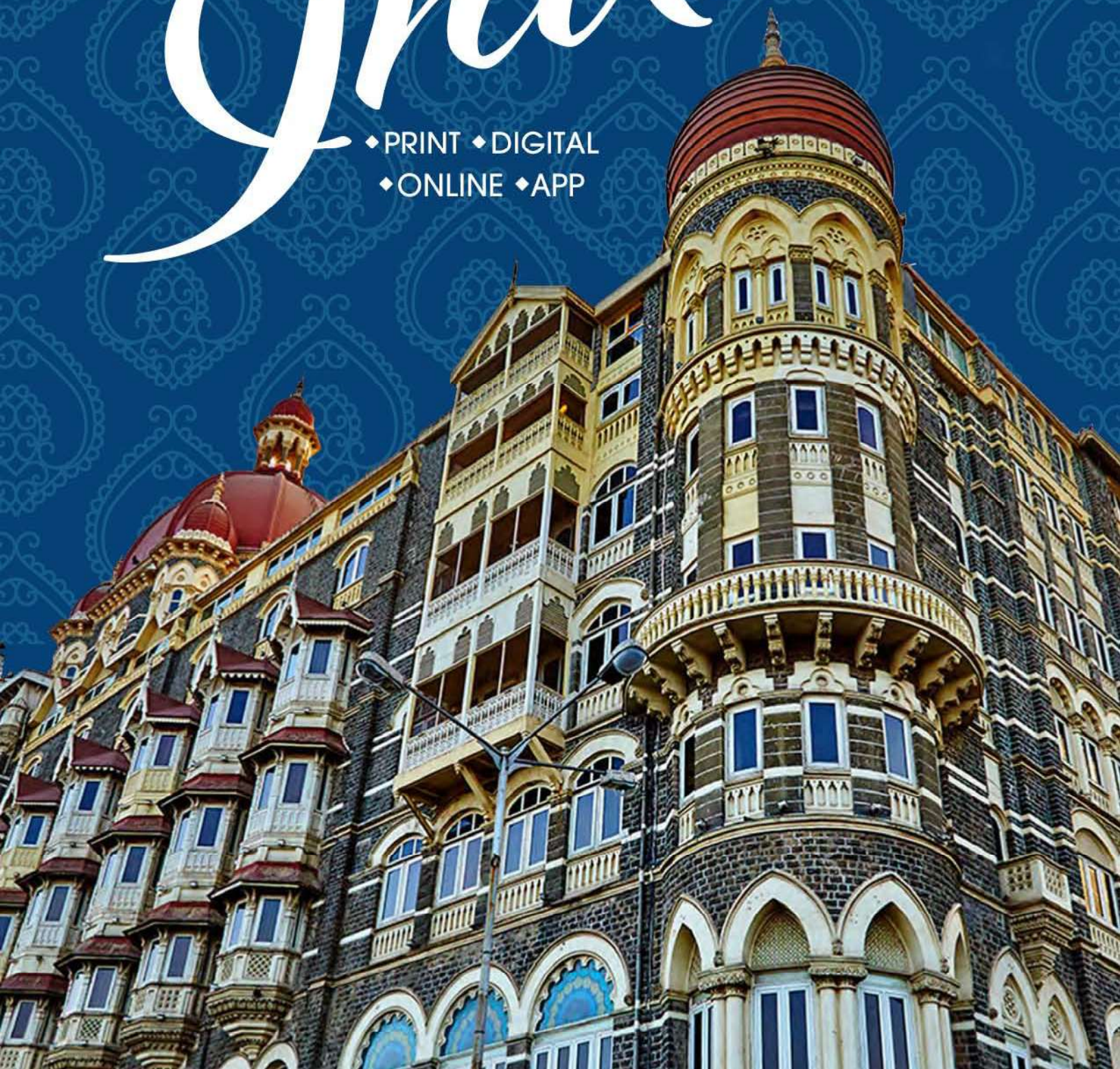


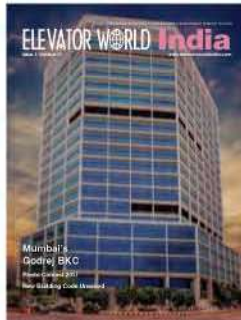
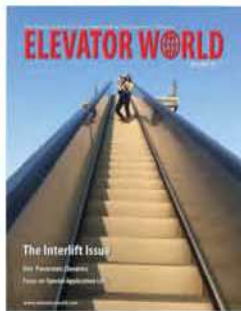
**ELEVATOR
WORLD**

