



## Magazine Communications Private Limited

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## Basic Profile | NOLEGEIN Journal of Advertising and Brand Management Magazines



**Magazine Title:** NOLEGEIN Journal of Advertising and Brand Management Magazines

**Frequency:** Half Yearly

**Language:** English

**Category:** Journals on Various Topics

**Subcategory:** Business, Commerce and Management

**Version:** Print + Digital

**Edition:** Indian - Edition

### Subscription Packages for Indian Subscribers

| Year(s)  | No. of Issues | Print Version           | Digital Version | Print+Digital |
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|          |               | By Courier / Regd. Post |                 |               |
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# About the NOLEGEIN Journal of Advertising and Brand Management Magazines

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NOLEGEIN Journal of Advertising and Brand Management is focused towards the rapid publication in the following areas of

Advertising theories and their relationship with practice

Media Research, advertising and communications

Promotional Research and management

Cross media research and management

Consumer research and advertisement analysis

Types of advertising

Sales promotions

Media and advertising approaches

Rise in new media

Crowdsourcing

Global advertising

Foreign public messaging

Diversification

New technology

Advertising research

Social media

Advertising and organisational responsibilities

Cognitive information models

Hierarchy of effects models

Footnote, Cone, Belding (FCB) planning grid

Advertising planning

Careers in advertising management

Sections covered by this journal are review papers, research papers, interviews, news, companies/ institutions write-ups, short popular articles and case studies.