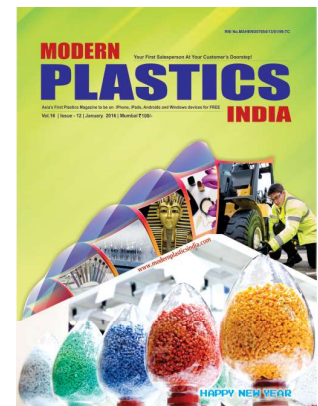
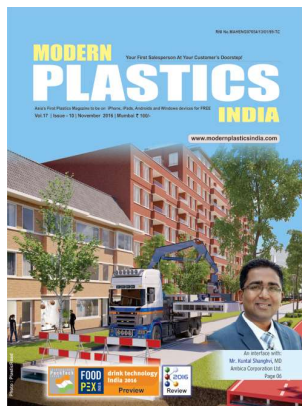
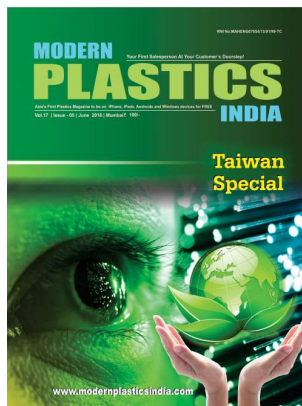
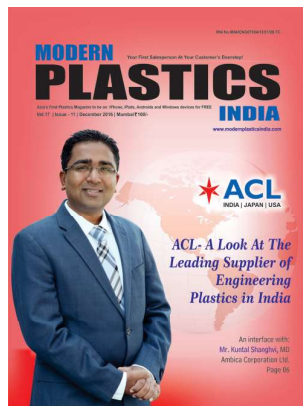


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# MEDIA 2018 KIT

Local Publishing Global Reach





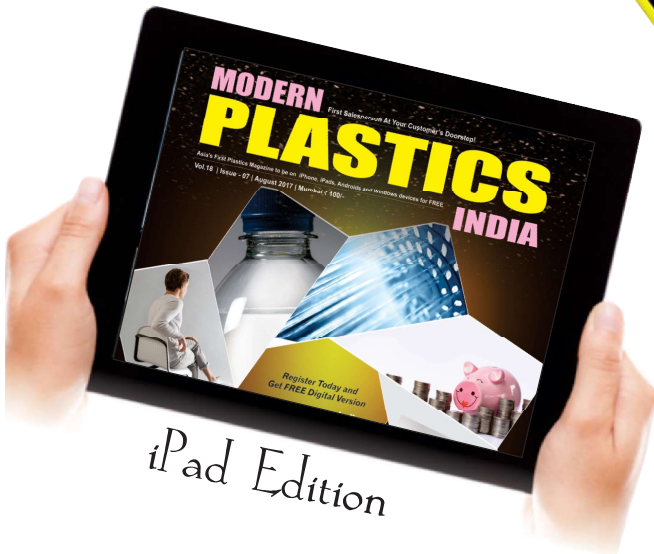
Android Edition



Web Edition



Windows Edition



iPad Edition



iPhone Edition



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## Introduction

Modern Plastics India, India's only monthly plastics magazines which is jumping in to its Seventeen (18) years of publication with the highest print and digital circulation.

Modern Plastics India aims to be a premier plastic magazine that will allow you to make a noise about service you offer and the products that you deal in, about 41,654 copies of the monthly will ensure you to get maximum exposure and get noticed by all the right people. Free copies will make their way to all plastics association worldwide, consulates and... after all, an endeavor of the Emerald Groupe.

The Indian Plastics Industry, today, has surged a head, keeping up with competition from global players. Indeed, we

are enterprising zealous workers. However focused hard work work persistence are not the only ingredients that build a world-class enterprise. It is also advertising and high decibel advertising that pays off rich dividends.

Exposure is the key not only to survival but also to resounding success. It is a fact understood and appreciated by all markets savvy entrepreneurs of the Indian plastics industry.

The more you talk about your company, products and service the more noticed and the more business you whip up. Advertiser's from the plastics industry have exploited the full potential of the opportunities and ensured their own growth and that of the Indian plastics industry.