**MEDIA PLANNER
2018**

India

◆ PRINT ◆ DIGITAL
◆ ONLINE ◆ APP



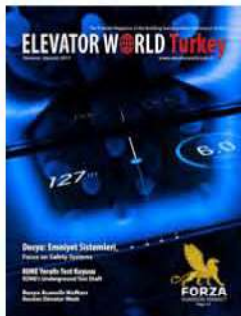


ABOUT US

Elevator World India (EWI) has a controlled print and digital circulation of more than 11,000 readers from the elevator/escalator industry, including electrical engineers, builders, architects, hospitality & retail sector, government regulatory bodies, infrastructure companies, project management and elevator consultants.

Editorial consists of projects, expositions, suppliers, products and the region's market details. EWI is published by Elevator World, Inc., the publisher for Elevator World magazine in partnership with Virgo Publications, India.

Elevator World magazine has been published for over 65 years and is considered to be the world leader in news and information for the international building-transportation industry. For more information about Elevator World, visit us at www.elevatorworld.com.



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EDITORIAL - INDIA

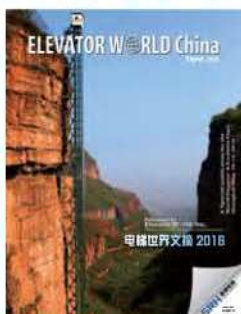
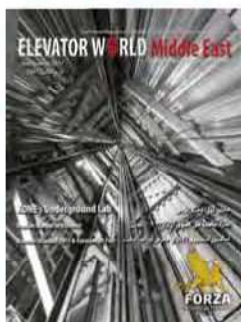
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OFFICIAL MAGAZINE OF



SUBSCRIPTIONS ARE FREE

To be added to the subscriber list, please contact us or log on to:

WWW.ELEVATORWORLDINDIA.COM

2018 Editorial *Calendar*

VOLUME 11 ISSUE 1 – Published February 17, 2018

Focus Topic: Maintenance / Event Coverage: Interlift 2017

VOLUME 11 ISSUE 2 – Published May 17, 2018

Focus Topic: Modernization / Event Coverage: IEE Expo 2018

VOLUME 11 ISSUE 3 – Published August 17, 2018

Focus Topic: Special Application Lifts

Event Coverage: WEE Expo 2018 + Elevcon 2018

VOLUME 11 ISSUE 4 – Published November 16, 2018

Focus Topic: Car-Parking Systems

Event Coverage: Symposium on Lift + Escalator Technologies

We welcome articles, news and ideas from industry leaders and experts for every issue of Elevator World India.

For more information on how to contribute, contact: EWI Editorial Manager Vijay Pandya at ewiedit@virgo-comm.com or the **ELEVATOR WORLD** Managing Editor Angela C. Baldwin at angie@elevatorworld.com

IN EVERY ISSUE:

- Advertisers' Index
- Calendar
- Comments
- Editor's Overview
- Inside India News
- Marketplace
- Product Spotlight
- Regional News

DEPARTMENTS AND COLUMNS:

- Codes + Standards
- Company Spotlight
- Education + Training
- Engineering
- Environmental Issues
- Events
- History
- Inspection
- Maintenance
- Manufacturing
- Market Trends
- Project Spotlight
- Public Safety
- Readers Platform
- Real Estate Updates
- Safety
- Technology

2018 ELEVATOR WORLD INDIA DEADLINES

ISSUE (MONTHS COVERED)	EDITORIAL MATERIALS DEADLINE	ADVERTISING INSERTION DEADLINE	ADVERTISING MATERIALS DEADLINE
VOL.11 ISSUE 1 (JAN – MAR)	December 29, 2017*	January 10	January 19
VOL.11 ISSUE 2 (APR – JUN)	March 29	April 9	April 17
VOL.11 ISSUE 3 (JULY – SEPT)	June 29	July 9	July 17
VOL.11 ISSUE 4 (OCT – DEC)	September 28	October 8	October 16

***ALL OTHER DATES FALL IN 2018**

ElevatorDirectory.com and *The Source*

List your company in the international directory for the building transportation industry. Low cost option to promote your company, products and services on a regional or international level. Includes free subscription to Elevator World magazine.

