

backbone of equipment industry

# EQUIPMENT TIMES

India's Most Read Construction and Mining Equipment Magazine



# MEDIA KIT 2023-24



[www.equipmenttimes.in](http://www.equipmenttimes.in)

## ET – HERALDING THE NEW NORMAL

The new normal has necessitated a shift in business focus and imperatives. And moving forward, the Indian Industry will witness changing working processes, a heightened need for visualization tools and much greater agility and responsiveness across the value chain to minimize value leaks and optimize production to maximize profit opportunities. The pandemic has furthered the focus on disruptive and tech-enabled processes. New and emerging technologies are reshaping the dynamics of the construction industry with a renewed focus on sustainable development.

It is here **EQUIPMENT TIMES** chips in, catalyzing the very spirit of innovation, sponging the very trends that shape the impacts the construction sector and the construction equipment industry, triggering the momentum through innovative coverage. Our lead stories, features are well researched; bringing the latest trends in products and technology, shedding light on innovative trends in an intensely competitive market. In short, our tireless efforts is to bring you the most innovative and inspiring content that can give an edge to your business.

## EQUIPMENT TIMES – INSPIRING INNOVATION

There are huge levels of disruption virtually in all industries. Digitization has changed the rules of the game once forever. Advances in technology combined with increased globalization have tremendously impacted even the structure of modern business. The message is crystal clear – INNOVATION is the key. Yes, in the construction equipment industry, the spirit of innovation has permeated every aspect of product development processes, production; marketing, and even soft solutions and back up support.



## **CONNECT WITH DECISION-MAKERS AND INFLUENCES**

Equipment Times's readership includes thought leaders in the Equipment industry, government representatives, regulators and supervisors in the Equipment business complement your business development efforts and get deeper market penetration.



## **MAINTAIN A HEALTHY INDUSTRY IMAGE**

It's a competitive market. Get out there ahead of the competition to thwart off negative press. Aggressive advertising with Equipment Times will maintain your prime position.

## **GAIN FIRST MOVER ADVANTAGE AND STAY COMPETITIVE**

Take advantage of the opportunity to be seen by high profile industry leaders. You must advertise to keep your industry foothold or risk losing business to competitors.

## **CONSISTENTLY DEVELOP BUSINESS**

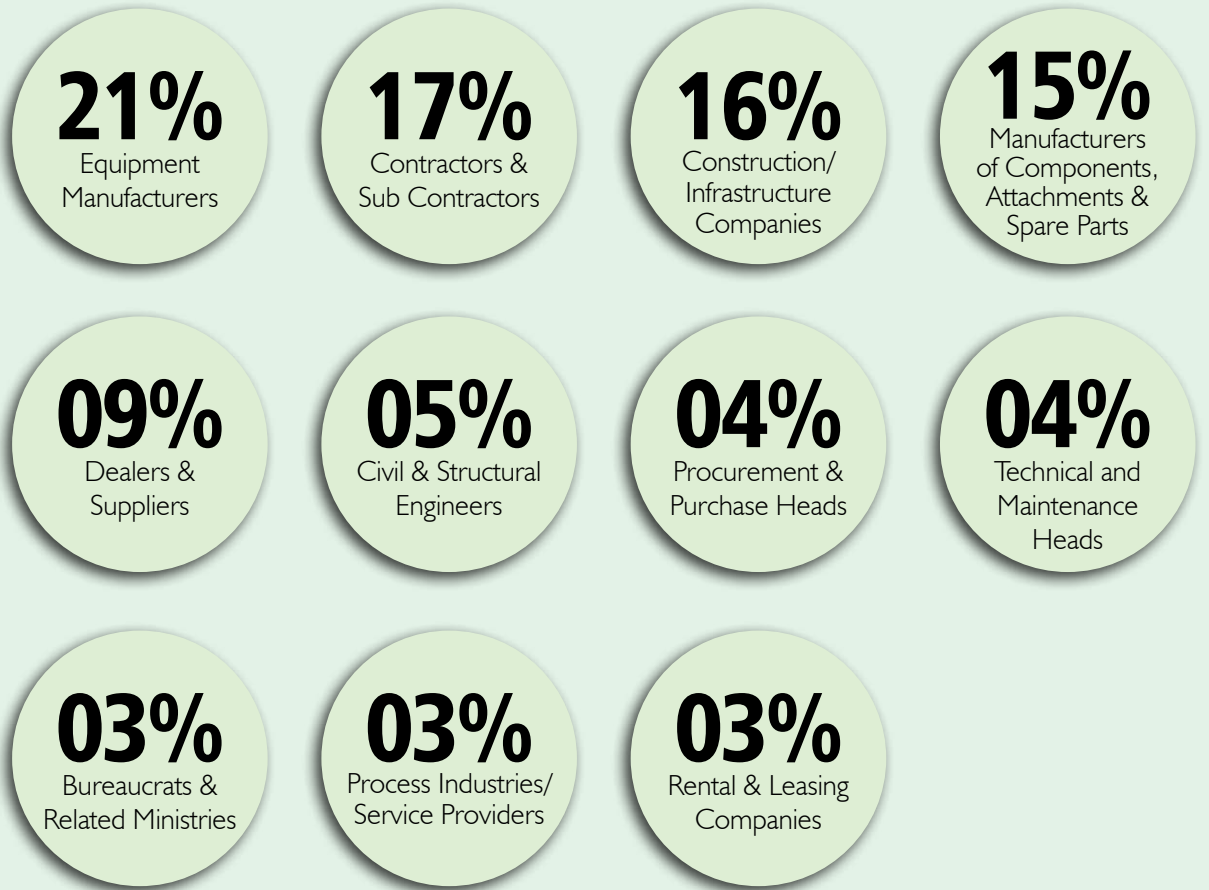
Advertise with Equipment Times and gain a long-term advantage over competitors. The more people who view your advertising in Equipment Times, the more opportunities you have. The most successful businesses generally advertise consistently. Equipment Times provides a medium to get your message out to the industry.

