Prime Video Unveils the First Look of Its Upcoming Heartwarming Original Movie Be Happy

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21 September 2024

DAY 3&4 | A VISIONARY RUNWAY | MILAN FASHION WEEK 2024| POPP DAPP

Milan Fashion Week 2024 continues to set the global fashion agenda with its Day 3 and 4 showcases, where the vibrant spirit of Italian craftsmanship meets avant-garde innovation. This year, the runways reverberated with _

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20 September 2024

COMPLEMENTING OR OBJECTIFYING: KRITIKA KAMRA @ MAITRI | POPP DAPP

"There's a Thin Line Between Complimenting and Objectifying," says Kritika Kamra, speaking at Prime Video's Maitri conversation

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19 September 2024

FAUX FUR FRENZY: A CRUELTY-FREE CHIC FASHION TREND I POPP DAPP

As fashion strides confidently into 2024, the allure of faux fur has cemented itself as an indispensable symbol of modern luxury, ethics, and innovation. With sustainability no longer a mere trend but a movement, faux fu...

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19 September 2024

A VISIONARY RUNWAY: MILAN FASHION WEEK 2024 | SS 2025 | POPP DAPP

From the historic streets of Milan to the glamorous runways, Milan Fashion Week (MFW) Spring/Summer 2024, running from September 17 to September 23, 2024, is unfolding in a dazzling spectacle of artistry and innovation....

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18 September 2024

MOTHERHOOD HYPE, POWER STRIPES, WOMEN RISE | POPP DAPP

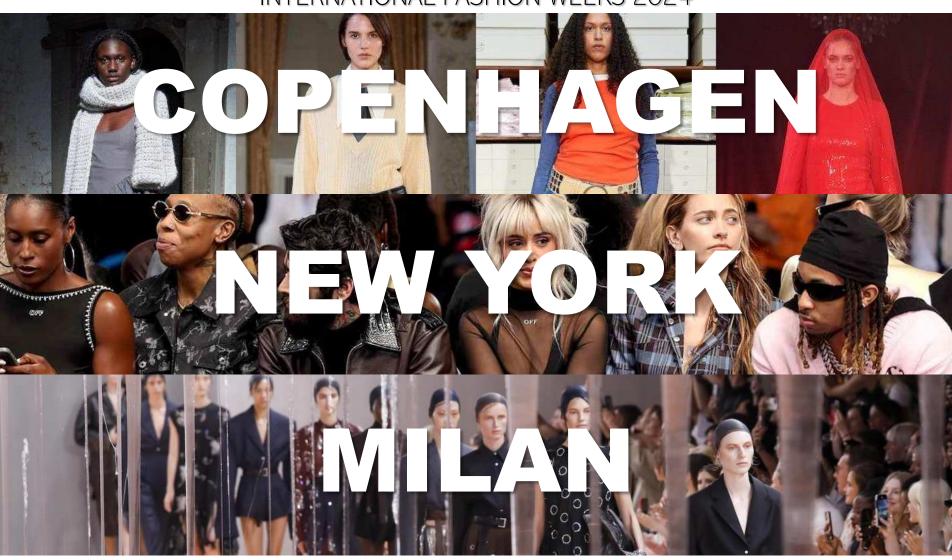
Motherhood is one of the most celebrated and revered roles in society, often romanticized to the point of over-glorification.

The image of a mother is elevated to near-mythic proportions, enshrined as the epitome of sacr...

