

Media Kit 2018

We create the context, you provide the ad!

A difficult year has passed, but are hopeful of renewed strong growth in the coming year

In April 2018, *Indian Printer and Publisher* will enter its 40th year as a monthly trade or B2B publication. After a challenging year, there are positive indicators for the next year for newspaper, magazine, book publishing, content creation and print industries. Although under pressure, India's newspaper and book markets still have plenty of room to grow and significant investments are being made for media and technology convergence. The main dynamic remains that of a large and developing democracy—at times chaotic and with many constraints but one that is functional, with freedom of expression and media playing a key role in the changing dynamics.

Newspaper penetration, which is around 10% of the population, will continue to increase. Vocational and higher education will deepen with a higher consumption of intellectual content, products and services. In the midst of macro-economic stability, a huge population is becoming urbanized and productively literate. Paper consumption, which has risen well in the past five years to reach 15 kilograms per capita, will likely exceed 22 kilograms per capita in the next five years. This still puts India far behind other Asian countries with plenty of

headroom to grow. In spite of the flattish GDP growth of 6.7% in the past year, higher growth should resume in the coming year, as expenditures in infrastructure, manufacturing increase, credit off-take and exports pick up. The US\$ 2.3 plus trillion economy is

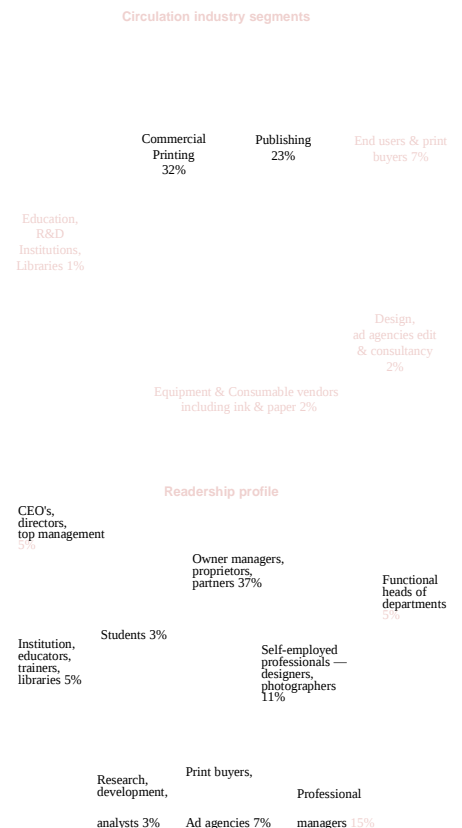
now the 7th largest in the world.

Indian Printer and Publisher looks at the industry from three perspectives—applications, technology and the content, media and print supply chain. Focused on content creators and buyers of software, print equipment and consumables, we create an appropriate context for talking about your products. We try to describe what it does, where it fits in the local supply chain and how it works. We articulate our readers' expansion plans and the challenges they face. Their constraints, successes, insights and ambitions create an ideal context for our advertisers to make an impact.

Tech-savvy editorial content has earned us the power to influence. Because we are committed to original content, we add credibility and impact to your marketing efforts. *Indian Printer and Publisher* doesn't merely report or reproduce press releases, it is read and respected for its domain knowledge and its informed opinions and independence in speaking out on industry issues.

If you are looking for a measured platform to build market share, *Indian Printer and Publisher* with a monthly circulation of 8,000 copies, should be your partner of choice. The monthly is posted on the 24th and 25th day of each preceding month, while its new web platform with full analytics is updated every day and a weekly newsletter goes out every Monday afternoon. Similarly, *Packaging South Asia* addresses the packaging industry over a slightly larger geography.

