

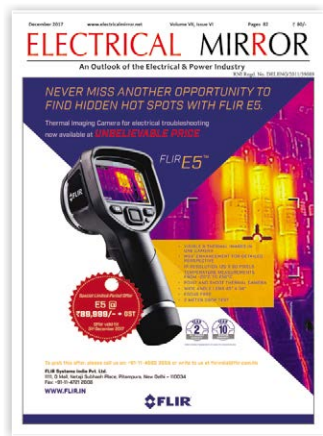


MEDIA PLAN 2018-19

ELECTRICAL MIRROR
An outlook of the Electrical & Power Industry
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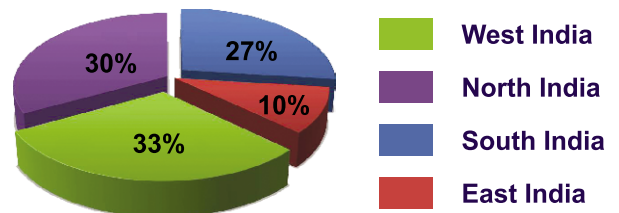
Electrical Mirror is India's one of the leading Monthly Magazine of Electrical & Power Sector. With an all India circulation and a readership of up to 2,00,000 above. it is one of the most widely read magazine.

Electrical Mirror was launched with the goal of providing the Electrical and Power Industry with news and analysis to benefit top industry decision- makers in running their business. Today, **Electrical Mirror** remains the industry's reliable source for news and analysis and has evolved into much more than a print publication. **Electrical Mirror** has expanded its news delivery into a variety www.electricalmirror.net, these vehicles make industry news more acces sible than ever, giving industry professionals instant access to on-demand news and stories, any time of day and anywhere.

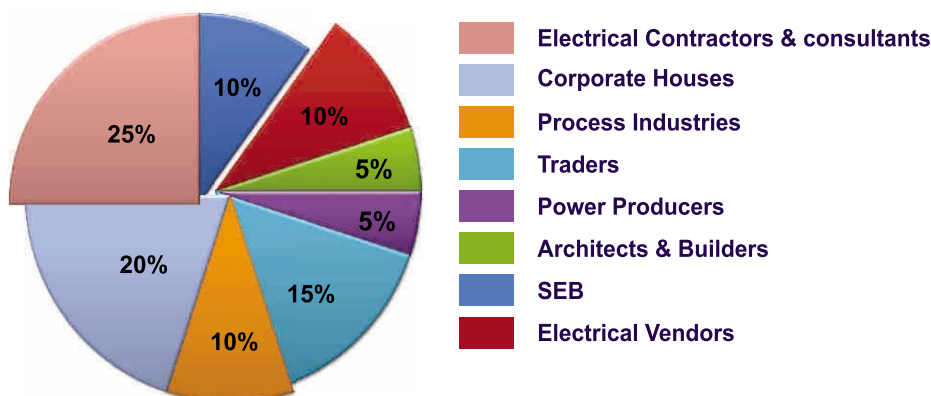
Geographical Distribution and Readership

Electrical Mirror provides compelling editorial content and marketing messages mapped to the specific needs of core purchasing audiences in a range of vertical industries. Via print and digital, it provides technical and business information on electrical and power industry to

- Executives and high-level managers in industry and government
- Engineers
- Manufacturers of original equipment
- Researchers
- Developers
- Service providers
- and a wide range of end-users.



Region wise distribution of Electrical Mirror



Readership Profile of Electrical Mirror



Advertisers Profile

Appreciating our effort, dedication and hard work in keeping the industry updated with latest information and technology updates, **Electrical Mirror** has received overwhelming advertising support from the industry. Some of our esteemed clients include C&S Electric Ltd., Bonfiglioli, Ravin Cable, KEI Industries, Zera India, HPL India, Prime Electric, Panasonic India, Schneider Electric, Riello PCI, PME Power Solution, CITEC Engg. Nuevosol, IEX, Flir India, Testo India, Meco Meters, Mennekes, BCH Electric, DEIF India, Prolite, Emerson Network Power, Lapp India, Surya Roshni, Fiem Industries, K-Lite, Finder, KLJ Polymers, Heatflex Cables Pvt. Ltd., Yamuna Cables and Accessories, ITE, Vishay Capacitors, EPCOS, Supreme & Co, Megger India, Fluke, Skipper Electricals, Phoenix Contact, Exide Batteries and many more.

