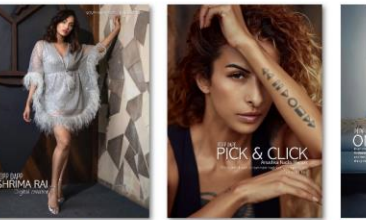
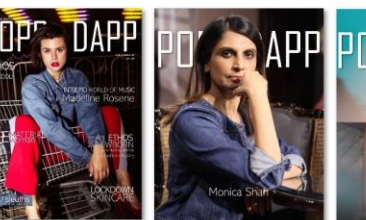
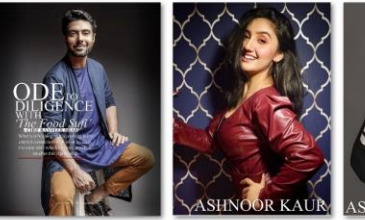


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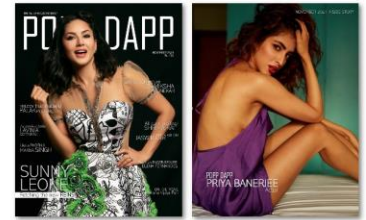
MEDIA KIT 2022-23

POPP DAPP





POPP DAPP





FASHION

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.

POPP DAPP

TEAM

EDITOR

Anuja Mathur

FASHION EDITOR

Aman Mathur

BRANDING & MARKETING

HEAD

Sushmita Chatterjee

FASHION ASST.

Neha, Swati, Kunal, Sara &
Ahanah

STYLISTS

Sahil, Dominic & Priyank

ASST. CONTENT CREATOR

Pratyusha & Vanetya

FINIANCIAL

OFFICER

Ashok Kumar

PUBLISHER

Kushagra

OPERATIONS

MANAGER

Riya

ADVERTISING

& SALES

Kabir, Arpita & Karan

FASHION

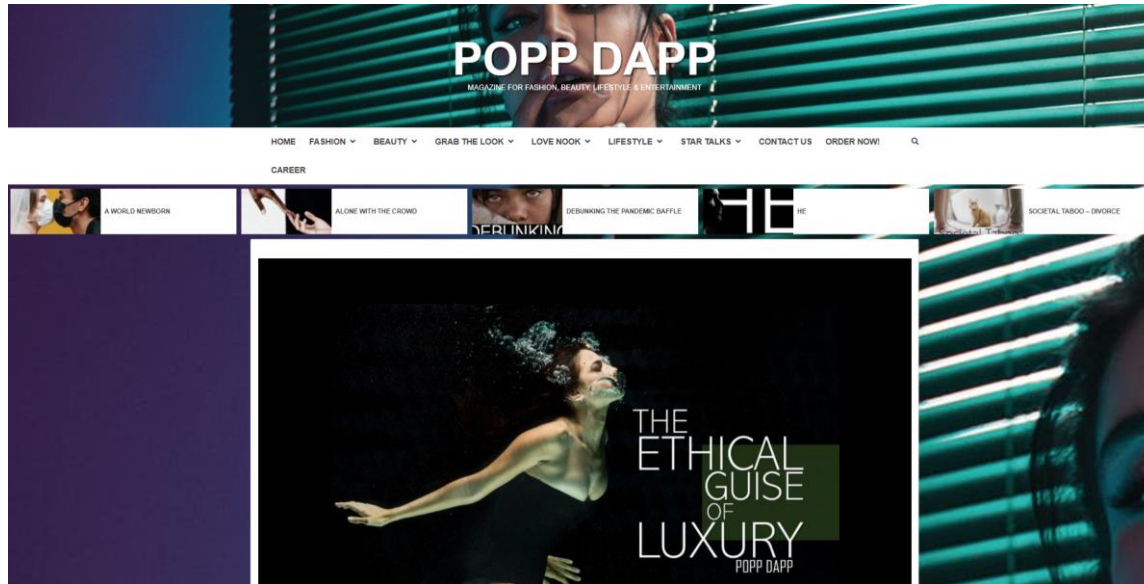
PRODUCTION

Magsood, Mansoor &
Taufail



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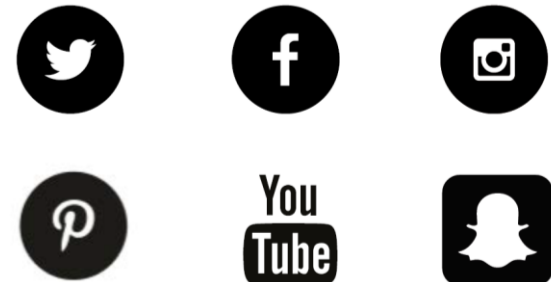
UNIVERSE



