



PORTS ^{Indian} Infrastructure

Directory and Yearbook 2014

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

Contents

The *Indian Infrastructure Ports Directory & Yearbook 2014* will be the most comprehensive and up-to-date directory and year book on the Indian port sector.

The Yearbook section will present the latest information on the Indian port sector including the latest developments in policy, regulation, projects, technology and financing. 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 port sector organisations – their areas of business, key operating units, subsidiaries and joint ventures. It will also list the top managers and officials.

This information will be classified into distinct sections as follows:

- ❖ Ministries and Government Agencies (central and state)
- ❖ Major Ports
- ❖ Non-major Ports
- ❖ Key Developers
- ❖ Captive Ports/Jetties
- ❖ Leading Shipping Lines
- ❖ Civil Contractors
- ❖ Dredging Companies
- ❖ Equipment Manufacturers and Technology Providers
- ❖ Bathymetric and Oceanographic survey providers
- ❖ ICDs and CFSs
- ❖ Other Service Providers (freight forwarders, custom house agents, stevedores, etc.)
- ❖ Financial Institutions
- ❖ Consultants
- ❖ Industry Associations
- ❖ Research and Training Organisations

Closing Date: March 15, 2014

Circulation and Readership

The circulation will exceed 3,000 with a total readership of over 30,000. In addition to the paid subscription, the directory will be mailed with the compliments of *Indian Infrastructure* to the top decision-makers and influencers in the Indian port sector such as concerned ministries and departments, major and non-major ports, developers/terminal operators, development institutions, funding agencies, etc.

A special effort will be made to market the directory to leading service providers (freight forwarders, custom agents, etc.), shipping lines, warehouses, ICDs and CFSs, equipment manufacturers, consultancy organisations, etc. The publication will be heavily promoted in the *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 platform for organisations in the Indian port sector 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	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) : 210 mm x 273 mm

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

Bleed size (3 mm extra from all sides over

and above the finished size) : 216 mm x 279 mm

Artwork Preference: Print-ready .pdf format – “CMYK”, or Tiff file minimum 350 dpi, .eps/vector/.cdr (version 12.0), closed files with all fonts embedded, colour proofs of the artwork and progressives needed for print reference.

Contact

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