SHOWCASE: \$399/ 25,600 INR PRINT eDIRECTORY

PTL EQUIPMENT
2394 WEST CURRAHEE STREET
TODD CO., GEORGIA 30577
UNITED STATES
Tel: (706) 886-2121
Fax: (706) 886-3578
Email: sales@ptlequipment.com
Website: www.ptlequipment.com
Marketing Contact: Ben Heffer
Sales Offices: Steve Robbins

Products Manufactured/Supplied: The highest quality at an affordable price elevator and escalator fixtures: car stations, hall stations, lanterns, position indicators, sendal resistant fixtures to elegant designs. NEMA enclosures and enclosures start and stop stations.

Company Statement: PTL Equipment has served the elevator and escalator industries for over 44 years. We continuously succeed in providing unmatched customer service getting our customers the products and services they need, when and where they need them, every time. Good communication is crucial to success. When you contact PTL Equipment, a knowledgeable customer service representative will promptly and personally handle your order. PTL Equipment's goal is to meet your specific future needs.

Market: International



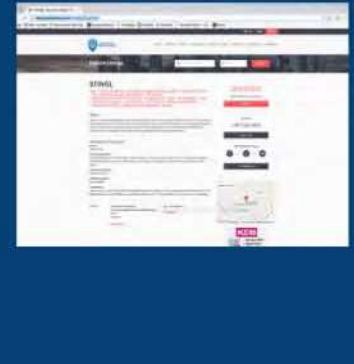
PREMIUM: \$249/ 16,000 INR PRINT eDIRECTORY

STINGL
DRIMACHER STRASSE 28
D-74182
GERMANY
Tel: +49 7134-5436
Fax: +49 7134-2437
Email: info@stinglgroup.de
Website: www.stinglgroup.de

Marketing Contact: Dirk Schoefflin
Engineering Contact: Alexander Stingl
Sales Offices: Liftan D.Blast B.V. +39 0472347152; Lift Material Australia Pty Ltd (AUS), +61 293104300; ABA Electric Ltd Ltd (UK), +44 2085597000; Hissama AB (SWE), +46 853018320; AMS Accosona P.I., +32 491930031; Euro-Dwing P.L., +42 606746692

Products Manufactured/Supplied: Lift shaft equipment, lift shaft inserts, mobile platforms, lift vehicle parts, load hooks, pit ladders, shaft lighting, scaffolding parts, light curtains, safety barriers, LED lighting systems for lift cars, rope brakes, hoists, drive repairs.

Company Statement: Stingl is a German based supplier of the lift and building industry. The company was established in 1979 and supplies its certified products to currently more than 40 countries. A network of distributor ensures access to the worldwide lift and building markets. The product range comprises Stingl developments as well as trading products besides its standard solutions. Stingl also offers tailor-made solutions based



Advertising *Options*

ELEVATOR WORLD INDIA (EWI) offers several low-cost options to those companies who wish to promote their products and/or services within the Indian market and surrounding regions.

INDIA MARKETPLACE

This is a classified section for recruitment, businesses for sale, and products and services offered.

MARKETPLACE RATES

1/8 page	\$75.00 US 5,000 INR per issue	\$250.00 US 16,050 INR per year (4 issues)
1/4 page	\$125.00 US 8,050 INR per issue	\$400.00 US 25,700 INR per year (4 issues. B&W available)

SIZES

1/8 page	3.625" x 2.25"	92.08 mm x 57.15 mm
1/4 page (H)	7.5" x 2.25"	190.5 mm x 57.15 mm
1/4 page (V)	3.625" x 4.75"	92.08 mm x 120.65 mm

THE MULTIPLIER EFFECT

Adding print to your media plan delivers greater uplift than the average uplift of any other two media channel combinations.



Inclusion of print magazines in media mix drives purchase intent and builds consumer relationships.

22%
BRAND
TRUST

55%
BRAND
FAVORABILITY

29%
PURCHASE
INTENT



Integrated Media Special Packages

Combining print & online
advertising delivers
optimal results.

