

Binani

BRAJ BINANI GROUP



BRAJ BINANI GROUP

Minerals & Metals Review

Your stepping stone to the mineral and metal industry.

A pricing benchmark in the Industry.



Minerals & Metals Review

Proven Credentials

Minerals & Metals Review (MMR) was first published in 1948 and over the decades it has become highly respected and the pricing benchmark for the minerals and metals industry in India. The brainchild of Seth Govardhandas Binani, visionary and founder of the Braj Binani Group, MMR has become essential reading for all connected with the minerals and metals industry.

MMR's immense popularity across many levels in the industry stems from the fact that it is the pioneer. Decades of evolution and fine-tuning have made it the standard and a reservoir of information, ideas, policy legislation and data on just about everything in minerals and metals sector. MMR has therefore, become the preferred choice and an acknowledged authority which is widely read by CEOs, directors, GMs, project managers and businessmen in the arena of minerals and metals.

To fulfill the varied needs of the industry, MMR is available in three formats.



Minerals & Metals Review

A monthly digest, Minerals & Metals Review covers a broad spectrum of news in the ferrous and non-ferrous metals industry. Readers can count on incisive articles and analyses on the direction and momentum of the industry.

Features:

Market Trends: This section offers a detailed perspective of all metals – highlighting pricing strategies and industry analysis. There's an in-depth tracking of the movement and wrap-up of metal pricing, coupled with an analytical and macro overview on the metal industry. There's also a strong focus on metal pricing at the micro level with emphasis on the demand-supply scenario. The comprehensive report of the metals and minerals market – both domestic and international, along with the pricing trends makes it an invaluable and indispensable ready reckoner for decision-makers.

Its contents consist of well-researched articles on ferrous, non-ferrous metals, precious metals, coal, mining, metallurgy, corporate strategies, stock analysis, logistics, important regions recent trends and micro-economic overview and the environment.

A Reliable PRICING BENCHMARK in the Industry

When it comes to PRICING INDEX in the minerals and metals industry in India, no other publication or media house is regarded as a benchmark. Over the years, MMR has built the trust with the information it is imparting in the industry. And we are proud of the fact that MMR is the most trusted and respected publication in its class.



Minerals & Metals Review Weekly

India's only tabloid newspaper focused exclusively on minerals and metals, this publication is a veritable treasure trove of invaluable data. Carefully researched and presented, the vital information in the weekly is often used to frame corporate goals and targets.

Features: LME (one day delay) and MMR landed prices of non-ferrous metals, domestic and international prices of steel and non-ferrous metals, producer prices and production and import/export data from different ports of India. Weekly analysis of price and stock movement on the LME and in the domestic market, local and international news and trends, forecast of metal stocks and a forum to address various issues concerning the industry.

MMR Daily

The continuous rise in volatility in the global commodity market requires flow of authentic news and information on a regular basis. This has prompted us to launch daily information tracker dedicated to the industry. Titled 'MMR Daily', this report will help commodity traders, scrap dealers, material procurement team, OEM's, manufacturers, consultants and investors to get complete insight into the happenings in the world markets. MMR Daily provides LME, MMR landed prices, domestic prices of steel & non-ferrous and precious metals. Besides, MMR Daily tracks, global equity market, macro-economic update, currency market, energy market, news & report analysis – FE, Non-Fe, precious metals, mining and many more....



MMR Print Plus Services

MMR offers an array of additional services to empower professionals and companies to grow and penetrate bigger markets. MMR puts together opportunities to network, upgrade skills and access precise and accurate data. Here's how.

Trade Directories

MMR has over the decades painstakingly compiled and maintained accurate details of a wide range of companies that operate in the minerals and metals arena. Harnessing this massive information resource, it publishes a series of directories in a selection of subjects. These directories are an indispensable tool in facilitating business across the entire gamut of the minerals and metals industry.

Statistical Data

MMR has a full-fledged Statistical Department that comprehensively tracks the progress of the minerals and metals industry. On request it can provide detailed data on specific topics to customers on a daily/monthly/yearly basis. Some of the areas covered include: international/domestic prices, custom exchange notified rates, import & export data, production capacities, etc...

Research Report

This is another area in which MMR is well-equipped to deliver. On the roster is a well-qualified and experienced team of analysts and writers who can draw up on request highly focused analyses of industry/industry segments against specified parameters. This team also prepares and publishes its own independent research reports.

Beyond Print Services

MMR Events

A diverse series of events is organized throughout the year with meticulous details presenting a platform to professionals to interact and exchange ideas on innovative projects. Various seminars, conferences, etc are held across the country in different disciplines to disseminate information that can propel the growth of the industry. Steel, foundry, construction, recycling, mining and metallurgy are some of the pivotal areas that feature in MMR's calendar of events.



Advertisement Tariff

MMR – Your Springboard

By advertising in MMR, you can take a giant leap and grab the attention of decision-makers in the metals and mineral industry. MMR has the advantage of the most accurate market reports, insightful analyses and in-depth price trends, making it the most preferred B2B magazine of who's who in the industry.

MMR, is therefore, the perfect medium to enhance your brand image and the key message you want to convey for gaining maximum mileage and impact.

