



>> CIRCULATION INFORMATION

| | |
|---|-----------------|
| State owned Genco's, Transco's, Discom's; Private Utilities | 3,100 |
| Public & private sector power developers | 2,400 |
| Equipment manufacturers & construction contractors | 4,400 |
| Governmental & inter-governmental agencies | 1,200 |
| Legislators & other opinion makers | 800 |
| Financial community | 400 |
| End users (Industrial segment) | 2,000 |
| Consulting engineers (across segments & companies) | 2,300 |
| Overseas | 400 + |
| Total | 17,000 + |

>> KEY AD RATES

| | | |
|---|---|--------------------|
| Full page color | : | Rs. 88,300 |
| Back cover | : | Rs. 176,600 |
| Inside front / Back covers | : | Rs. 132,450 |
| Center spread | : | Rs. 220,750 |
| Special positions (first 20 pages or special requests) | : | Rs. 105,960 |
| Recruitments / Tenders / Contracts / EOI | : | Rs. 66,300 |
| Infocus/Special section sole sponsorship | : | Rs. 420,000 (nett) |
| Company Showcase (2 page advertorial and company logo in TOC) | : | Rs. 211,660 (nett) |

>> PACKAGES

| | | |
|-----------------------------------|---|-------------|
| 6 Full page color advertisements | : | Rs. 503,310 |
| 12 Full page color advertisements | : | Rs. 953,640 |

Tariffs valid till May 2018

(+5 per cent GST as applicable)

>> GENERAL SPECIFICATIONS

Monthly | All color | Glossy paper | Edit ad ratio 60:40 | No. of pages - between 80 to 100

>> TECHNICAL SPECIFICATIONS

| | | |
|--|---|--|
| Final size of magazine (finished size) | : | 210 mm x 273 mm |
| Non-bleed ad size | : | 195 mm x 253 mm |
| Bleed Size (3mm bleed on all sides) | : | 216 mm x 280 mm |
| Artwork preference | : | Print-ready (CMYK mode), minimum 300 dpi (.tif, .eps, .pdf or .cdr) files with all fonts (True type and/or ATM fonts) with high quality digital proofs and progressives for color reference. |
| Resolution (inside pages) | : | Up to 133 lines per inch |
| Resolution (cover positions) | : | Up to 200 lines per inch |

Contact us at:

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Payments in favour of

"India Infrastructure Publishing Pvt. Ltd."