



india CEMENT
8 CONSTRUCTION MATERIALS

Media Kit 2018

OVERVIEW: CEMWEEK.COM

Overview

CemWeek is a leading cement industry portal, offering must-have access to cement industry news, market data, pricing and publications. The website's recognized breadth and depth of daily industry information and data is followed by industry professionals worldwide

CemWeek is available on the web, through daily email newsletters, e-magazines and is one of the most trusted resources for the global cement industry

Website



153,900

Users*



1.3 Million

Page Views*

Newsletter



20,000

Daily email recipients **



6

Days per week sent

Magazine & Webinars



9,800

E-Magazine Impressions



19

Webinars hosted per year

* Average monthly from Jan-Jul 2017 based on Webalizer and Google Analytics data ** As of Aug 14, 2017 based on AWStats data

Sample Advertisers



ADVERTISING OPTIONS: MAGAZINE

Readership

- Leading readership in India, US, Malaysia, Portugal and UK
- ICCM is a leading resource for India's Cement sector
- 160+ countries where our newsletter and magazines are read on a daily basis



Overview

India Cement and Construction Material Journal (ICCM) is a bimonthly management-oriented, India focused digital magazine, primarily covering the country's cement sector and related construction and building material segment.

Our mission is to ensure that ICCM becomes the cornerstone of analysis and strategy oriented journalism in the Indian cement industry.

Each issue will include activity summaries and projections from the CW Research team for all regions of the world, plus in-depth articles on topics and trends of particular interest.

- Leading resource for India's Cement sector
- Association with global CemWeek.com information platform
- Primary research and analysis contributed by the CW Group research unit
- Free distribution in e-magazine format with print edition available upon request
- Circulated across India and senior audience
- India Cement market coverage with a global perspective
- In-depth analysis, research and market information
- Dedicated project and equipment update section

ADVERTISING OPTIONS: MAGAZINE


About the Magazine

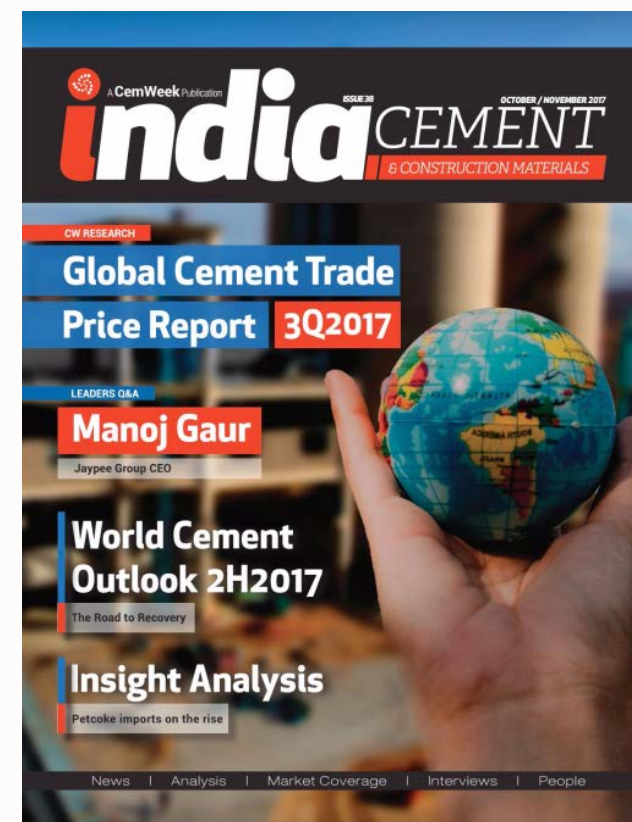
Leveraging its leading global and Indian cement and construction material industry coverage, CemWeek has established itself as a premier information and insight resource for the sector. The focus on the Indian market is further deepened with the stand-alone CW Group publication the India Cement & Construction Materials Journal. Our strong commitment for the sector allows us to stand out with the leading industry decision makers and influencers.

Availability


- Free version magazine available on <https://www.cwgrp.com/publications/india-cement-construction-magazine>, shared in e-magazine format
- Print version subscriptions available
- Editorial calendar upon request

Full Page


 210 x 274 mm	₹ 66,500 INR
-----------------------------------------------------------------------------------------------------	-----------------



Inside Front Cover


 210 x 274 mm	₹ 99,800 INR
-----------------------------------------------------------------------------------------------------	-----------------

Half Page

 210 x 137 mm	₹ 43,300 INR
-------------------------------------------------------------------------------------------------------	-----------------



Outside Back Cover

 210 x 274 mm	₹ 133,200 INR
-------------------------------------------------------------------------------------------------------	------------------

ADVERTISING OPTIONS: EMAIL


About the Newsletter


CemWeek's India email newsletter provides on-going updates on the India and regional cement sector directly to the inbox of the India cement sector subscribers. This insightful newsletter on the Indian cement sector is sent to more than 5000 subscribers. It provides latest regional and global news update, primarily to the India-based readership, plus other interested parties and it is widely read and highly recommended by industry executives.


Technical Specifications

- Artwork may be animated and may loop twice (up to 10 seconds)
- Creative options available upon request, such as Webinars, whitepaper distribution, pop-up ads
- Design services: CemWeek India can help design your advertising material and banners
- Fees starting at USD75 per hour. Cemweek India offers the possibility of sponsored editorial or news


Leaderboard


 **620 x 80 px**
Size


 **33,000 INR**
Monthly Rate

 **330,000 INR**
Annual Rate
(discount included)

Top Banner


 **340 x 60 px**
Size


 **25,000 INR**
Monthly Rate


 **248,000 INR**
Annual Rate
(discount included)




Skyscraper


 **120 x 240 px**
Size


 **16,500 INR**
Monthly Rate

 **165,000 INR**
Annual Rate
(discount included)

Medium Banner

 **120 x 120 px**
Size

 **8,500 INR**
Monthly Rate

 **82,000 INR**
Annual Rate
(discount included)

ABOUT CW GROUP

The CW Group is a boutique analysis, advisory and publishing firm, coordinated from Greenwich (Conn.), USA. We operate for top industry online news platforms and journals:

- ↘ Cement (www.cemweek.com)
CemWeek Magazine & India Cement & Construction Materials Journal
- ↘ Building Materials (www.bmweek.com)
- ↘ Coal Mining (www.coalweek.com)
- ↘ Dry Cargo & Materials Handling (www.bulkweek.com)
- ↘ Paper & Pulp (www.ippweek.com)
- ↘ Petcoke (www.petcokeweek.com)

Get In Touch

📍 PO Box 5263
Greenwich, CT 06831 • USA

✉ sales@cwgrp.com

🌐 www.cemweek.com

