

People Who Matter

Voices of Influence

MEDIA KIT

The people. The brands.
The companies.
The initiatives.

And the stories shaping what matters next.

WE FIND WHAT MATTERS. AND TELL YOU WHY.

What is *People* Who Matter?

There is no shortage of information today. What is harder to find is what deserves attention.

People Who Matter looks beyond the constant stream of announcements, headlines and conversations to identify stories with relevance.

A founder building something interesting. A company making a consequential move. A brand changing the conversation. A creator influencing culture. An athlete breaking new ground. An initiative attempting something meaningful.

Some are already widely known. Others are only beginning to be noticed. PWM is interested in both.

Our coverage moves across business, leadership, technology, entertainment, sport, culture, lifestyle, luxury, innovation and impact.

People Who Matter is a new age, technology enabled digital editorial platform focused on the people, brands, companies and initiatives shaping business, culture and contemporary India. Built for a changing media landscape, PWM combines editorial judgement with technology to discover relevant stories, explore their context and tell them in a way that is current, engaging and built for digital audiences.

Our Editorial *Universe*

People That Matter

Leaders, founders, creators, thinkers, performers, athletes and changemakers influencing industries, conversations and culture.

Brands That Matter

Brands creating relevance through ideas, innovation, identity, consumer behaviour and cultural impact.

Companies That Matter

Businesses building categories, transforming industries and influencing the direction of markets.

Initiatives That Matter

Ideas, programmes, movements and interventions creating conversations, opportunities and meaningful change.

BUSINESS · LEADERSHIP · TECHNOLOGY · ENTERTAINMENT · SPORT · CULTURE · LUXURY · LIFESTYLE · INNOVATION · IMPACT

03 · APPROACH

A New Age Editorial *Approach*

PWM was built for the way stories are discovered and consumed today.

Technology forms part of our editorial and creative workflow, supporting areas such as discovery, research, development, visual creation, optimisation and distribution.

Editorial judgement remains central to what we choose to publish and how we tell the story.

DISCOVER → UNDERSTAND → CREATE → REVIEW → PUBLISH → AMPLIFY

As technology, platforms and audience behaviour evolve, so will the way PWM works.

Upcoming Editorial *Properties*

People Who Matter is developing a growing set of editorial properties designed to explore the people, decisions and ideas behind the stories shaping business and culture.

These formats are in development and will be introduced as the platform grows.

UPCOMING

The Person Behind the Move

The individual behind an interesting development. A founder, executive, filmmaker, marketer, designer, creator or professional whose contribution helped make something significant happen.

UPCOMING

One Decision

One choice that changed a career, company, public image or creative journey. The situation, the risk, the decision and what happened next.

UPCOMING

The Next Who Matter

Emerging people showing credible momentum before they become obvious names. Talent, achievement and potential matter more than publicity.

UPCOMING

Influence Is Business

Where visibility becomes business value. From celebrities and creators building companies to founders and CEOs becoming the most visible voices of their organisations.

UPCOMING

Built Differently

Companies, brands and creative ventures that succeeded by doing something differently, from strategy and business model to product, positioning, distribution or audience insight.

Who We *Speak* To

People Who Matter is created for a digitally engaged audience interested in the people and ideas shaping contemporary India and its place in the world. Our editorial audience spans business and culture, leadership and lifestyle, technology and entertainment.

Business leaders & entrepreneurs

Founders & professionals

Marketing & communications professionals

Creators & cultural voices

Industry watchers & decision makers

Media & PR professionals

Young, digitally engaged readers

SEARCH · SOCIAL · DIRECT DISCOVERY · SHARING · CONVERSATION

Our content is built for discovery across search, social, direct readership, sharing and conversation, allowing individual stories to find audiences beyond the moment they are published.

The Stories We *Tell*

PROFILES & PEOPLE STORIES

The individual behind the headline.

LEADERSHIP MOVES

Appointments and transitions that signal something larger.

IDEAS & PERSPECTIVES

Thinking and conversations that deserve attention.

INNOVATION & TECHNOLOGY

Ideas and technologies changing how industries and people operate.

BUSINESS & BRAND STORIES

The ideas, decisions and shifts shaping organisations and categories.

MILESTONES & BREAKTHROUGHS

Achievements worth understanding beyond the announcement.

CULTURE & INFLUENCE

Where entertainment, sport, lifestyle, business and contemporary culture intersect.

INITIATIVES & IMPACT

Actions and interventions attempting to create meaningful change.

07 · WHAT MAKES A STORY RIGHT FOR PWM?

We don't believe every announcement needs to become an article. We look for the story behind it.

Why this person?

Why this development?

Why now?

What changed?

What is the larger context?

Why should somebody care?

A launch, appointment, award, partnership or milestone becomes interesting when there is something meaningful behind it.

THAT IS WHERE A PWM STORY BEGINS.

Submit a *Story*

People Who Matter welcomes relevant submissions from:

PR & COMMUNICATIONS AGENCIES · BRANDS · COMPANIES · FOUNDERS · INSTITUTIONS ·
ORGANISATIONS · INDIVIDUALS

We are interested in significant appointments, launches, milestones, achievements, partnerships, initiatives, innovations, profiles, research, cultural developments and other stories relevant to the PWM editorial universe.

Promising pitches may receive written follow up questions.

Every submission is considered for its relevance and editorial merit. Submission does not guarantee coverage or publication.

PLANNING TO PITCH PWM?

Send us the story, not just the announcement.

Tell us what has changed, why it matters now, the people involved, relevant supporting information and provide access to appropriate images or spokespeople where applicable.

HAVE SOMETHING THAT MATTERS?

[SUBMIT A STORY](#) →

Partner With *PWM*

People Who Matter is open to working with brands, companies and organisations looking to create relevant and engaging ways to tell their stories.

Branded Content

Content Partnerships

Thought Leadership

Special Editorial Projects

Digital Content & Amplification

Event & IP Partnerships

Custom Content Formats

Every collaboration can be shaped around the brief, audience and story rather than restricted to predetermined formats.

Commercial partnerships and independent editorial consideration are treated separately and identified appropriately where required.

LET'S TALK

hello@peoplewhomatter.in

Brand *Assets*

PRIMARY LOGO

People Who Matter

Voices of Influence

People Who Matter

Voices of Influence

PWM MARK

PWM

BRAND LINE

Voices of Influence

PLATFORM DESCRIPTOR

New Age. Digital first. Technology enabled.

For approved use in references to People Who Matter. Please do not redraw, recolour, distort or modify the logo.

[DOWNLOAD BRAND ASSETS](#) →

ABOUT PEOPLE WHO MATTER · OFFICIAL BOILERPLATE

People Who Matter is a new age, technology enabled digital editorial platform focused on the people, brands, companies and initiatives shaping business, culture and contemporary India. Combining editorial judgement with technology, PWM discovers and develops stories across leadership, business, entertainment, sport, technology, lifestyle, innovation and impact.

People Who Matter

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BUILT FOR WHAT COMES NEXT

Media is changing. So are the people creating it, the technology powering it and the ways audiences discover it.

People Who Matter has been built with that change in mind. We intend to continue experimenting with new stories, new formats, new technologies and new ways of reaching audiences while keeping one question at the centre of the platform:

Does it matter?

If it does, we want to know about it.

EDITORIAL SUBMISSIONS

peoplewhomatter.in/submit-story

PARTNERSHIPS & GENERAL ENQUIRIES

hello@peoplewhomatter.in

EDITORIAL STANDARDS

peoplewhomatter.in/editorial-standards

WEBSITE

peoplewhomatter.in