Wires & Cables	Capacitors
Transformer	Control Panels
Electrical Accessories	Control & Automation
Transmission	Switchgear & Controlgears
Renewable Energy	Circuit Breakers & Relays
Power Generators	Insulating material
Stamping & Lamination	Power Distribution
Lighting	Power Tools & Rectifiers
Industrial safety	Industrial Battery & Inverter
Testing & Measuring Instruments	Electrical Contractors & consultants

Brand Equity

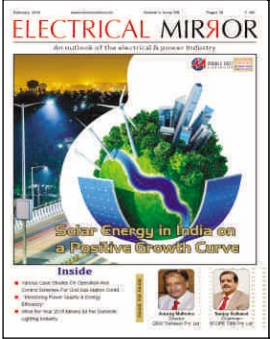
Electrical Mirror always strives to add value to the product or service that it offers. Keeping up with this tradition the magazine has created strong brand equity & presence through participation in various National and International Exhibitions in India and Asia. Few of the events that we have participated in the last few years include ELECRAMA, 7th RENEWABLE ENERGY EXPO, INTERSOLAR INDIA, LED EXPO, LIGHT INDIA EXPO, WIRES & CABLE INDIA, ELASIA, POWER GEN, ELECTRONICA, ELECTRIC EXPO & MIDDLE EAST ELECTRICITY.

January 2016



Elecrama Exhibition Special Issue 2016

February 2016



Middle East Electricity 2016

July 2015



Anniversary Issue-2015

August 2015



Electronica Exhibition Issue 2016

November 2015



Four Exhibition Issue 2015

Months	Industry Focus	Cover Story	Events
April-2018	Gensets , UPS & Batteries	Control Panels & Switchgears / Post Elecrama	<ul style="list-style-type: none"> • 2nd Solar Today Expo 10-12 April 2018, (Bengaluru)
May-2018	Transformers, Stamping & Lamination Automation Power Factor Correction Transmission (T&D)	Wires, Cable & Conductor	<ul style="list-style-type: none"> • LED Expo 2018 10-12 May 2018, (Mumbai) • 4th Smart Cities Expo 23-25 May 2018, New Delhi, India
June-2018	Smart Grid & Smart Meter Renewable Energy	Control Panels & Switchgears	<ul style="list-style-type: none"> • ELEXPO- 2018 14-16 June 2018, (Chennai)
July-2018	7th Anniversary Golden issue (Wire & Cable, T&M Instruments, Gensets, Transformers, Capacitors, LED & Lighting, Renewable Energy, Transmission (T&D), Control Panel & Switchgears, Motors, Automation)	7th Golden Anniversary Issue	
Aug-2018	Transformers, Stamping & Lamination Wires, Cable & Conductor	Renewable Energy (Wind, Solar & Hydro Power)	<ul style="list-style-type: none"> • Automation Expo-2018 29 Aug 2018, Mumbai
Sept-2018	Control Panel Switchgears / Automation	Power Factor Correction Transmission (T&D) Testing & Measuring Instruments	<ul style="list-style-type: none"> • Renewable Energy India 2018 18-20, Sep 2018, G.Noida • Electronica India 2018 Sep 26-28, 20108, BIEC, Bengaluru
Oct-2018	Transformers, Stamping & Lamination Wires, Cable & Conductor	Solar Energy Solar Panels / Wind Energy	<ul style="list-style-type: none"> • Electrical Building Technology India 11-13 Oct 2018, Delhi
Nov-2018	Smart Grid & Smart Meter / Modular Switches Gensets , UPS & Batteries	Control Panels & Switchgears	<ul style="list-style-type: none"> • Wire India 2018 27-29 Nov-2018 Mumbai
Dec-2018	T & M instruments/ Transformers / T & D Wires Cables & Conductors	Capacitor / wind Energy	<ul style="list-style-type: none"> • Intersolar India Exhibition 11-13 Dec 2018, BEC Mumbai
Jan-2019	Golden Issue	Golden Issue	
Feb-2019	Transformers, Stamping & Lamination Control Panels & Switchgears / Transmission (T&D)	Gensets , UPS & Batteries	<ul style="list-style-type: none"> • Middle East Electricity-2019 05-07 March 2019, Dubai
March-2019	Testing & Measuring Instruments / Hydro Power	Smart Grid & Smart Meter Automation	

Schedule May Change Subject to Market Condition