POPP DAPP COVERAGES



POPPDAPP INTERNATIONAL FASHION WEEKS 2024





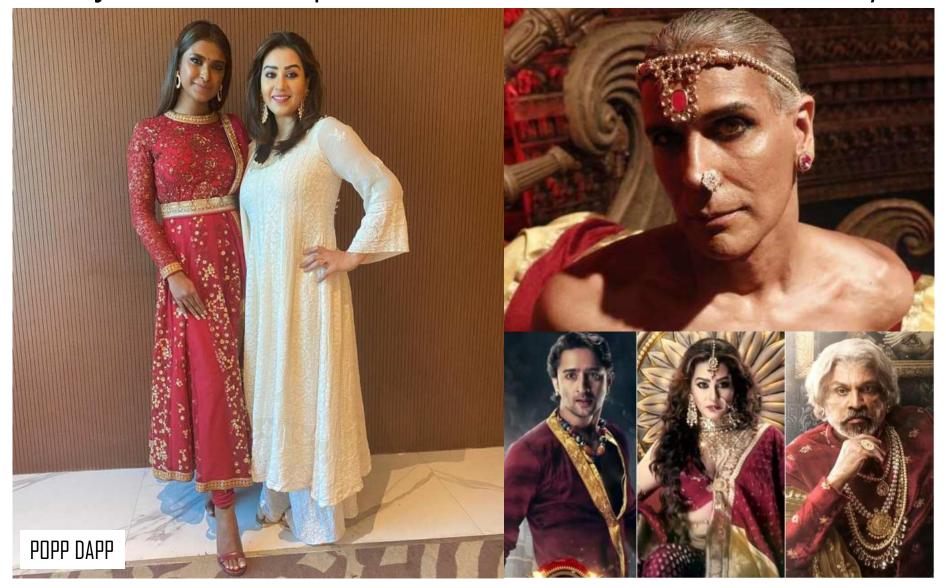
RANBIR KAPOOR PROMOTES 'TU JHOOTI MAIN MAKKAR'



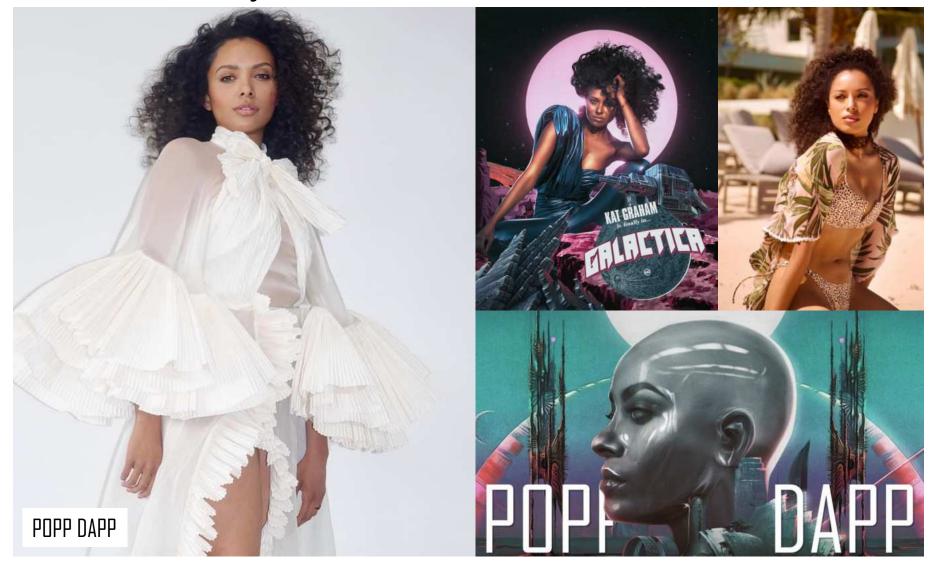
POPP DAPP
SPLASH OF VENGEANCE – Story with Deepika Padukone



POPP DAPP
Story with Rani Shilpa Shinde and Polomi Das for 'Paurashpur'

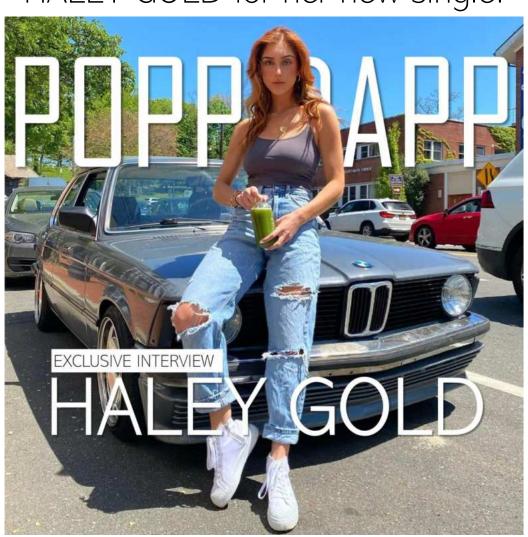


POPP DAPP Story with Kat Grahamn for 'Galactica'