Circulation and readership profiles



A new force in graphic arts publishing

Print21 Australia & New Zealand
www.print21online.com

Print and Publishing International
www.printernet.at

Indian Printer and Publisher
www.indianprinterpubsiher.com

Graphics World
www.printway.co.kr

Packaging South Asia
www.packagingsouthasia.com

Editorial coverage and publishing schedule for 2018

January	February	March	April	May	June	July	August	September	October	November	December
Book production	Newspaper production	Magazine publishing and production	Book production	Newspaper production	Magazine publishing and production	Book production	Magazine publishing and production	Special newspaper issue: The 8th Annual 50 Fastest Growing Indian Dailies	Book production	Magazine production	Publishing system software
Digital book printing	High volume inkjet	Consumables – paper, inks, blankets, plates, varnishes	Digital printing – Coffee table books	High volume inkjet	Commercial heatset production	Digital book printing	Commercial heatset production	Automation of newspaper production	Commercial printing – offset and digital	Open EFT Standards and interactive electronic media	Automation and quality control
Commercial printing – offset and digital	Workflow and production software	Commercial heatset production	Pressroom equipment and consumables	Mailroom Systems	Consumables – paper, inks, blankets, plates, varnishes	Pressroom equipment and consumables	Consumables – paper, inks, blankets, plates, varnishes	Changing trends in newspaper	Pressroom equipment and consumables	CtP and low chemistry and processless plates	Newspaper production
Pressroom equipment and consumables	Mailroom Systems	Commercial printing – offset and digital	Automated book binding systems	Publishing system software	Digital printing – Academic and scholarly journals	Finishing and binding	Digital printing – variable data software workflow	Digitization of newspaper industry	Automated book binding system	Colour management and soft proofing	Design, prepress and soft proofing
Finishing and binding	Consumables – newsprint, inks, plates	Colour management and soft proofing	Commercial printing	Consumables – newsprint, inks, plates	Commercial Printing – offset and digital	Consumables – paper, inks, plates	Commercial printing – offset and digital	Mailroom Systems	Commercial printing – web to print	Magazine binding systems	Consumables – newsprint, inks, plates
Commercial printing – web to print	Digital wide format printing	Signage & digital wide format printing	Design, Prepress, color management and ink jet Proofing	Newspaper production High volume inkjet	Commercial Printing – offset and digital	Design, Prepress, color management and ink jet Proofing	Colour management and soft proofing	Colour management and soft proofing	Consumables – paper, inks, plates	Consumables – paper, inks, plates – Paper industry growth	Advertising sales and ERP software
Automated book binding systems	Design, prepress and soft proofing	Workflow software	Digital wide format printing	Digital wide format printing	Signage & digital wide format printing	Commercial printing	Signage & digital wide format printing	MIS and ERP systems	Design, Prepress, color management and ink jet Proofing	Commercial printing – offset and digital	Digital wide format printing
Signage & digital wide format printing	Digitization, eContent, new media	Testing and measurement	Consumables – paper, inks, plates	Design, prepress and soft proofing	Colour management and soft proofing	Digital wide format printing	Colour management and soft proofing	Inkjet and signage	Digital wide format printing	Signage and wide format inkjet developments	UV Curing
Consumables – paper, inks, plates	Special issue on UV curing	Digitization, eContent, new media	Web to Print	3D Printing	Workflow software	3D Printing Web to Print Workflow	MIS and ERP systems	Workflow – Variable data software	Human capital, training and motivation	3D Printing	Testing and measurement
Design, Prepress, color management and ink jet proofing	Testing and measurement instruments	CTP Technology and RIPS	CTP Technology and RIPS	Digitization, eContent, new media	Digitization, eContent, new media	Digitization, eContent, new media	Workflow software	Big data	Workflow software	Digitization, eContent, new media	Printpack 2019 preview
3D Printing	Review Pamex Mumbai	Packaging and Labels	Packaging and Labels	Testing and measurement	Testing and measurement	Testing and measurement	Workflow software	Digitization, eContent, new media	Digitization, eContent, new media	Preview Frankfurt Book Fair	Review Paperex, South 2018
Review Pamex Mumbai	Review Jaipur Lit Fest	Testing and measurement	Testing and measurement	Review London Book Fair	Review Print & Packtech	Review Print Expo	Workflow software	Big data	Workflow software	Preview Frankfurt Book Fair	Review Paperex, South 2018
Preview Print Summit 18 in Mumbai 17 January	Review World Book Fair New Delhi	Workflow software	Workflow software	Review Screen Print India	Preview Print & Packtech	Preview Print Expo 8-10 June, Chennai	Digitization, eContent, new media	Digitization, eContent, new media – Open EFT standards	Human capital, training and motivation	Preview Frankfurt Book Fair	Review Paperex, South 2018
Preview JLF 25 – 29 January 2018 Jaipur	Review Print Summit	Digitization, eContent, new media	Digitization, eContent, new media	Preview Print & Packtech – 4-6 May, Hyderabad	Preview Print & Packtech	Preview Print Expo 8-10 June, Chennai	Testing and measurement	Testing and measurement	Human capital, training and motivation	Preview Frankfurt Book Fair	Review Paperex, South 2018
Preview World Book Fair Delhi 7-9 February 2018 New Delhi	Preview and online coverage of Digital Media 7 -9 February	Preview of Media Expo	Preview of Media Expo	Preview London book fair 10-12 April 2018	Preview Print & Packtech – 4-6 May, Hyderabad	Preview Print Expo 8-10 June, Chennai	Testing and measurement	Testing and measurement	Human capital, training and motivation	Preview Frankfurt Book Fair	Review Paperex, South 2018
Preview World Book Fair Delhi 7-9 February 2018 New Delhi	Preview and online coverage CMS Asia Delhi NCR 15-16 February 2018	Preview Print Fair – 9-12 March, Hyderabad	Preview Print Fair – 9-12 March, Hyderabad	Review Typography Day	Preview Print & Packtech – 4-6 May, Hyderabad	Preview Print Expo 8-10 June, Chennai	Testing and measurement	Testing and measurement	Human capital, training and motivation	Preview Frankfurt Book Fair	Review Paperex, South 2018
Preview World Book Fair Delhi 7-9 February 2018 New Delhi	Preview and online coverage of Media Expo – 22-24 February, Mumbai	Preview Screen Print India – 20-22 April, Mumbai	Preview Screen Print India – 20-22 April, Mumbai	Review Print Fair	Preview Print & Packtech – 4-6 May, Hyderabad	Preview Print Expo 8-10 June, Chennai	Testing and measurement	Testing and measurement	Human capital, training and motivation	Preview Frankfurt Book Fair	Review Paperex, South 2018