## **SHOWCASE THE STRENGTHS OF YOUR COMPANY**

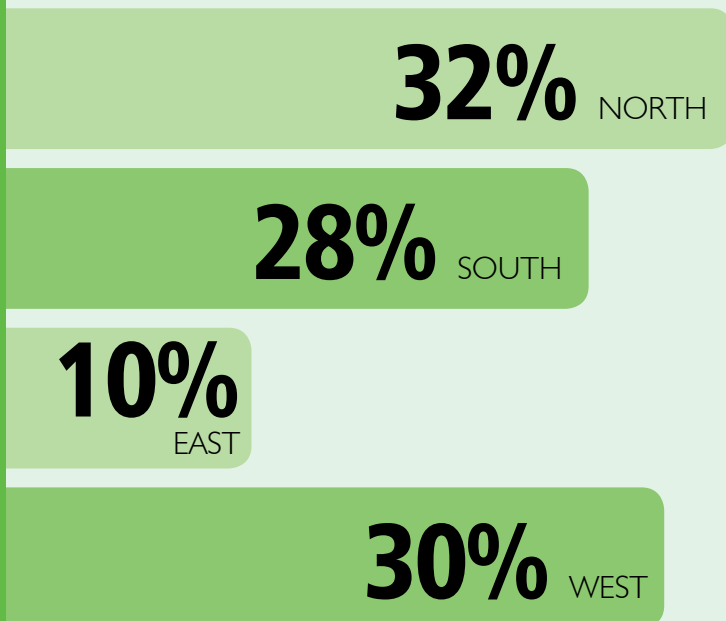
Reach out to various Infrastructure and Equipment Industry sectors.



## READERSHIP PROFILE



## CIRCULATION BREAKUP (ZONE WISE)



## DESIGNATION-WISE BREAKUP



# Editorial Calendar 2023-24

EDITORIAL CALENDAR 2023-24						
Month	Cover Story	Special Focus	Feature	CAS - Cover Story	CAS - Feature	Events
January	CE Market Outlook	BC India Special				BC India 2023, 31 Jan to 3 Feb 2023
February	Heavy lifting equipment and solutions	Foundation-piling-rigs	Construction and Commercial vehicles	Bearings & Grease	Filters	
March	Budget 2023	backhoe loader	Motor Graders	Automation & Control	Oil & Lubricants	
April	Rising Women in CE industry	Compaction Equipment	Trenchless Equipment	Tyres	Air Compressors	
<b>MAY</b>	<b>5TH EQUIPMENT TIMES ANNIVERSARY EDITION ( MAKE IN INDIA)</b>					
June	Green Initiaves in CE sector	Tunnel Boring Machine	Skid Steer Loaders	Bearings & Grease	Jaw Crusher	
July	Efficiency in Road Equipment	Wheel Loaders	Motor Graders	Transmission engineering	Engines	
August	Training & Skilling in CE	Excavators	Concrete Equipment	Gear Motors & Drives	Undercarrage system	
September	Metro Construction Equipment	Demolition Equipments	Crushing & Screening Equipment	Hoses & Hydraulics	Machine Control Technology	
October	Concrete Equipment	Dump Trucks	Wheel Loader	Rock Breaker	Oil & Lubricants	<b>World of Concrete</b>
November	Mining Oppturnities	Bulk Material Handling	Compaction Equipment	Software & Hardware	Attachments	
December	New Contours in Smart Manufacturing	Excon Special 2023		Excon Special for Component, Accessories and Spares.		<b>Excon 2023</b>
January	CE Market Outlook	Tower Cranes	Piling Rig	Operator Cabins	Wire Ropes	
February	Changing Spheres in CE Financing	Foundation-piling-rigs	Construction and Commercial vehicles	Bearings & Grease	Filters	
March	Budget 2023	backhoe loader	Motor Graders	Automation & Control	Oil & Lubricants	