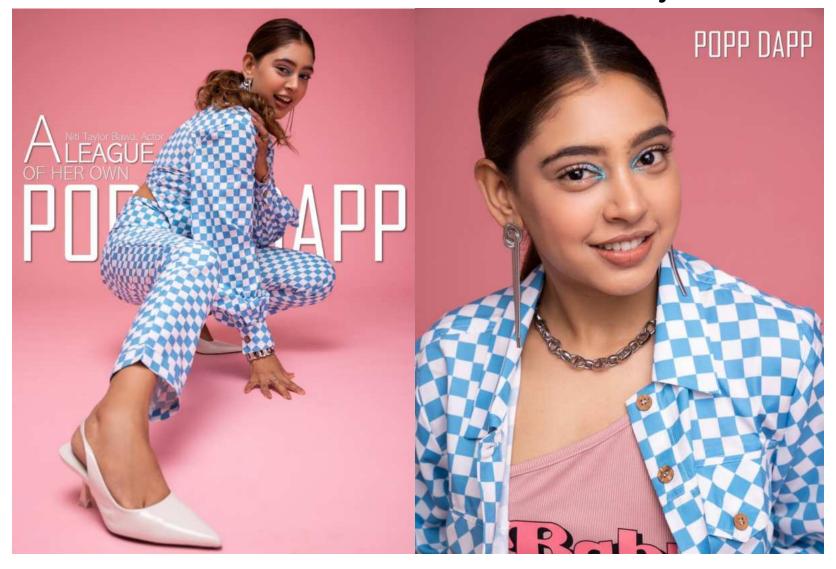


POPP_x DAPP

HALEY GOLD for her new single!



POPP DAPP
A LEAGUE OF HER OWN with Niti Taylor



POPP DAPP has a different POPP DAPP has a di



Camilla Dian



Alina Gross



Gina Badhen



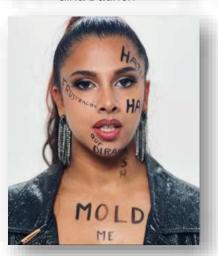
Daniella DonDiego



Luke Storey



Nikki Starr



Tracy De Sa



Vanessa Calderon

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Kat Graham



The dragon sisters



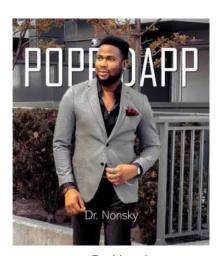
Kabir Sehgal



Caroline Labouchere



Ram Shergill



Dr. Nonsky



Elena Fernandes

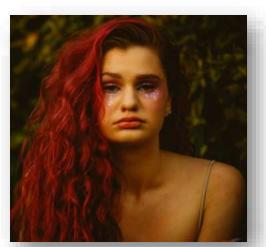


Lavinia Cottafavi

POPP DAPP INTERNATIONAL FEATURES



Elisabetti Bertolini



Cloe Wilder



Brighton Peachy



Sobia Ameen



Madeline Rosene



Marry



James



Lainie Ishiba POPP DAPP

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SWAROOPA GHOSH



CHUM DARANG



RUHI SINGH



GAYATRI BHARDWAJ

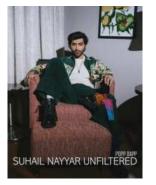


ANUSHKA LUHAR

POPP DAPP **FEATURES**



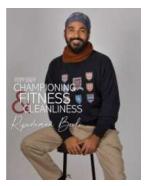


























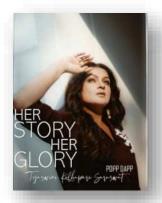








POPP DAPP TO A dispress range of contributors and con-

























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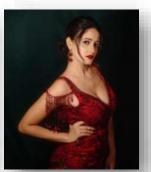


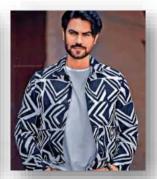






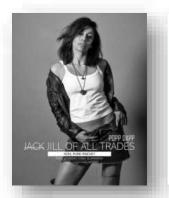








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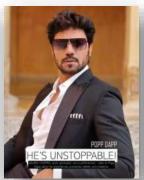










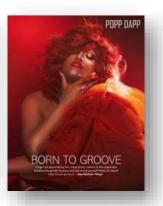




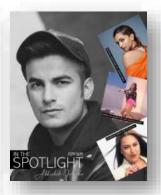


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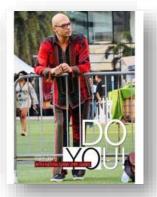