Mechanical information for print ads

For further information, editorial, and advertising rates

Ad sales (Delhi): Mohit Mehra – ads@ippgroup.in, Cell: +91-9716240477 and

Puneet Maithani – ads6@ippgroup.in, Cell: +91-9711098083

Ad sales (Mumbai): Sanjay Pal – ads2@ippgroup.in, Cell +91-7666438880

Editors: Naresh Khanna – editor@ippgroup.in

Priyanka Dey – edit7@ippgroup.in; Cell: +91-9811732807

Ron Augustin (Brussels) – europeaneditor@ippgroup.in

Send press releases to pressrelease@ippgroup.in

Magazine finished size 210mm x 297mm

Full page type area	185mm x 265mm
Full page (non-bleed)	185mm x 265mm
page (bleed ad)	220mm x 307 mm
page horizontal (non-bleed)	185mm x 130mm
horizontal (bleed*)	220mm x 150mm
vertical (non-bleed)	90mm x 265mm
vertical (bleed**)	110mm x 307mm
(non-bleed)	55mm x 265mm
(bleed**)	80mm x 307mm
90mm x 110mm	Marketplace ads
55mm x 63mm	

* The text should be 10mm away from left, right and bottom sides

** The text should be 10mm away from top, bottom and right sides

Bound inserts and bleed ads to be cut flush must be supplied 220mm x

307mm to trim after insertion to 210mm x 297mm. 5mm should be allowed for top, bottom, left and right sides. No essential reading matter should be within 10mm of gutter. Sheetfed offset printed using computer to plate. Halftone screen and 4-colour 59 lines per cm (150 lpi). All advertising material is accepted in digital form as EPS, TIFF or PDF files.

Material and copy dates

All advertising material and editorial inputs must reach us by the 20th of the month preceding the issue. Advertising material is accepted in digital form as EPS, TIFF or PDF files. Quark Xpress and Adobe InDesign and Pagemaker native files are also acceptable provided high resolution images are supplied as TIFF or JPEG files. Most preferable are PDF files. These files may be sent on CD-Roms or as attachments to production@ippgroup.in.

No casual readers. Cost effective Ads.
 Across industries and segments. Classified
 pages for machines, materials, services and
 employment.

Strong websites. Weekly eMail newsletters.

Advertising rates 2018, including 15% agency commission in **Indian**

Rupees

Frankfurt Book Fair Global Illustration Award WAN-IFRA Berlin
 Edelmann India Heidelberg CX 101 Roland Evolution Jethi Packaging Kirsch
 Konica Minolta Colson HP Risolud Fujifilm Webi
 Volume 39 Issue 11 November 2017 Monthly Rs. 200

Position	1 insert	3 inserts	6 inserts each	12 inserts each each
Full Page Colour	150000	110000	90000	74000
Half Page Colour	75000	60000	50000	40000
Quarter Page Colour	40000	33000	29000	20000
Page 7	175000	120000	100000	90000
Gatefold	300000	275000	250000	225000
Back Cover	250000	225000	175000	150000
Front Inside Cover	180000	157000	138000	118000
Back Inside Cover	175000	138000	118000	100000
Centre Spread	250000	225000	190000	175000
Double Spread Inside	225000	200000	175000	150000
One Third page single Column or strip on bottom of page	50000	42000	35500	30000
Marketplace ads	10000	8500	6000	5000

Web rates 2018, including 15% agency commission

Home page	Size pixels	PRICE INDIAN RUPEES	
		30 days	1 year
Home Page- Top Banner	468 X 60	21000	165000
Side Banner	300 x 250	21000	165000
Side Banner	300 x 122	10500	84000
Side Banner	300 x 60	6300	40500
Only landing pages of a particular section (Events, Publishing, Digital Printing, Inter- views, Prepress, Postpress, Pressroom, Signage, Packaging and paper prices etc.			
Top Banner	468 X 60	10500	84000
Side Banner	300 X 250	10500	84000
Side Banner	300 X 122	6000	30000
Side Banner	300 X 60	3600	15000

Weekly eMail newsletters rates, including 15% agency commission

	1 issue	12 issues	24 issues	50 issues
Indian Rupees Top banner — 400 x 80 pixels	19000	183400	355000	660000
Indian Rupees Side banner — 179 x 179 pixels	14700	142800	268800	520000
Indian Rupees Centre banner — 300 x 60 pixels	10500	103600	191800	340000

Email newsletter weekly *Indian Printer and Publisher* Mondays
 Email newsletter weekly *Packaging South Asia* Thursdays Note: All
 banners are dynamic