



Picture courtesy: shutterstock images

The most comprehensive and up-to-date directory and yearbook on the Indian mining sector

**Indian
Infrastructure** **MINING**
Directory and Yearbook 2017-18



Contents

The Yearbook section will present the latest information on the Indian mining industry, including the developments in policy, regulation, projects, infrastructure requirements, and economics and financing of mining projects. This section, rich in data and statistics, will consist of at least 50 pages and will appear in the front.

The Directory will provide key up-to-date information on all leading mining organisations – their areas of businesses, key operating units, subsidiaries and joint ventures. It will also list the top managers and officials. The information will be classified in distinct sections like:

- ❖ Ministries (central and state)
- ❖ Other key government agencies
- ❖ Coal producing/Mining companies
- ❖ Lignite producing/Mining companies
- ❖ Copper producing/Mining companies
- ❖ Aluminium producing/Mining companies
- ❖ Iron ore producing/Mining companies
- ❖ Lead/Zinc producing/Mining companies
- ❖ Producers/Miners of non-metallic minerals
- ❖ Equipment and technology providers
- ❖ Banks and financial institutions
- ❖ Consulting organisations
- ❖ Industry associations

Circulation and Readership

The circulation will exceed 2,500 with a total readership of over 25,000. In addition to paid subscriptions, the Directory will be mailed with the compliments of Indian Infrastructure to the top decision makers and influencers in the mining organisations in sectors like coal, lignite, copper, aluminum, iron ore, lead/zinc and non-metallic minerals producing companies. A special effort will be made to market the directory to leading equipment and technology providers, banks and financial institutions, consulting organizations and industry associations, etc. The publication will be heavily promoted in *Indian Infrastructure* magazine and at important industry events.

The Directory will be of tremendous reference value and will have a shelf life of at least one year. The printing, production and paper quality will be of the highest standard. It will provide an excellent environment for mining sector organisations to showcase their products and services or to highlight their achievements and contribution to the sector.

Advertising Rates

The key ad rates are as follows:

| Ad position | Rate (Rs) | Rate (USD) |
|---------------------------------------|-----------|------------|
| Full page | 1,10,000 | 2,640 |
| Right-side page | 1,21,000 | 2,904 |
| Back cover | 2,20,000 | 5,280 |
| Inside front/back covers | 1,65,000 | 3,960 |
| Double spread | 1,98,000 | 4,752 |
| Special positions (First 25 pages) | 1,32,000 | 3,168 |
| Full page plus bookmark (2 positions) | 1,65,000 | 3,960 |

(18 per cent GST as applicable will be levied on the above mentioned rates)

The positions will be offered on a first come, first served basis.

We also have a limited number of premium branding opportunities like **Company showcase** and **Sponsored section**.

Technical Specifications for Advertisements

Final size of the Directory (finished size) : 210mm x 273mm

Non-bleed ad size (within the print area) : 190mm x 253mm

Bleed size (3 mm extra from all sides over and above the finished size) : 216mm x 279mm

Artwork Preference: Print-ready .pdf format, colour proofs of the artwork and progressives needed for print reference.

Contact

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