www.poppdapp.com



Print magazine



Popp Dapp social search

POPP DAPP



POPP DAPP

MARKET STATISTICS

PRINT

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

CIRCULATION : 50,000+ (Niche circulation)

AVERAGE AGE OF READER : 35

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

POPP DAPP

READERSHIP & CIRCULATION



CIRCULATION : 50,000+

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

Regional distribution

- North (NCR) (10K)
- West (Gujrat) (10K)
- East (Telangana) (10K)
- South (Maharashtra) (10K)

Readership & Distribution

1. Hyatt
2. Lebua
3. Zao
4. Hilton Garden
5. Additional readership (Digital + Print): 5K

Targeted close-knit distribution (15K)

- Celebrity clients
- Celebrity Managers
- Subscribers

POPP DAPP

ORGANISATIONAL STRUCTURE

Editor-in-Chief | MS. ANUJA MATHUR
(Conceptualization, content scrutiny, and finalization)

CELEBRITY MANAGEMENT	SPREAD CREATION	INTERNATIONAL CONTENT & SPREAD	BRANDING, MARKETING & ADVERTISING	PRINTING, LAYOUTING & PUBLISHING	DISTRIBUTION (50K+)
Headed by SARA D'SOUZA, Mumbai	Creative Head MR. AMAN MATHUR	Headed by Alessio Filippelli	Branding & Marketing Head MS. SUSHMITA CHATTERJEE	Aastha Publishers & Printers	Regional distribution
Coordination with celebrity managers (Mumbai & Pune)	North (Delhi) Team Sahil Gulati	US (California) Team Alessio	Marketing Manger – North MS. SHOROMISHTHA BANERJEE	Lay outing, page creation, and printing	<ul style="list-style-type: none">• North (NCR) (10K)• West (Gujrat) (10K)• East (Telangana) (10K)• South (Maharashtra) (10K)
Coordination with PR firms (Pan India)	West (Ahmedabad) Team Dominic Christian	US (Beverly Hills) JV Agency	Marketing Manager – South MR. PARAS MEHTA	At Aastha Printers, Lucknow Facility	Targeted distribution (15K)
Coordination with personal celebrity managers (Mumbai)	East (Shillong) Team Rajat Chand	ME (Dubai) Team Sudhanshu Singh	DIGITAL MARKETING		<ul style="list-style-type: none">• Celebrity clients• Celebrity Managers• Subscribers
	South (Mumbai) Team Ravi Dixit	RUSSIA Team Iryna Sapozhnik	Prabhaskar Pandey, Partner Radiant Media, Delhi Digital marketing & distribution Advert story coordination		