Try one of our packages below*

PACKAGE 1

- 2 Half page vertical or horizontal ads in Elevator World India
- 1 Half page vertical or horizontal ad in the next edition of the Source
- 4 Months Spotlight ad on elevatorworldindia.com
- Premium listing in the next edition of the Source

192,500 INR | \$2,999⁰⁰

PACKAGE 2

- 2 Full page ads in Elevator World India
- 1 Half page vertical or horizontal ad in the next edition of the Source
- 6 Months Spotlight ad on elevatorworldindia.com
- Premium listing in the next edition of the Source

256,600 INR | \$3,999⁰⁰

PACKAGE 3

- 4 Full page ads in Elevator World India
- 1 Full page ad in the next edition of the Source
- 12 Months (1 year) Spotlight ad on elevatorworld.com and elevatordirectory.com
- 1 Newsletter Sponsorship
- Showcase listing in the next edition of the Source

450,000 INR | \$6,999⁰⁰

* Some restrictions apply

Website/Application Advertising

ELEVATORWORLDINDIA.COM

Elevatorworldindia.com is considered the "go-to" source for news and information related to the Indian elevator and escalator market and surrounding regions. Traffic to this website alone has grown more than 10% over the past year. When visiting the website you will find weekly news, educational content, online classifieds and advertising opportunities, an industry forum and calendar of events, photo galleries, industry links, magazine archives and more. Online opportunities for your company are multiple, visible, and most of all, affordable.

ELEVATORWORLDINDIA.COM - HOME PAGE

ELEVATORWORLDINDIA.COM - INTERIOR PAGE

TOP BANNER
(468 x 60 px)
\$500/month*
31,000 INR

SLIDESHOW
(620 x 240 px)
\$1000/month*
65,000 INR

LOGO BLOCK
(75 x 75 px)
\$500/month*
31,000 INR

BOTTOM BANNER
(728 x 90 px)
\$200/month*
12,850 INR

SPOTLIGHT AD
(250 x 250 px)
\$250/month*
16,050 INR

FEATURED AD
(250 x 125 px)
\$100/month*
6,400 INR

Other Websites

Accepted file types include: .gif, .jpg and .png *Ad rotate with others. **With 12-month contract
Please note: Slideshow, logo and featured ads are static images **ONLY** and can **NOT** include any animation.



ELEVATOR WORLD APPLICATION

A new and improved EW app is now available. With more than 7,500 current downloads, this app can provide your business with unique and valuable exposure not available anywhere else. Highly visible banner advertising for Elevator World (EW), EW Turkey, EW Middle East and EW India magazines are available - all in one app! In addition, your digital product catalog can be included and made available to users 24 hours a day/7 days a week. Ask us about details.

DISCOUNTS:

4 ADS RECEIVE A 20% DISCOUNT

Contact your sales representative
for complete details.

As a display advertiser, you will receive a FREE detailed Premium company listing, valued at \$249.00, or upgrade to Showcase for only \$150 to have your company logo added in print and on the eDirectory site along with other valuable on-line benefits, including:

- Product photos, video, and brochures
- Unlimited product categories
- FREE one-year *ELEVATOR WORLD* magazine including a copy of the Source
- 15% off educational materials at elevatorbooks.com

Artwork Requirements

- Accepted file formats: Photoshop, Illustrator, InDesign, Adobe PDF
- Files should be CMYK or grayscale with a minimum of 300 dpi
- Send or imbed all artwork, screen and printer fonts
- Total ink density should not exceed 305%
- Include 1/8-inch bleed for ads that are to bleed
- .jpg and .gif files are **NOT** acceptable file formats
- Materials may be submitted via CD, or email
- PDF files will be printed "as is"

DISPLAY RATES

Full Page	2/3 Page	1/2 Page	1/2 Island	1/3 Page	1/3 Island	1/4 Page
\$1,600 102,650 INR	\$1,250 81,000 INR	\$1,000 64,150 INR	\$1,250 81,000 INR	\$800 51,350 INR	\$900 57,750 INR	\$650 41,700 INR

SPECIAL DISPLAY RATES

Double Page Spread	Inside Front Cover	Inside Back Cover	Back Cover
\$2,750 176,500 INR	\$3,350 215,000 INR	\$3,350 215,000 INR	\$4150 266,300 INR

