

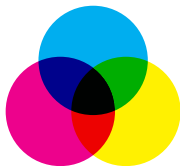


haymarket®

Haymarket Group is a specialist media and information company with a global footprint.

Our purpose is to create trusted, premium specialist media brands which build powerful communities and drive valuable conversations.

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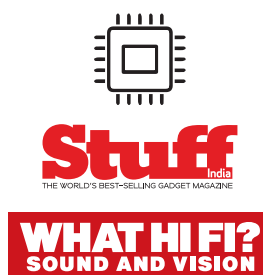
haymarket sac

Publishing (India) Private Ltd

Haymarket SAC Publishing India is a JV with a rich heritage in print but today that's just one of many touch points we have with our engaged specialist audiences.

We deliver market-leading brand experiences through print, web, social and on-ground initiatives that inspire great decisions.

Our brands include...



4 industry verticals

7 brands

109+ million outreach

2300+ partners

1 media house

haymarket®



India's leading b2b brand dedicated to the entire printing industry.

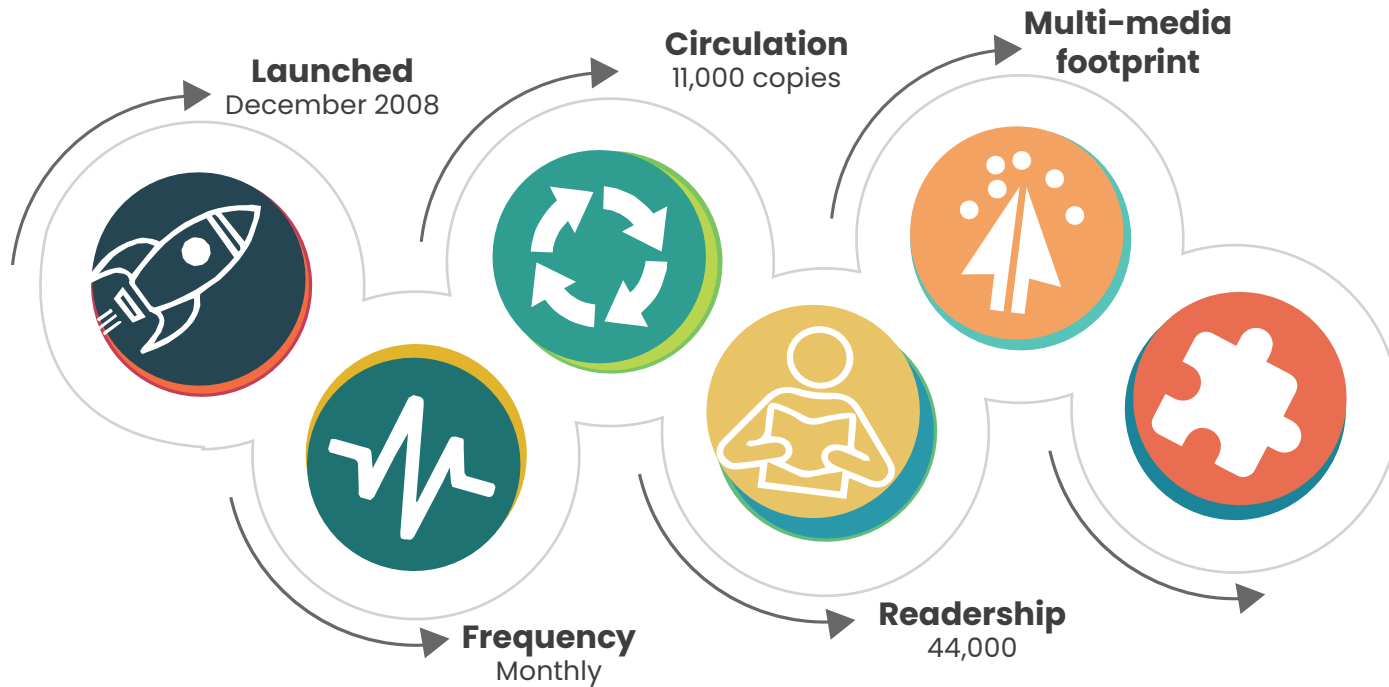
PrintWeek offers a large spectrum of news, views and analysis to the industry. It strives to facilitate an effective interaction across the entire value-chain of the printing industry from Pre-press-Press-Post-press-Packaging.

The brand also enjoys strong connect with leading industry & trade bodies like... CII, IPAMA, MMS, BMPA, IFCA, IMMA etc.

Our USP is that we engage with our readers & users in a format of their choice be it – print, online or on-ground.



Intro



Brand Extensions

WhatPackaging?