	Rupees
FOUR COLOUR	
Double Spread	1,00,000
Front Cover	2,00,000
Outside Back Cover	1,50,000
Inside Back Cover	90,000
Inside Front Cover	1,00,000
Full Page	60,000
BLACK AND WHITE	
Double Spread	60,000
Full Page	30,000
Half Page	15,000

◀ Minerals & Metals Review

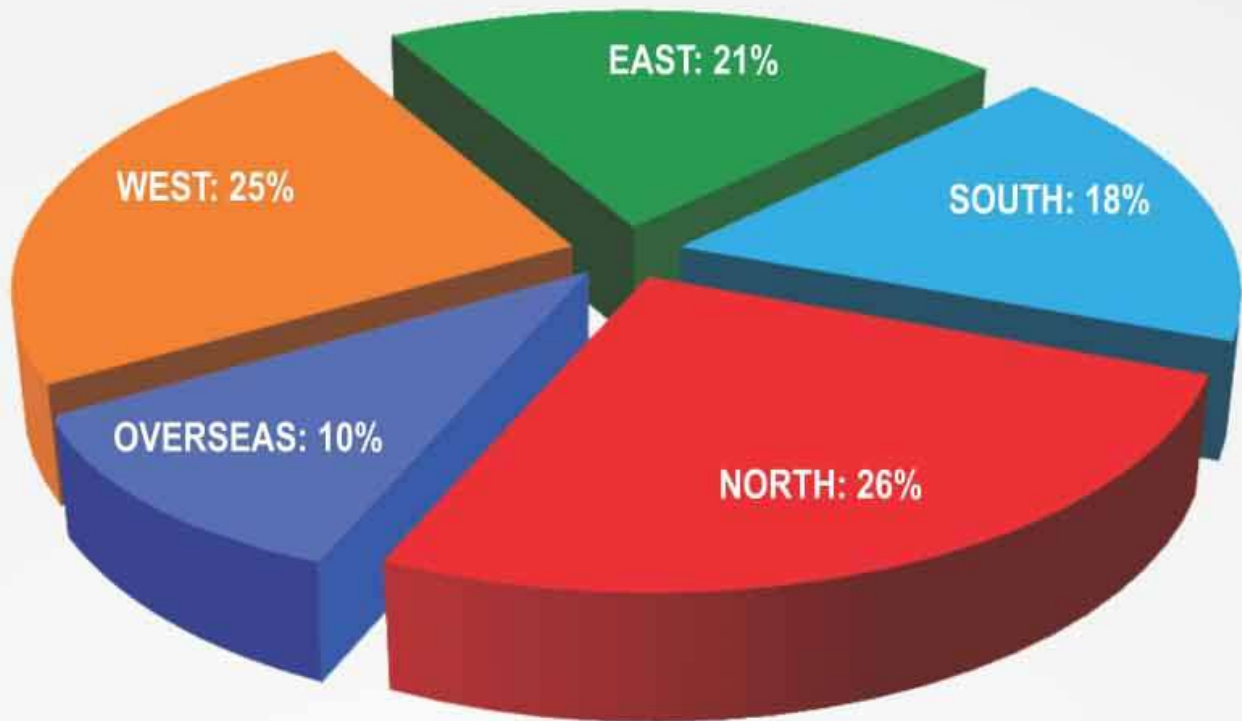
Minerals & Metals Review Weekly ▶

	Rupees
FOUR COLOUR	
Full Page	1,00,000
Half Page	50,000
Qtr. Page	25,000
BLACK AND WHITE	
Full Page	25,000
Half Page	15,000
Qtr. Page	10,000
SPECIAL POSITIONS	
Front Cover	
INDEX Position-Two Colour	
52 Issues	3,24,000
Single insertion	6,230
Non-ferrous metals prices page	
INDEX Position-B&W	
For 52 Issues	78,000
Per insertion	1,500

Readership Profile

Circulation: **85,000**

Readership exceeds: **5,00,000**



READERSHIP PROFILE



Subscription

(In Rupees)

	1 Year	2 Years
Minerals & Metals Review		
Print Edition / Digital Edition	3,500	6,300
Print + Digital Edition	5,500	10,000
Minerals & Metals Review Weekly		
Print Edition / Digital Edition	5,000	9,000
Print + Electronic Edition	6,500	12,000
MMR Daily	6,000	10,800
Group Subscription		
MMR+MMR-Weekly	8,000	15,000
MMR + MMR Daily	9,000	16,500
MMR + MMR Weekly + MMR Daily	13,000	23,000

Production Process

Minerals & Metals Review

The entire magazine composition is computerized, from typesetting to page layout, employing modern DTP systems and software. Printing is by offset CTP process.

PREFERRED ADVERTISEMENT MATERIAL

- CDR files or EPS file with fonts and Photograph Links
- PDF High-Resolution Printfile (300 Resolution)

MAGAZINE PRINT AREA

Full Page (Bleed)	:	26.5 cms x 19.5 cms
Full Page	:	23.5 cms x 17cms
Double Spread	:	23.5 cms x 36 cms
Half Page	:	11.5 cms x 17 cms

TRIM SIZE

Bleed advertisement materials should be half a cm more than the trim size on all four sides. Double spread bleed advertisement should be 26.5 cms x 39 cms in size.

Minerals & Metals Review Weekly

Full page (Bleed)	:	37 cms x 26 cms
Full page	:	34 cms x 25 cms
Half page	:	17 cms x 25 cms
Qtr. Page	:	17 cms x 12 cms
Classifieds	:	8 cms x 5 cms

- Front Page & Back Page advertisement can be in Black & White or in 2 colour as per the client requirement.

SPECIAL POSITIONS

- Front Cover
- Non-ferrous metals prices page