DISPLAY AD SIZES - QUARTERLY MAGAZINE

Page Trim Size	8-3/8" x 10-7/8"	212.73 x 276.23mm
Double-Page Spread*	16" x 9-5/8"	406.4 x 244.28mm
Double-Page Spread - Bleed*	17-1/4" x 11-1/8"	438.15 x 282.58mm
Full Page - Bleed	at least 8.632" x 11-1/8"	215.9 x 282.58mm
Full Page	7-1/2" x 9-3/4"	190.5 x 247.65mm
2/3 Vertical	4-7/8" x 9-3/4"	123.87 x 247.65mm
2/3 Horizontal	7-1/2" x 6-3/8"	190.5 x 161.93mm
1/2 Vertical	3-5/8" x 9-3/4"	92.08 x 247.65mm
1/2 Horizontal	7-1/2" x 4-3/4"	190.5 x 120.65mm
1/2 Island	4-7/8" x 7-1/4"	123.82 x 184.15mm
1/3 Vertical	2-5/16" x 9-3/4"	58.74 x 247.65mm
1/3 Horizontal	7-1/2" x 3-1/8"	190.5 x 79.375"
1/3 Island	4-7/8" x 4-3/4"	123.83 x 120.65mm
1/4 Vertical	3-5/8" x 4-3/4"	92.08 x 120.65mm
1/4 Horizontal	7-1/2" x 2-1/4"	190.5 x 57.15mm

ELEVATOR WORLD India

ADVERTISING CONTRACT

INDIA: VIRGO PUBLICATIONS - BANGALORE, INDIA

OFFICE: +91 80 25567028

FAX: +91 80 25567028

info@virgopublications.com

G. RAGHU | +91 98450 95803

raghu@virgopublications.com

ANITHA RAGHUNATH | +91 9880110153

anitha@virgopublications.com

ALL OTHER COUNTRIES:

Elevator World Corporate Office - Mobile, Alabama USA

T.BRUCE MACKINNON

MOBILE: 251-379-0564 | OFFICE: 251-479-4514 ext 20

FAX: 251-479-7043

tbruce@elevatorworld.com

Elevator World India is published by Elevator World, Inc., the publisher for *ELEVATOR WORLD* magazine, in partnership with Virgo Publications, India. *ELEVATOR WORLD* magazine has been published for over 64 years and is considered the world leader in news and information for the international building-transportation industry. For more information about *ELEVATOR WORLD* and our annual International SOURCE® directory, please visit our websites: elevatorworld.com, elevatorbooks.com and elevatordirectory.com.

Elevator World India is hereby authorized to insert our advertising under the terms and conditions listed in this Contract:

ADVERTISER: _____

AGENCY: _____

ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____

COUNTRY: _____ ADVERTISING CONTACT: _____

PHONE: _____ FAX: _____

EMAIL: _____ WEB ADDRESS: _____

FREQUENCY RATE: () 1x; () 4x;

DISPLAY SIZE: () Double-Page Spread; () Full Page; () 2/3 Page;
() 1/2 Page; () 1/2 Island; () 1/3 Page; () 1/3 Island; () 1/4 Page;

FORMAT: () Vertical; () Horizontal COLOR: () Black & White; () 4-Color

CLASSIFIED: () 1/8 Horizontal () 1/4 Horizontal () 1/4 Vertical

SPECIAL POSITION (ADDITIONAL 15%): Includes any special positions

SCHEDULE (Insert Year - Check Month of Issue Below):

ELEVATOR WORLD INDIA (EWI) is published 4 times per year

YEAR _____

☐ JANUARY - MARCH

☐ APRIL - JUNE

☐ JULY- SEPTEMBER

☐ OCTOBER - DECEMBER

YEAR _____

☐ JANUARY - MARCH

☐ APRIL - JUNE

☐ JULY- SEPTEMBER

☐ OCTOBER - DECEMBER

PRICING AND CONTRACT DETAILS

CONTRACT DETAILS:

MATERIALS MUST BE SUBMITTED ON DISK/CD/ZIP - NO FILMS ACCEPTED. ADVERTISING MATERIAL DEADLINE FOR NEW AND REVISED DISK/CD/ZIP OR NOTIFICATION OF PICK-UP ISSUE IS the 15th of the month preceding the month of publication. Any material(s) received after THE DEADLINE will be assessed a US \$200.00 late penalty, appearing on the advertiser's invoice.

ELEVATOR WORLD India will NOT guarantee quality or color correctness of any advertisement submitted with any other types of proofs or if digital materials are sent in unapproved software/format. These materials could incur production charges at a rate of \$125.00 US per hour.

SIGNED: _____

DATE: _____