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INTERNATIONAL FEATURES

Ensuring that POPP DAPP has a diverse range of contributors and content creators



Kat Graham



The dragon sisters



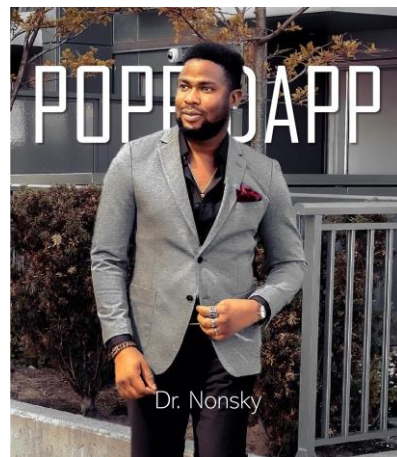
Kabir Sehgal



Caroline Labouchere



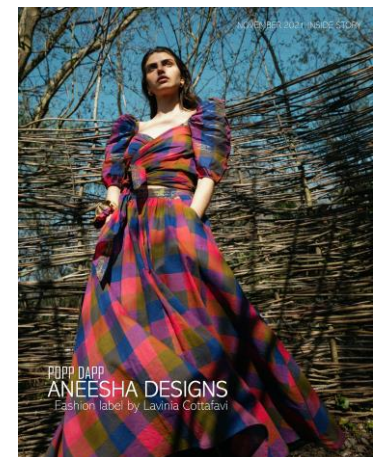
Ram Shergill



Dr. Nonsky



Elena Fernandes



Lavinia Cottafavi

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Elisabetti Bertolini



Cloe Wilder



Brighton Peachy



Sobia Ameen



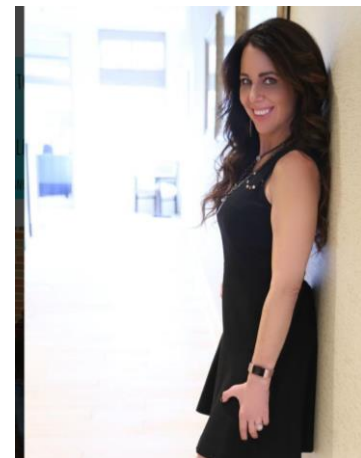
Madeline Rosene



Marry



James



Lainie Ishiba
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COVERAGES



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RANBIR KAPOOR PROMOTES 'TU JHOOTI MAIN MAKKAR'



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SPLASH OF VENGEANCE – Story with Deepika Padukone

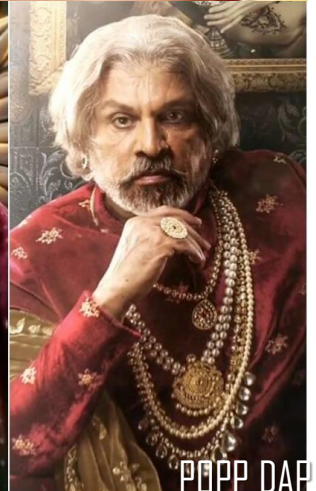


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Story with Rani Shilpa Shinde and Polomi Das for *'Paurashpur'*

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Story with Rani Shilpa Shinde and Polomi Das for *'Paurashpur'*



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Story with Kat Grahamn for 'Galactica'



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x

HALEY GOLD for her new single!



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A LEAGUE OF HER OWN with Niti Taylor



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POPP DAPP X THE TIMES GROUP



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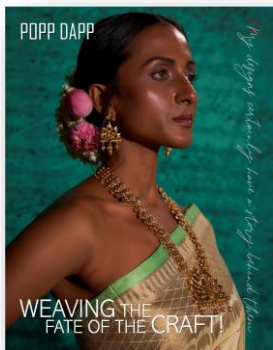


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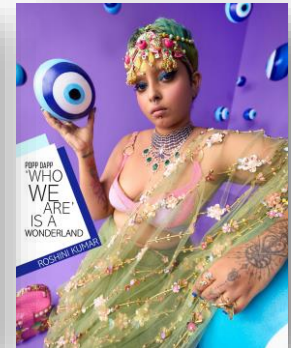
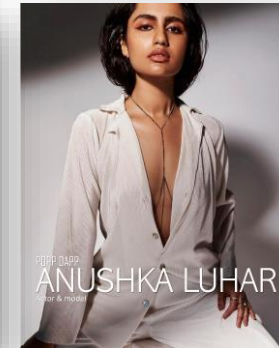
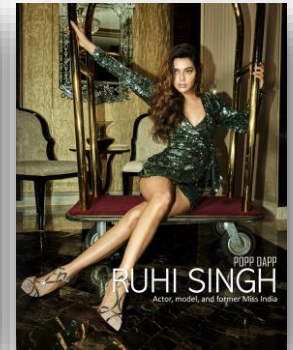
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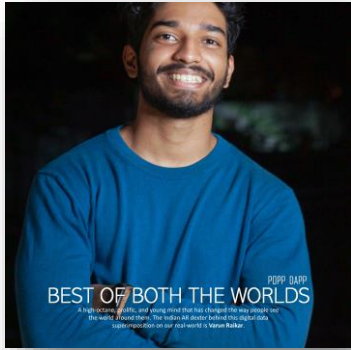
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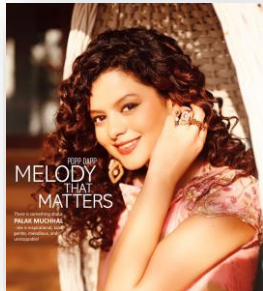
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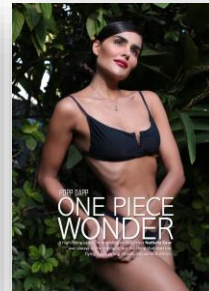
Palak Muchhal