## Advantages & Additional Features

- Free for qualified reader by filling the form for plastics industry
- Free for downloading / reading from our website [www.modernplasticsindia.com](http://www.modernplasticsindia.com)
- This is the only Indian Plastics magazine you can read online and download for FREE average 2,92,569 Readers per month
- The ability to reach specific audiences
- Full magazine is printed in Four Colour in High Quality Paper
- Excellent pass-along value
- Low cost will help to save lot of money
- Relatively long ad life and repeated ad exposure
- Promotions in all national and international exhibitions and conferences
- Free Editorial Coverage to Advertisers
- Certified Circulation as 31-03-2017 is 41,654 copies
- Banner Ads will give you direct access to you website

## Special Issues



10<sup>th</sup> International Plastics Exhibition, Conference & Convention  
Feb. 7-12, 2018, Gandhinagar - Ahmedabad, Gujarat, India.

Preview  
January, 2018



10<sup>th</sup> International Plastics Exhibition, Conference & Convention  
Feb. 7-12, 2018, Gandhinagar - Ahmedabad, Gujarat, India.

7-12 February, 2018

18<sup>th</sup>  
Anniversary

February, 2018



24-27 April, 2018



11-14 April, 2018



7-11 May, 2018



29 May-1 June, 2018



20-23 June, 2018



3-6 August, 2018



18 - 20 SEPTEMBER 2018

18-20 September, 2018



30 November 3 rd December, 2018

# EDITORIAL CALENDER '2018'

## January 2018

Injection Moulding  
Extrusion  
Wire & Cable  
Ancillary Equipment  
Packaging  
Medical Plastics  
Material  
Hot Runners  
Pigments & Master batches  
Drip Irrigation  
**Country Focus - Australia & India**

## February 2018

Ancillary Equipment  
Pigments & Master batches  
Material  
Ancillary Equipment  
Material  
Recycling  
Automotive  
Injection Moulding  
Extrusion  
Testing & inspection  
**Country Focus - Europe & India**

## March 2018

Ancillary Equipment  
Injection Moulding  
Additives  
Compounding  
Extrusion  
Raw Material  
Automation & robotics  
Recycling  
Wood Plastics Composites  
**Country Focus - Australia & India**

## April 2018

Ancillary Equipment  
Packaging  
Medical Plastics  
Injection Moulding  
Extrusion  
Material  
Automotive  
Hot Runners  
Blow Moulding  
Wire & Cable  
Films & Sheets  
Mould Making & Tooling  
**Country Focus- Italy & India**

## May 2018

Injection Moulding  
Extrusion  
Material  
Wire & Cable  
Additives  
Rapid prototyping  
Automotive  
Ancillary Equipment  
Testing & inspection  
Medical Packaging  
**Country Focus - Taiwan & India**

## June 2018

Injection Moulding  
Hot Runners  
Pigments & Master batches  
Extrusion  
Material  
Blow Moulding  
Injection Moulding  
Extrusion  
Ancillary Equipment  
Recycling  
Testing & inspection  
3 d Printing  
**Anniversary**  
**Country Focus - Swiss, Arabian & India**

## July 2018

Injection Moulding  
Extrusion  
Ancillary Equipment  
Material  
Packaging  
Medical Plastics  
Wire & Cable  
Hot Runners  
Pigments & Master batches  
**Country Focus - USA & India**

## August 2018

Films & Sheets  
Pipe & Profiles  
Injection Moulding  
Extrusion  
Material  
Hot Runners  
Blow Moulding  
Testing & inspection  
Plastic Pipe  
**Country Focus - Saarc & India**

## September 2018

Wire & Cable  
Injection Moulding  
Additives, Colorant  
Master batches  
Extrusion  
Films & Sheets  
Pipe & Profiles  
Blow Moulding  
Engineering polymers  
Testing & inspection  
**Country Focus - Middle East & India**

## October 2018

Automotive  
Polyurethane  
Blow Moulding  
Injection Moulding  
Extrusion  
Material  
Mould Making & Tooling  
Ancillary Equipment  
Testing & inspection  
Bio Plastic  
**Country Focus - China & India**

