



The most comprehensive and up-to-date directory and yearbook on the water industry in India

**Indian
Infrastructure**

WATER INDUSTRY

Directory and Yearbook 2013

Supply, Wastewater and Sewage Treatment

Contents

The Yearbook section will present the latest information on the Indian water industry – supply, wastewater and sewage treatment.

The Directory will provide up-to-date information on all major water sector organisations – their area of business, operating units, and special purpose vehicles. It will also list top managers and officials. This information will be broadly classified in a number of distinct sections like:

- ❖ Central sector ministries and organisations
- ❖ State government departments/state-level agencies/PHEDs
- ❖ Urban local bodies/Parastatals
- ❖ Autonomous government bodies
- ❖ Project developers and EPC contractors
- ❖ Water and wastewater treatment systems, and technology providers
- ❖ Water storage, transportation and distribution providers (like tanks, pump, motors, pipes and tube, fitting and valves, etc.)
- ❖ Instrumentation and control equipment providers (like meters, sensors, GIS applications, detectors and locators)
- ❖ Financial Institutions
- ❖ Consultants
- ❖ Research organisations
- ❖ Training institutes
- ❖ Associations

Circulation and Readership

The circulation will exceed 3000 with a total readership of over 30,000. In addition to paid subscribers, the directory will be mailed to the top decision-makers and influencers in Indian water infrastructure industry – concerned ministries, state government departments/state-level agencies/PHEDs, urban local bodies, parastatals, project developers, industry associations, financial institutions etc. A special effort will be made to market the directory to leading equipment manufacturers, water storage, transportation and distribution providers, system integrators 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 atleast one year. The printing, production and paper quality will be of highest standard. It will provide an excellent environment for water industry organisations to showcase their products and services as well as 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 (3mm 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

Aanchal Walia, Advertising Sales, Tel: +91-11-45793068
+91 9999958333, aanchal.walia@indiainfrastructure.com

Address

India Infrastructure Publishing Pvt. Ltd.

B-17, Qutab Institutional Area, New Delhi 110016

Tel: +91-11-41034600-01 Fax: 91-11-26531196