Priya Banerjee



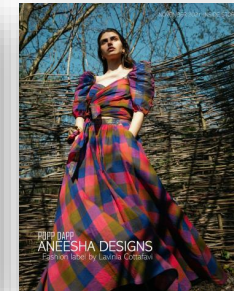
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Nathalia Kaur



Archana Puri



Lavinia Cottafavi



Samiksha Pednekar



Manya Singh



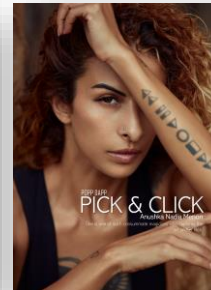
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Madhurima Tuli



Mandana Karimi



Anushka Menon



Rohina Anand

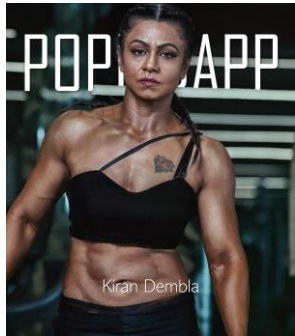


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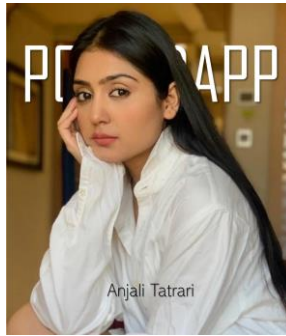
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Caroline Labouchere



Avina Shah



Anjali Tatrari



Monica Shah



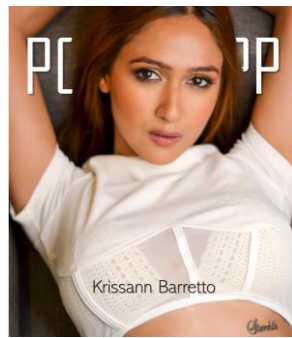
Ram Shergill



Veronica Vanij



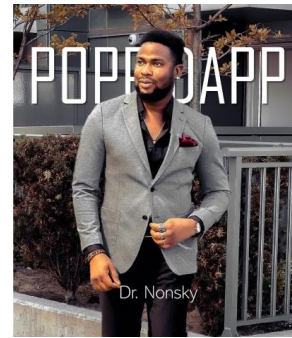
Shweta Kapur



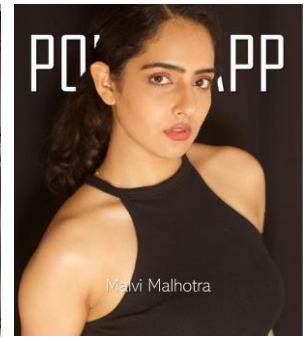
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Jeeveshu Ahluwalia



Kat Graham



Aishwarya Shridhar



Kabir Sehgal



The dragon sisters



Sobia Aseem



Sunil Menon

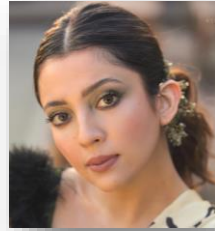
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Nikhil Chinapa
(Vj, Rj, Actor)



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)

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FASHION, BEAUTY, & EDITORIAL SPREADS



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FASHION, BEAUTY, & EDITORIAL SPREADS

ART IS IN THE AIR

Maran Rajapandian has skillfully amalgamated the essence of rustic couture and the enchanting domination of feminine energy into the spread.