## November 2018

Films & Sheets  
Pipe & Profiles  
Injection Moulding  
Extrusion  
Material  
Wire & Cable  
Automotive  
Injection Moulding  
Extrusion  
Ancillary Equipment  
Testing & inspection  
**Country Focus- Germany, India & Gulf**

## December 2018

Hot Runners  
Pigments & Master batches  
Films & Sheets  
Pipe & Profiles  
Blow Moulding  
Recycling  
Injection Moulding  
Extrusion  
Ancillary Equipment  
Material  
**Country Focus - Asia & India**

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## All Edition Price

(Print, Web, iPad, iPhone, Android and Windows Devices)

	Rate Euro	Rate US	Rate INR.
Back Page	€ 3,530	US\$ 5,100	3,06,000
Front Opening Page	€ 2,492	US\$ 3,600	2,16,000
Front Inside Cover	€ 2,492	US\$ 3,600	2,16,000
Page Divider	€ 2,492	US\$ 3,600	216,000
Book Mark (Tag)	€ 2,492	US\$ 3,600	216,000
Back Inside Cover	€ 2,492	US\$ 3,600	2,16,000
Inside Cover Double Page Spread	€ 2,838	US\$ 4,100	2,46,000
Inside Cover Triple Page Spread	€ 3,046	US\$ 4,400	2,64,000
Double Page Spread	€ 2,215	US\$ 3,200	1,92,000
Triple Page Spread	€ 2,838	US\$ 4,100	2,46,000
Full Page	€ 1,722	US\$ 2,488	1,49,328
Island Page	€ 1,399	US\$ 1,866	1,11,996
Half Page (1/2)	€ 1,148	US\$ 1,658	99,504
1/3rd Page	€ 864	US\$ 1,106	66,384
2/3rd Page	€ 1,435	US\$ 1,912	114,814
Quarter Page	€ 717	US\$ 1,036	62,208
Banner Ads Top (Per month)	€ 960	US\$ 1,050	51,984
Banner Ads, Logo Right Side	€ 600	US\$ 700	36,000

### Terms & Conditions

- ✓ All payment must be made in Favour of "Chrysolite Media Pvt. Ltd."
- ✓ Exchange rate will be applicable at the time of payment.
- ✓ 100% Payment along with the order. PAN NO. AAEC6546N.
- ✓ Cover Pages Sold on non-cancelable contract basis only.
- ✓ All Disputes of any will be settled in the Mumbai Jurisdiction Court Only.
- ✓ 24% Interest per annum if not paid within 15 days of order.
- ✓ GST 5% on Advertising Sales & 18% on website Ads.
- ✓ All International Payment Via Wire Transfer as per the Invoice.
- ✓ Companies who are registered in India will get Indian Rupees Price.
- ✓ Premium Location not available till December, 2016.
- ✓ If you are looking for Premium Location now, you can book for 2017.

### Printing Material Required

- Four Colour Ads. : Four PDF & JPG with colour proofing.
- B&W Advertisements: B&W PDF & JPG Files.
- Alternations made to existing printing material will also charged extra.
- Inserts available in Modern Plastics India, Injection Moulding World & Plastics Planet Magazine.
- Online Edition JPG Needed.

### Mechanical Data

- ✓ Back Cover : 280 mm x 210 mm (Bleed Size)
- ✓ Inside Cover : 254 mm x 178 mm (Non Bleed)
- ✓ DPS : 279 mm x 419 mm (Bleed Size)
- ✓ Full page : 254 mm x 178 mm (Non Bleed)
- ✓ Half page : 124 mm x 178 mm (Non Bleed)
- ✓ One Third page : 254 mm x 60mm (Non Bleed)
- ✓ Two Third Page : 254mm x 118mm (Non Bleed)
- ✓ Quarter page : 124 mm x 86 mm (Non Bleed)
- ✓ Trim Size : 280 mm x 210 mm (8 1/4" x 11")
- ✓ Top Main Banner : 1234 Pixels x 159 Pixels
- ✓ Banner Ads Right : 289 Pixels x 110 Pixels

### Dead Line

Editorial: 15th of Previous Month  
 Ad Closing: 20th of Previous Month  
 Ad Material: 28th of Previous Month  
 Publishing Date: 15th of every month