# ADVERTISING SIZES & RATES

Ad Size	Dimension (W x H in cm)		Amount (Rs)
	Non-Bleed	Bleed	
Full Page Colour	18.5 x 27.2	21 x 29.7	75,000/-
Full Page Colour (TAG ad)	18.5 x 27.2	21 x 29.7	1,00,000/-
Opening Page Colour	18.5 x 27.2	21 x 29.7	95,000/-
Double Spread Colour	39.4 x 27.2	42 x 29.7	1,40,000/-
Front Gate Fold	39.4 x 27.2	42 x 29.7	2,25,000/-
Back Gate Fold	39.4 x 27.2	42 x 29.7	1,75,000/-
Back Cover	18.5 x 27.2	21 x 29.7	2,00,000/-
Inside Front Cover	18.5 x 27.2	21 x 29.7	1,60,000/-
Inside Back Cover	18.5 x 27.2	21 x 29.7	1,30,000/-
Dummy Cover	20 x 24.3	20 x 24.3	2,00,000/-

**Note: For Bleed ad, keep 5mm extra from all the sides.**

**Premium Positions: 25% Extra | Specific Position: 25% extra**

### **PARTNERSHIP - COMMERCIAL PER ISSUE**

**Issue Partner: 5,00,000 | Co-Partner: 3,00,000**

#### **NOTE:**

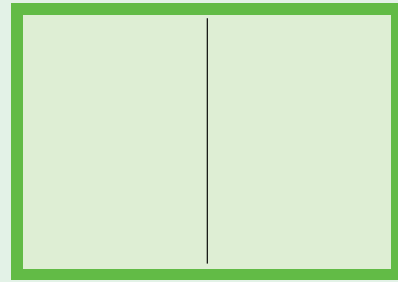
- Use 300 dpi resolution.
- All advertisement material has to be received by 27th of the previous month for the next month's issue.
- Artwork should be sent in high resolution EPS/PDF/TIFF/CDR (with fonts curved)
- Payments against bill within 15 days of the release of Advertisement.
- Payable to: **ARK EVENTS & MEDIA PVT. LTD.**



# AD MATERIALS SIZE



**Double Spread Colour (Bleed)**  
(W) 420mm X (H) 297mm  
with 5mm bleed



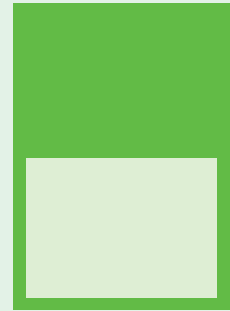
**Double Spread Colour (Non Bleed)**  
(W) 394mm X (H) 272mm



**Full Page Colour (Bleed)**  
(W) 210mm X (H) 297mm  
with 5mm bleed (Bleed ad)

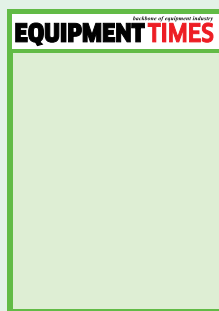


**Full Page Colour (Non Bleed)**  
(W) 185mm X (H) 272mm

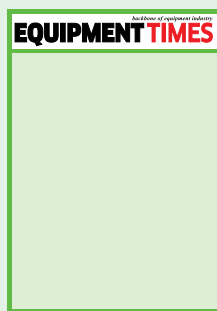


**Half Page Colour**  
(W) 190mm X (H) 125mm

## MAGAZINE SIZE



**Dummy Cover Non Bleed**  
(W) 200mm X (H) 243mm



**Dummy Cover Bleed**  
(W) 200mm X (H) 243mm  
with 5mm extra bleed



(W) 210mm X (H) 297mm



## Digital Advertising Options:

Banner Advert/Product Videos/Sponsored features/Customized E-mailers.

Equipment Times magazine's online portal is a huge source for news and information dedicated to Infrastructure, Construction and Mining sectors.

## Equipment Times Website:

- Leading Website on Infrastructure, Construction and Mining Segment
- Dedicated updated News and Media  
(For latest announcements and press releases from Industry) section
- Dedicated Story section on Cover Stories of Equipment Times.
- Interviews from Top Notch Industry Professionals
- Product Case Studies
- E-magazine: <https://equipmenttimes.in/all-magazine/>

Product Videos on Website Home Page **INR 75,000** Per Month

Banner advertisement Options on Website Home Page starting from **INR 75,000** Per Month.

**Customized Direct Mailers** options to a relevant database of 60,000 Executives in Infrastructure and Construction Industry **@INR 40,000/eDM.**

Visit us: [www.equipmenttimes.in](http://www.equipmenttimes.in)

