



The most comprehensive and up-to-date directory and yearbook on Indian banking technology

**Indian  
Infrastructure**

# BANKING TECHNOLOGY

Directory and Yearbook 2017

## Contents

The India Infrastructure Banking Technology Directory and Yearbook 2017 will be the most comprehensive and up-to-date directory and yearbook on the segment.

The Yearbook section will present the latest information and key trends relating to the banking network in India, recent developments, current status of technology deployment, areas of IT focus and future outlook. This section, rich with 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 banking organisations – branch network, key divisions, operating figures (revenues/employees), other areas of business, subsidiaries, etc. It will also list the top managers and key IT officials. The Directory will also cover all leading organisations involved with banking technology – technology providers, hardware manufacturers, service providers, etc.

This information will be classified in distinct sections (illustrative list):

- ❖ Key government / regulatory agencies
- ❖ Public sector banks
- ❖ Private sector banks
- ❖ Foreign banks
- ❖ Leading cooperative banks
- ❖ Hardware manufacturers
- ❖ Core banking software / technology providers
- ❖ System integrators
- ❖ IT consultants
- ❖ ATMs and related services
- ❖ Smart cards
- ❖ Mobile banking
- ❖ Electronic payment systems
- ❖ Data centre
- ❖ Document process automation
- ❖ CRM and analytics
- ❖ Communications
- ❖ Security and surveillance
- ❖ Industry associations
- ❖ Research & training organisations
- ❖ Etc.

## Circulation and Readership

The circulation will exceed 3,000, with a total readership of over 30,000. In addition to paid subscriptions, the directory will be mailed to the top decision-makers and influencers in the Indian banking sector, with the compliments of India Infrastructure.

A special effort will be made to market the directory to system integrators, leading technology providers, hardware manufacturers, service providers, industry consultants, etc. The publication will be heavily promoted in *Indian Infrastructure* magazine and at important industry events.

### 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.

### Company Showcase

This section will feature two-page write-ups (carrying profile, interview, technology or product information) on the sponsor as per the attached format. This would cost Rs. 2, 50,000

### Special Section

The special section sponsorship enables any company to sponsor a new section of their choice with branding on every page. The pricing would depend on the choice of topic and the number of pages.

### 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.

**Previous Advertisers:** Gunnebo, HP Networking, Check Point Software Technologies, Cisco Systems Inc., Delta India Electronics, Emerson Network Power, Godrej & Boyce, Hitachi Data Systems, Inspira, Vodafone, Prama Hiksvision India Pvt. Ltd., Evolis Card Printer, Ang India, Datacard Group, Diebold India, Kodak Alaris, Canon India, Financial Software & Systems etc.

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