*Are you looking to Export in India? Do You need a subsidiary in India?  
 Do You want a partner in India? With Your Company Profile, Products Details.*

*If yes call : +91-982048178 | chrysolitegroup@gmail.com*

# CIRCULATION DETAILS

## CIRCULATION BREAK-UP WITH IN INDIA AS ON 31<sup>ST</sup> MARCH 2017

Andhra Pradesh	2765	Lakshadweep	132	Austria	136
Arunachal Pradesh	167	Madhya Pradesh	758	Bangladesh	304
Assam	241	Maharashtra	4958	Bhutan	139
Bihar	341	Manipur	132	China	143
Chandigarh	654	Meghalaya	187	Germany	1487
Chhattisgarh	873	Mizoram	138	Italy	127
Dadra and Nagar Haveli	121	Nagaland	191	Nepal	268
Daman and Diu	1798	Orissa	1358	Pakistan	146
Delhi	2297	Pondicherry	185	Sri Lanka	548
Goa	385	Punjab	956	Switzerland	118
Gujarat	3197	Rajasthan	1482	Taiwan	192
Haryana	897	Sikkim	165	UAE	173
Himachal Pradesh	134	Tamil Nadu	2338	USA	161
Jammu and Kashmir	168	Tripura	137	Others	2524
Jharkhand	164	Uttar Pradesh	1578	<b>TOTAL</b>	<b>41654</b>
Karnataka	2879	Uttaranchal	437	Digital Edition (per month)	286272
Kerala	1281	West Bengal	2794	Web, iPad, iPhone, Android & Windows Edition	
				<b>TOTAL</b>	<b>292569</b>

## JOB TITLE WISE CIRCULATION BREAKDOWN WITH IN INDIA As On 31<sup>ST</sup> MARCH 2017

Company Management	18276
CEO, COO, Vice President, Director, General Manager, Technical Director, etc...	
Works / Production / maintenance	6219
Director, manager, supervisor, engineers, etc.	
Designing / development research	2765
Director, Manager, supervisor, engineer, Technician, quality manager etc...	
Purchase	1817
Purchasing director manager	
Consultants	389
Unspecified	2688
<b>TOTAL</b>	<b>41564</b>
Digital Edition (per month)	292569
Web, iPad, iPhone, Android & Windows Edition	
<b>TOTAL WEB</b>	<b>292569</b>

## INDUSTRY – PRODUCT & PROCESSING WISE CIRCULATION BREAKDOWN WITH IN INDIA AS ON 31<sup>ST</sup> MARCH 2017

Blow Moulding	1462
Blown Film	2567
Software	784
Prototyping, 3D Printing, RPT	1710
Solar	1389
Calendaring	1125
Coating	1256
Compounding	1567
Compression Moulding	789
Dip Moulding	706
EPS Moulding	624
Fabricating	1466
Filament/tape winding	1199
Film/sheet Extrusion	3859
Formed Plastics processes	1212
GRP Moulding	534
Injection Moulding	7211
Material reclamation	2567
Other	456
Pipe / Profile / Cable Extrusion	2987
Process consultants	389
Reaction injection Moulding	466
Recycling	1176
Resin injection-molding	1185
Other	2968
<b>TOTAL</b>	<b>41654</b>
Digital Edition (per month)	292569
Web, iPad, iPhone, Android & Windows Edition	
<b>TOTAL</b>	<b>292569</b>

## INDUSTRY WISE CIRCULATION BREAKDOWN WITH IN INDIA AS ON 31<sup>ST</sup> MARCH 2017

Aerospace / defence	1134
Automotive	2445
Building & Construction	2354
Chemical materials manufacturing	2389
Clothing & footwear	2034
Consultancy	753
Domestic Appliance	2658
Education & research	1196
Electrical/Electronics/telecommunications	4732
Engineering – Audio/Video/computing	2945
	2956
Mechanical Engineering	1551
Medical & Pharmaceutical	1845
Others	456
Packaging	3826
Sports/toys/leisure goods	1348
Tool making / Mold making	1845
Trade Plastics / rubber processing	2219
Other	2968
<b>TOTAL</b>	<b>41654</b>