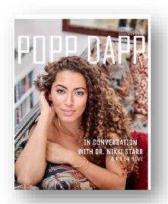


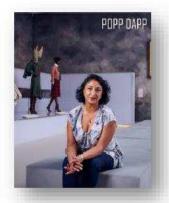


POPP DAPP CONTRIBUTORS



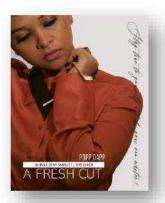








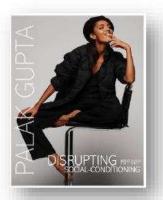








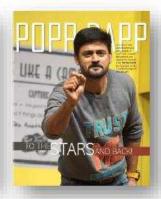


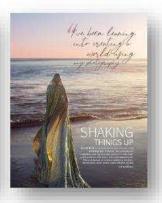


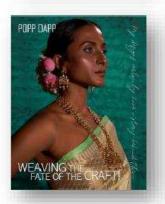






















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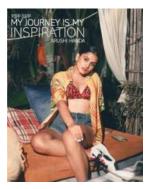




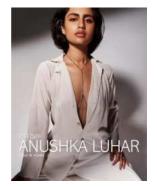














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POPP DAPP FEATURES







Priya Banerjee



Jinita Sheth



Nathalia Kaur



Archana Puri



Lavinia Cottafavi



Samiksha Pednekar



Manya Singh



Shveta Salve



Madhurima Tuli



Mandana Karimi



Anushka Menon



Rohina Anand



Elena Fernandes

POPP DAPP



Kiran Dembla



Caroline Labouchere



Avina Shah



Anjali Tatrari



Monica Shah



Ram Shergill



Veronica Vanij



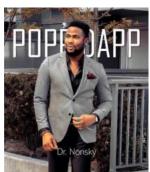
Shweta Kapur



Krissann Barretto



Pranati Rai



Dr. Nonsky



Malvi Malhotra

POPP DAPP FEATURES



Gauri Devidayal



Jeeveshu Ahluwalia



Kat Graham



Aishwarya Shridhar



Kabir Sehgal



The dragon sisters



Sobia Aseem

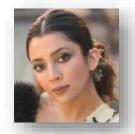


Sunil Menon

POPP DAPP FEATURES



Nikhil Chinapa (Vj, Rj, Actor)



Barkha Singh (Actor, content creator)



Rohit Roy (Actor)



Alankrita Sahai (Actor)



Cloe Wilder (Singer)



Vishakha Rajani (Myntra Fashion Superstar)



Harshit Srivastava (Stylist, YRF)



Madeline Rosene (Singer)



Sumedha (Influencer)



Ranveer Brar (Celebrity Chef)



Tanaaz Irani (Actress & life coach)



Aman Mathur (Fashion designer & stylist)









































