

9/06/07

When we invented the weekend newspaper

H*industan Times on Saturday* was launched on June 3 last year. It was a unique product and an unqualified success. Unique, because no other newspaper published a bespoke Saturday edition. Unqualified, because readers have been lured to it in huge numbers, and have stayed for the weekend.

HT on Saturday acknowledges the 21st-century urban Indian who is unabashedly curious, funny, ambitious, savvy and precocious – and actually has a life. Five-day weeks mean that Saturdays are when our readers begin to unwind. There are chores to run and leaks to fix, but there is also time to perch your feet on the *mooda*, nurse that cup of java, and get into the weekend mood.

We have brands like the Saturday Profile, the Saturday Story, the Reviews page, Capital Slice, Odd Jobs, Urban Gypsy, Headline Hunter, Faith on Saturday, and the more recent My Week – some off-beat, some irreverent, all uniquely Saturday. So sit back and succumb to the knowledge that things will only get better.

Chaitanya Kalbag
Editor in Chief