DIRECTION & PHOTOGRAPHY: MARAN RAJAPANDIAN
OUTFIT & ACCESSORIES: SAROJ JALAN CONCEPT & STYLING: HARSH VARDHAN JALAN
MODELS: PREETHY KARAN, PRITI JANA, TANISHA DE, & DEEPA BISWAS
VIDEO: ARSHAD KHAN MAKEUP & HAIR: MAINAK PRODUCTION & ART DIRECTION: SUPRIYO SAMANTA ASSISTED BY TARINMAY & SOHAM MUKHERJEE



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CALLING THE HEAT



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THE DAZED DAZZLE

There's a mystery, necromancy & warlock in the sartorial depiction. Muses are conveying authority, confidence, wit & depth through intuitive yet lucid postures.

PHOTOGRAPHY: HARMEET SINGH SANA STYLING: SAHIL GULATI ASSESSANCE: JAHANAVI MUA SAROJ AGENCY: PURPLE THOUGHTS
MUSE: MOKSHA OUTFIT: ROHIT GANDHI RAHUL KHANNA JEWELRY: ZARIN FOOTWEAR: JEETINDER SANDHU
MUSE: SHIVAM OUTFIT: ROHIT GANDHI RAHUL KHANNA FOOTWEAR: DMODOT

OUTFIT: ANITA BANI MUSE: MOKSHA
OUTFIT: ANHIRE MUSE: SHIVAM

MUSE: MOKSHA OUTFIT: SARMEEN MADAN JEWELRY: ZARIN FOOTWEAR: PAO
MUSE: SHIVAM OUTFIT: JEETINDER SANDHU JEWELRY: ZARIN

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PHOTOGRAPHY DOMINIC CHRISTIAN STYLING AANAL SAVALIYA MAH ORANGE the salon MUSE ANKITA JADAV
OUTFIT NAUTANKY RETOUCHER DILIP KUMAR



PHOTOGRAPHY DOMINIC CHRISTIAN STYLING AANAL SAVALIYA MAH ORANGE the salon MUSE ANKITA JADAV
OUTFIT NAUTANKY RETOUCHER DILIP KUMAR



PHOTOGRAPHY DOMINIC CHRISTIAN STYLING AANAL SAVALIYA MAH ORANGE the salon MUSE ANKITA JADAV
OUTFIT NAUTANKY RETOUCHER DILIP KUMAR

POPP DAPP

FASHION, BEAUTY, & EDITORIAL SPREADS

VA VA
VOOM

Metallic, spangle, and glimmer dresses clear the avenue for the festive season va va voom!

PHOTOGRAPHY: RAJAT CHAND OUTFIT: AMAN MATHUR ASSISTED BY: NEHA YADAV STYLING: AQSA NOOR & SWATI MUA: RAVI
PARKASH RAO MUA: HARSHITA SINGH RETOUCHER: AJINKYA PATIL LOCATION: BLACK BREWHOUSE



PHOTOGRAPHY: RAJAT CHAND OUTFIT: AMAN MATHUR ASSISTED BY: NEHA YADAV STYLING: AQSA NOOR & SWATI MUA: RAVI
PARKASH RAO MUA: HARSHITA SINGH RETOUCHER: AJINKYA PATIL LOCATION: BLACK BREWHOUSE

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FASHION, BEAUTY, & EDITORIAL SPREADS



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FASHION, BEAUTY, & EDITORIAL SPREADS

THE MAN MASK

We've been conditioned to associate the ability to dominate, control, and succeed-at-all-costs with 'man' and emotional intelligence, creative expression, and submission with 'woman'. It's time to throw these connotations up in the sky and let all genders strive equally to choose what they want and value individuality over conformity. Let's fix this misplaced sense of superiority that has created a faux masculinity mask and is suffocating all genders equally!