IT'S ALL IN THE KOHL

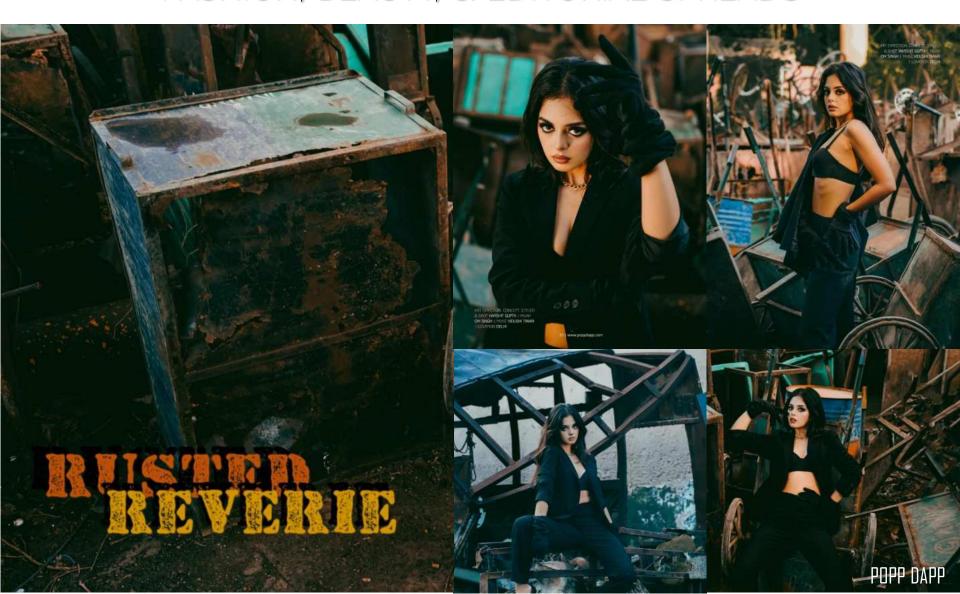








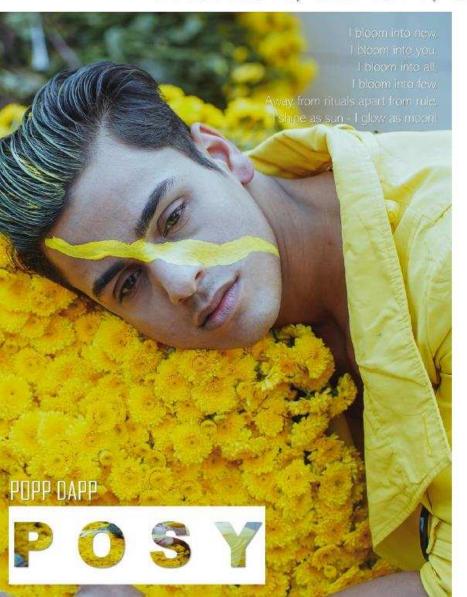


















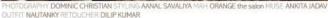


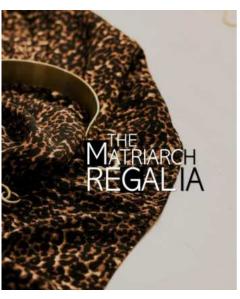






























CELEBRATING THE SARTORIAL OPULENCE

(SPRING SUMMER 2022 SPREAD)









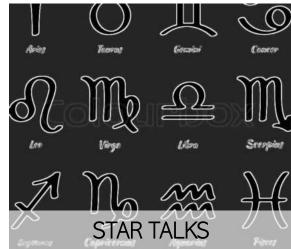
POPP DAPP CONTENT OVERVIEW





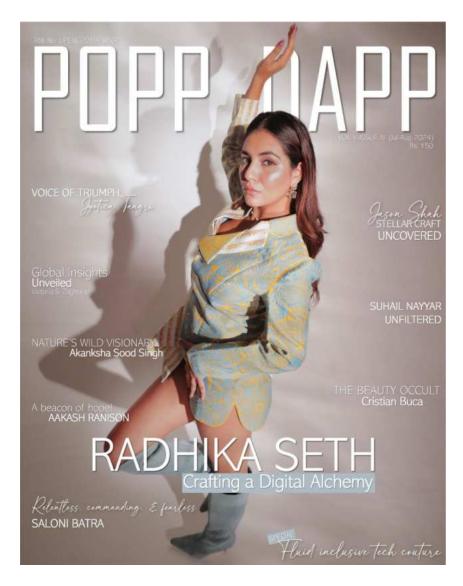








POPP DAPP LATEST ISSUE

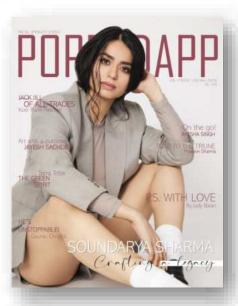


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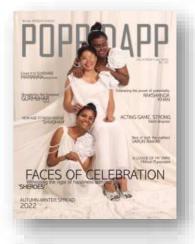




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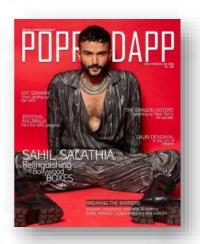






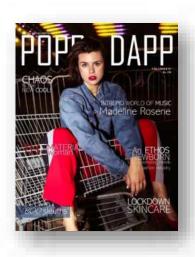


POPP DAPP EDITION REPERTOIRE

















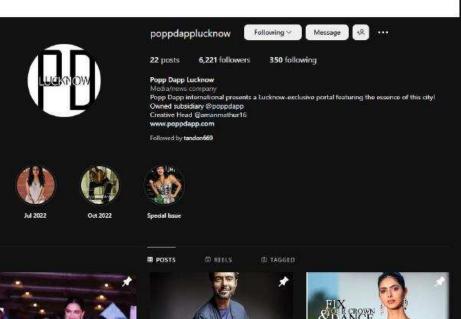
POPP DAPP PODCAST



A series of rendezvous with the trailblazers!

