

About us

IEEMA Journal is the leading electrical & electronics monthly published by IEEMA since June 1981, covering articles of techno-commercial importance, national and international news related to power sector. It is the only trade journal certified by **Audit Bureau of Circulation (ABC)**, with circulation of **10,000** copies every month.

The Journal is circulated to various Government of India departments such as Ministry of Power, Ministry of Finance, Ministry of Commerce, Ministry of Defense, Ministry of Railway, Ministry of Information Technology; utilities like NTPC, NHPC, DVC, PGCL, etc, all State Electricity Boards, Engineering Colleges, Research Institutes, Foreign Missions in India, Indian embassies in overseas countries etc.

The overseas circulation includes all Indian Missions abroad, counterpart electrical associations of IEEMA in countries like Japan, Taiwan, Australia, Germany, Spain, China, Italy, Malaysia, Korea, US, France, UK etc. and also to a number of technical institutes, libraries and other subscribers in overseas countries.

Annual Plan of Cover Stories 2016-17

(This plan is indicative and is subject to change)

Month	Lead Story/ Special Feature
April 2016	Budget analysis / Surge Arrestors
May 2016	Post show report Surge Protech / Power quality
June 2016	T&D Projects
July 2016	Annual review of Industry growth 2014-2015
August 2016	Focus on SMEs (Problems, success stories, Revival Plan, Govt focus etc) / Power Generation
September 2016	Energy Meters
October 2016	IEEMA AGM and Annual convention / Renewable energy
November 2016	Nuclear Power
December 2016	Energy Efficiency
January 2017	Smart Grid / Electricity in Smart City
February 2017	Curtain raiser INTELECT 2017
March 2017	Post Show Report INTELECT

Advertisement Tariff (w.e.f.1st April 2016)

Publication Date : 1st working day of the month of the issue
 Cover Pages : 210 GSM Art Paper *
 Inside Pages : 70 GSM LWC Paper *
 Magazine Size : A4, 297 mm x 210 mm

Advertisement Sizes and Rates

	HEIGHT	WIDTH	RATE PER INSERTION (₹)
Cover Positions			
Front (GateFold)	260 mm	x 390 mm	1,37,500
Front (GateFold) - Half	260 mm	x 180 mm	88,000
Inside Front	260 mm	x 180 mm	93,500
Inside Back	260 mm	x 180 mm	88,000
Back	260 mm	x 180 mm	93,500
BackFold	260 mm	x 390 mm	1,21,000
Special Positions			
Page 3 (5)	260 mm	x 180 mm	71,500
Page 4 (6)	260 mm	x 180 mm	60,500
Page 5 (7)	260 mm	x 180 mm	66,000
Page 9 (11)	260 mm	x 180 mm	55,000
Page 15 (17) & onwards each	260 mm	x 180 mm	52,800
Ordinary Positions			
Full Page	260 mm	x 180 mm	44,000
Half Page	130 mm	x 180 mm	24,750
Double Spread	260 mm	x 360 mm	88,000
Insert	305 mm	x 215 mm	88,000
Appointments			
Full Page	210 mm	x 165 mm	27,500
Half Page	100 mm	x 165 mm	13,200
Extra Charges			
Full bleed	: 20 % Extra		
Specific position	: 20 % Extra (other than page numbers mentioned above)		
Special Colour	: ₹ 5,000/- for every special colour		

Series Discounts

Applicable on the basis of number of advertisements released in 12-month period counted from first release. Series Discount not applicable for cover pages.
 For 6 or more releases - 7.5 % discount, For 12 or more releases - 15 % discount

Tariff Validity	: Tariff gives currently applicable rates. Rates are subject to change without prior notice. Advertisements will be billed at rates prevailing at the time of publication.
Payment	: Payment for advertisements should be made by crossed non-negotiable account payee cheque on bank in Mumbai / DD in case of outstation parties in favour of IEEMA Journal . Remittance by electronic/mail transfer (RTGS) can also be made in favour of IEEMA Journal current A/C No. 004921100011751 with Bank of India, Worli Naka Branch, Pankaj Mansion, Dr A. B. Road, Worli, Mumbai 400 018. (IFSC No. BKID0000049)
Advt. Material	: Advertisement Material is accepted as (150 lines/inch) as an electronic file (soft format). It should be in one of the following formats with proper colour digital output. TIFF (Tagged Image File Format) with 300 dpi (dots per inch) resolution, or PDF (Portable Document Format) with high resolution for printing, or CDR (CorelDraw) / Illustrator file with fonts convert to curve or InDesign file with fonts and at resolution of 300 dpi, or PSD/PS (Photoshop) with 300 dpi and to the actual print size.
Please Note	: 1) All Formats in CMYK (Four Colour) will be accepted, 2) RGB will not be accepted, and 3) The text in black should be sent in single colour (black) only.
Shut-out Date	: 15th day of the previous month of the scheduled month of release.
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*Subject to change at the sole discretion of Publisher, without notice.