PHOTOGRAPHY RAW DIXIT MUSE SUVANSH DHAR STYLIST SHIVANI RAITHITHA & MARIYAM HUSSAIN MUAH DHIWANI DAVE
WARDROBE LINE OUT LINE PRODUCTION TO THE MARS

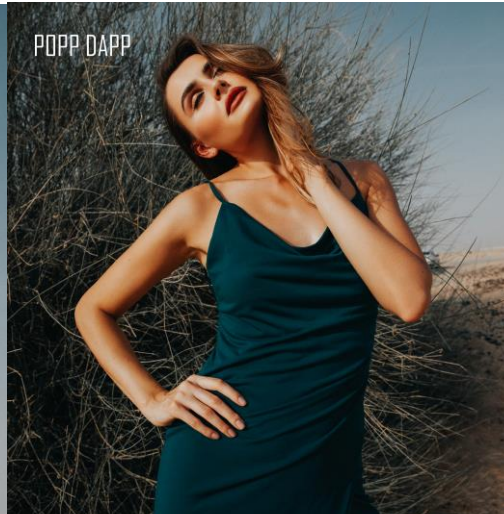


SHE UNWIND

PHOTOGRAPHY RAW DIXIT MUSE DRIDHA RAJPUT

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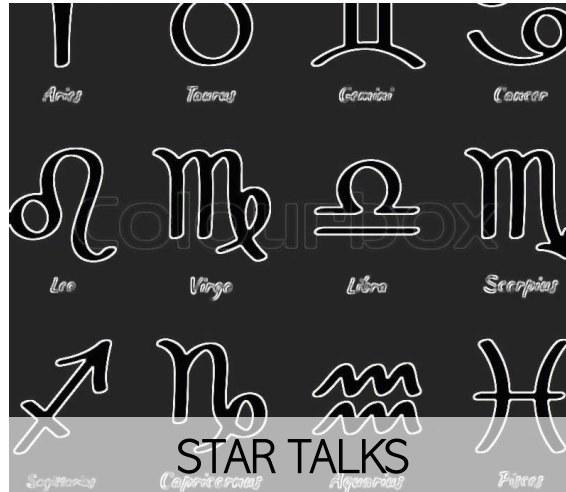
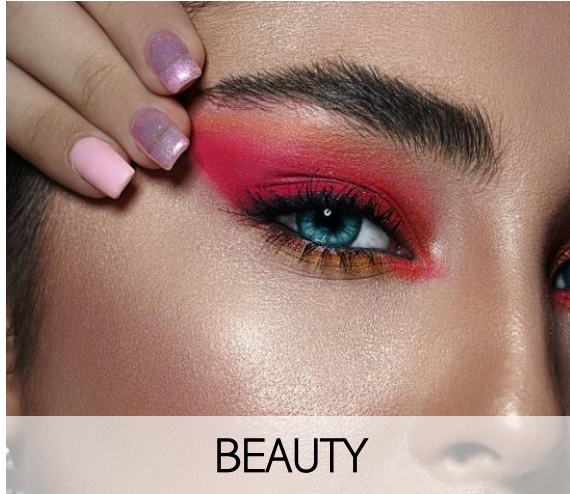
CELEBRATING THE SARTORIAL OPULENCE

(SPRING SUMMER 2022 SPREAD)



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CONTENT OVERVIEW



RNI No. UPENG201978567

POPP DAPP

VOL IV ISSUE II (Jan-Feb 2023)
Rs. 150

I AM
SOUNDIOUS MOUFAKIR

ECLECTIC, CHIC
& EDGY
Vanessa Calderon

The pursuit of grace & grandeur
WITH ASHA PUTHLI

You GOT this!
Dr. VARUNA

Anushka Kaushik
In the
SPOTLIGHT

Isha Koppikar Narang
HER SILVER STREAK

FIRE
&
LIGHT
Janine Shroff

SHE'S IN MOTION▶▶
HASLEEN KAUR

POPP DAPP
VOL IV ISSUE II
JAN-FEB 2023
(Latest Issue)

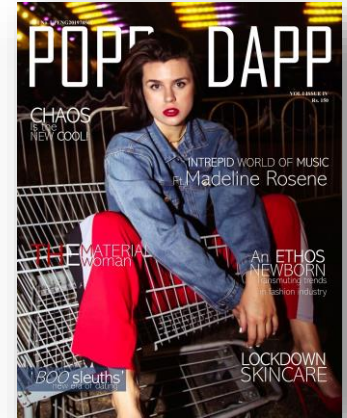
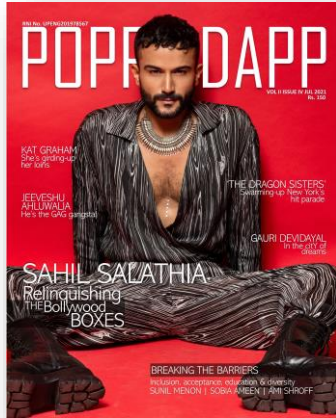
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EDITION REPERTOIRE



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POPP DAPP

PODCAST



Bringing you a fresh perspective from our lens!

