



Logistics Indian Infrastructure

Directory and Yearbook 2014-15

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

Contents

The Yearbook section will present the latest information on the Indian logistics industry – market size, emerging trends, logistics infrastructure, issues/challenges, etc. It will also cover all key transport segments: rail, road, sea and air. 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 logistics-related organisations – their areas of business, services and key operating units. It will list their top managers and officials. There will also be a listing of key logistics-related officials at leading consumer organisations. The information will be classified in distinct sections like:

- ❖ Rail transport operators
- ❖ Road transport operators
- ❖ Ports and terminal operators
- ❖ Shipping lines
- ❖ Air cargo operators
- ❖ Warehouses, ICDs, CFSs and logistics parks
- ❖ Third-party/fourth-party logistics providers
- ❖ Freight forwarders and custom house agents
- ❖ Express logistics/courier service providers
- ❖ Equipment manufacturers and technology providers
- ❖ Ministries and departments
- ❖ Consultants
- ❖ Industry associations
- ❖ Research, development and training organisations
- ❖ Key consumers of logistics services
 - Agro products and food processing companies
 - Automotive companies
 - FMCG companies
 - Electronics companies
 - Pharmaceuticals firms
 - Retail companies
 - Textile companies
 - Other key segments and leading consumers

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 with the compliments of *Indian Infrastructure* to the top logistics-related decision-makers and influencers in consumer organisations in sectors like agro products, automotive, FMCG, electronics, pharmaceuticals, retail and textiles. A special effort will be made to market the Directory to logistics companies, warehousing agents, freight forwarders, custom house agents, equipment manufacturers, technology providers, 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 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 logistics service providers, equipment manufacturers and technology providers to showcase their products and services.

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	2,20,000	5,280
Special positions (First 50 pages)	1,32,000	3,168
Full page plus bookmark (2 positions)	1,65,000	3,960

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

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 – Tiff CMYK file, with a minimum 350 dpi resolution or vector files like .eps/.cdr (version 12.0). Closed files with all fonts convert to curve along with colour proofs of the artwork and progressives needed for print reference.

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