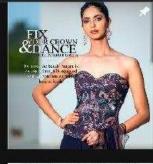












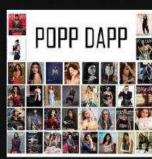








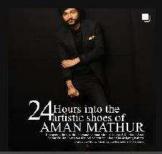




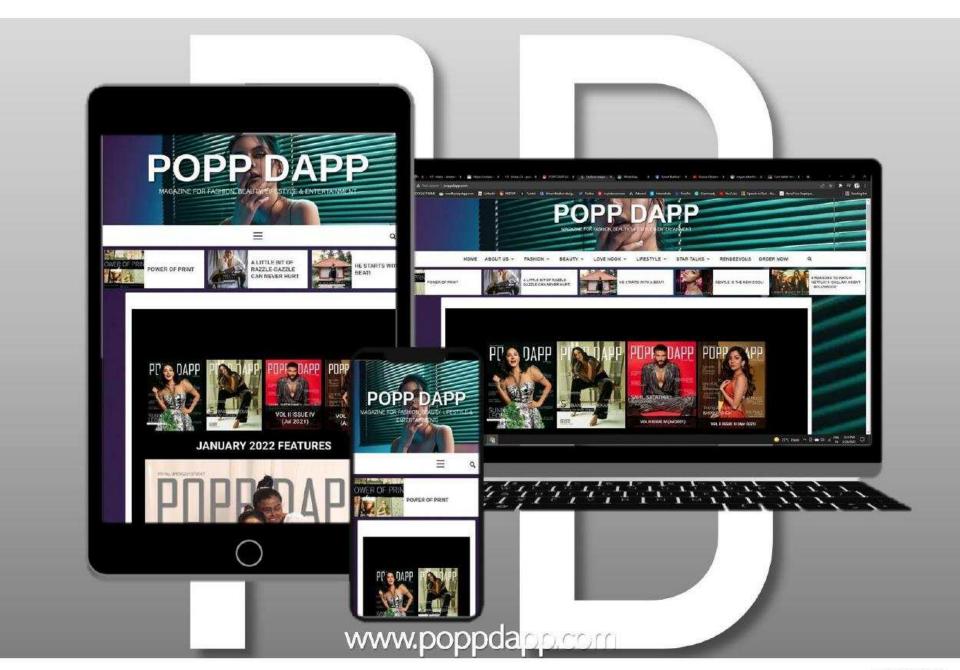


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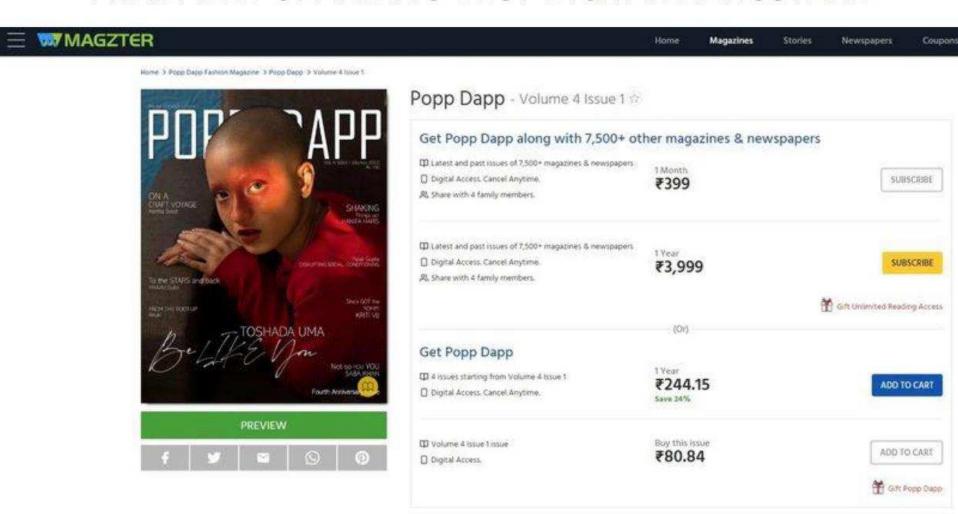






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