Family farmers breaking out of poverty
LEISA is about Low External Input and Sustainable Agriculture, a system of agriculture which is based on principles and options which are ecologically sound, economically feasible and culturally acceptable.

Since late nineties, LEISA India has been the niche magazine in promoting ecological agriculture in India. Over the last two decades, it has evolved as a meaningful platform for exchanging knowledge among those interested in ecological agriculture, which is not easily found elsewhere. LEISA India has been delivering in-depth and engaging field experiences while sharing global perspectives on many important emerging issues. Over the years, LEISA India has evolved into a sought after platform for information exchange not only by development professionals but by researchers and academia too. It is recognised as one of the primary sources of inspiration and to an extent practical knowledge on ecological agriculture by many individuals and agencies involved in development sector as well as mainstream research and training.
LEISA India magazine is full of rich field experiences. It serves as an education material on ecological agriculture. It has been a source of inspiration for readers to emulate. 

Each issue focuses on a special theme which is contemporary to the developments taking place in the agricultural sector. In the last two decades, LEISA India has focused on more than 50 themes.

The magazine is produced 4 times a year (March, June, September and December). It is known for its attractive layout, colourful photography, consistency and timely production.
Special language editions

To reach the readers at the grassroot level, besides English, LEISA India is also being produced in 7 regional languages - Hindi, Kannada, Telugu, Tamil, Odiya, Punjabi and Marathi. These special editions primarily reach farmers, farmer organisations and the grassroot level development agencies.

Digital magazine

Moving with the developments in the media world, LEISA India English edition is also being produced in digital format. The e-magazine reaches primarily to the urban readers interested in ecological agriculture, who have access to the internet. The digital magazine helps us keep connected with the readers from all over the world, especially from the South Asian countries.

Website

LEISA India website is a comprehensive one. It not only provides access to the latest issue of all the eight editions, but is also a repository of LEISA knowledge, through its archives. It is user friendly and interactive, making knowledge exchange much more effective in the changing communication context.
LEISA India - Outreach by language edition

- English - 39%
- Kannada - 10%
- Hindi - 15%
- Tamil - 13%
- Telugu - 8%
- Odia - 5%
- Marathi - 5%
- Punjabi - 5%

LEISA India - Outreach by Reader Category

- Farmer and Farmer Organisations: 36%
- NGOs: 28%
- Research and Academia: 16%
- Government Institutions: 5%
- Students: 3%
LEISA India magazine reaches more than 20000 people interested in development of agriculture. The outreach of the magazine is far and wide reaching readers through its print and digital editions. It not only reaches readers in India but also reaches a few readers across the Asian and other regions in the world, through its digital edition.

Starting with a readership of around 2600 for English edition in the year 2000, the magazine has grown to 3 more language editions in 2009, 5 in 2010 and 7 editions in 2014, reaching more than 20000 readers.

The magazine reaches various categories of people in their own language, like farmers, NGOs, academics, researchers, students, government departments, banks and other institutions.

LEISA India website which hosts all the language editions has a steady stream of visitors.
- 12000 visit our website annually
- 45% of our web visitors are female; 55% are male
- 60% of our web visitors are below 34 yrs
- Geographical web outreach— 81% from Asia (75% - India); 6% from America; 5% from Europe; 3% from Africa; 5% from other countries

We are active on the social media. LEISA India Facebook page has around 5200 followers.
Growth of LEISA India

Growth of LEISA India magazine

- Yr-2000: 2674, 1 edition
- Yr-2005: 6245, 1+3 editions
- Yr-2009: 13678, 1+5 editions
- Yr-2010: 14797, 1+5 editions
- Yr-2014: 20141, 1+7 editions
LEISA India - English Edition
(4 issues per year - March, June, September and December)

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LEISA India – Hindi/Tamil/Telugu/Kannada Edition
(4 issues per year - March, June, September and December)

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I congratulate you and your colleagues on the outstanding get up and contents of this important journal. I wish you great success in making LEISA India an instrument for the promotion of sustainable agriculture in our country.

Dr. M. S. Swaminathan, Chairman, M.S. Swaminathan Research Foundation, Chennai

The magazine provides valuable insight for trying out innovative farm practices.

Shri. B R Vinayaka Rao, farmer, Karnataka

This magazine has been playing a role in sharing and disseminating the best practices as information bank for policy makers and practitioners...

Tara L Lama, National project Manager, National IPM project, Nepal

The magazine is very useful to the staff, students and scientists of this college.

Librarian, College of Agriculture, Nagpur