Episode 1 - Financial independence for a new-age woman! With Yogesh Chabria

Financial independence for a new-age woman! | Yogesh Chabria | Popp Dapp Podcast | Episode 1

POPP DAPP / PODCAST
Anuja Mathur, Editor-In-Chief of POPP DAPP
in conversation with **MR. YOGESH CHABRIA**

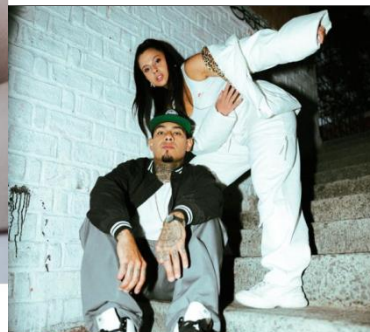
Importance of financial independence
LISTEN NOW

Watch on YouTube

LINED UP FOR THE MONTH



DEEPIKA BHARADWAJ



TRACY DE SA



ABIRA D.

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RD
LUCKNOW



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Message



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6,221 followers

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Media/news company

Pop Dapp international presents a Lucknow-exclusive portal featuring the essence of this city!

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Jul 2022



Oct 2022

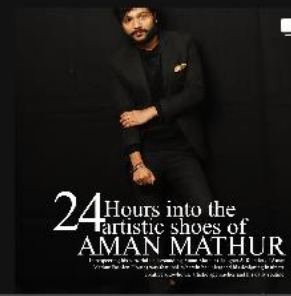
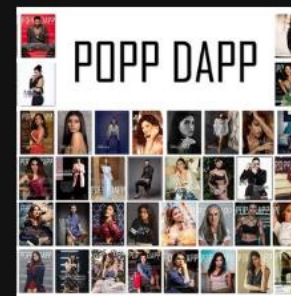
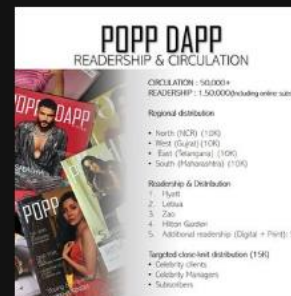
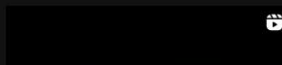


Special Issue

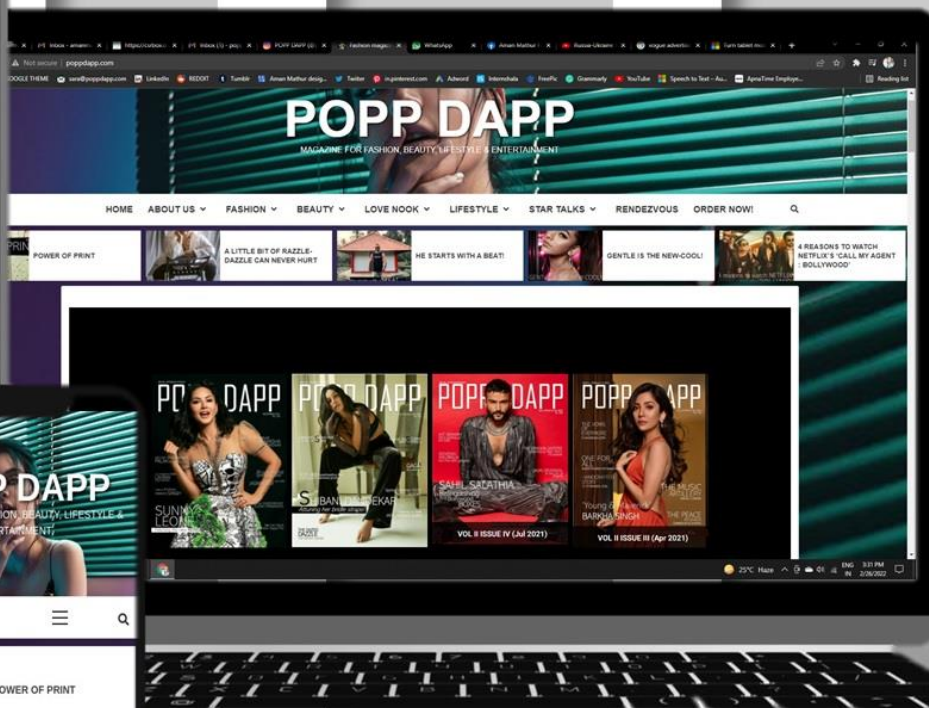
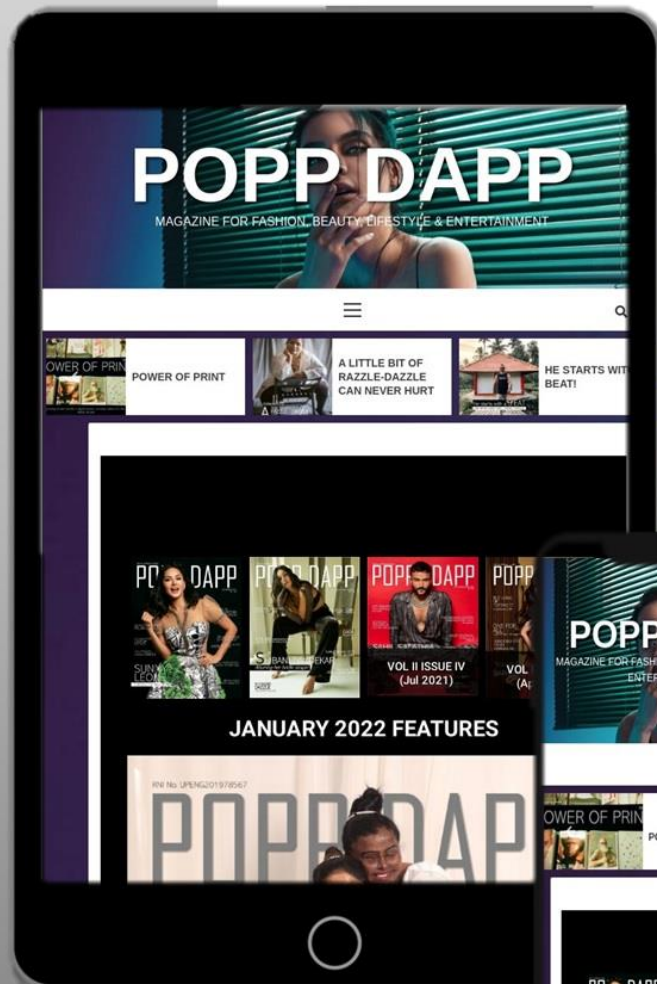
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REELS

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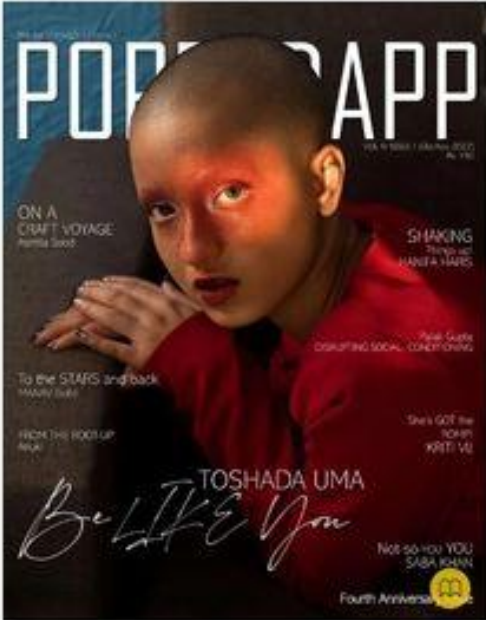
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PREVIEW

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