Printweek Awards
E-Bulletin
Sunday Column
InkWeek
Digital Print Awards
Technology Reports
Forums & Conference



Web

1.15 lakhs page views



Social Media

f 12 K

🐦 3.4 K

in 2.4 K

✉ 60 K



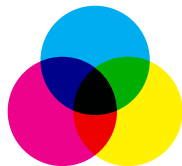
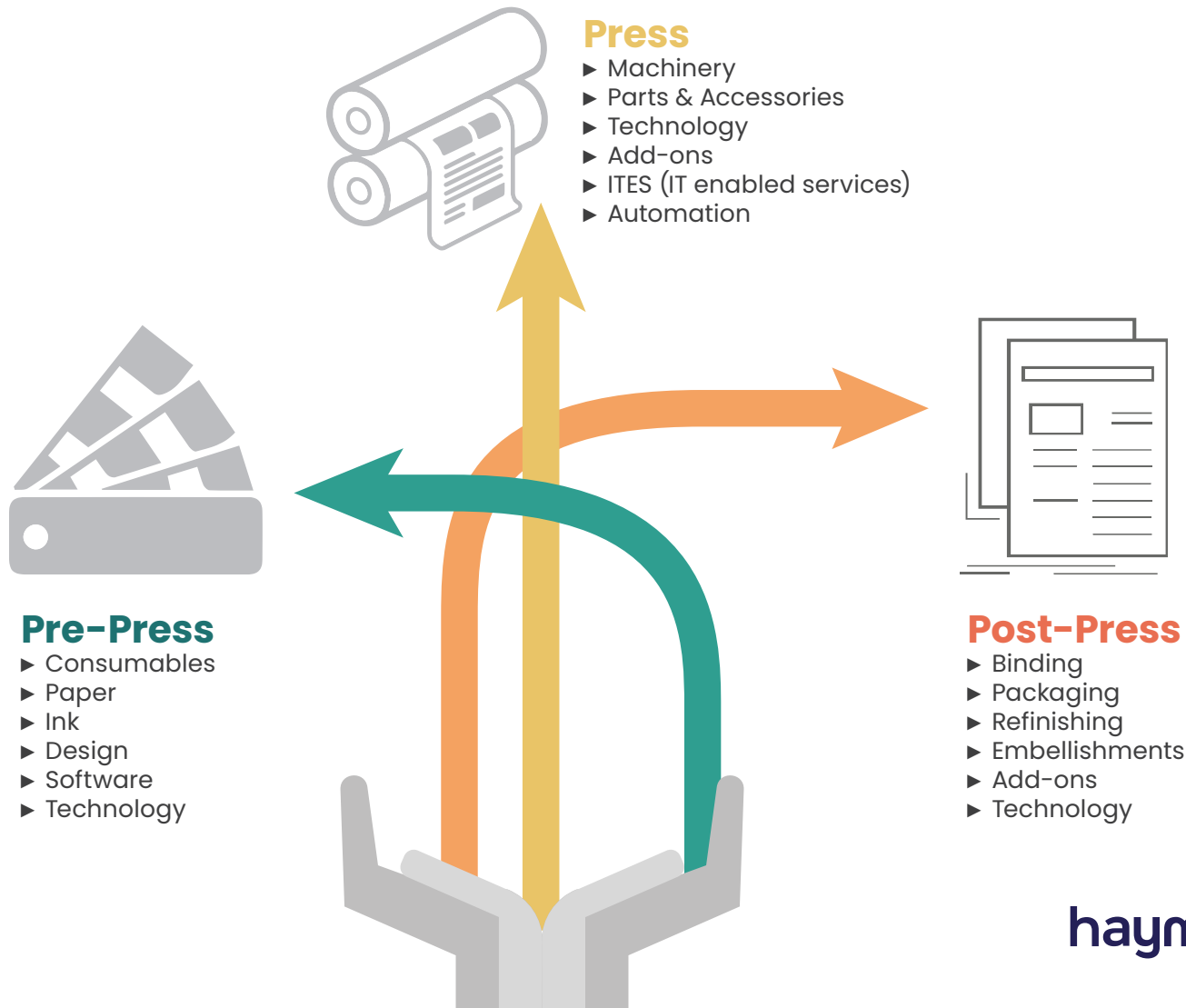
Forums

30,000+ registered delegates

haymarket®



Coverage



Readership

Printers/Converters

Screen | Offset | Digital | Roto Graviour |
Finishing & embellishments | Coding &
tagging | Labelling packaging solutions –
small format/large format, multi substrate.

Consumables

Paper | Ink | Oil & Lubes | Chemicals | Plates | Blankets | Adhesives
| Rubber | Thread | Stamping | Lamination | Colour additives |
Finishing solutions | Textiles Plastics | Glue, Foils, Films

Machinery, Parts & Accessories Manufacturers

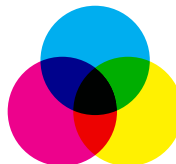
Printing machines | Binding machines | SPMs |
Parts & Accessories | Software | Technology |
Packaging machines | Finishing machines

Systems, Trade & Support

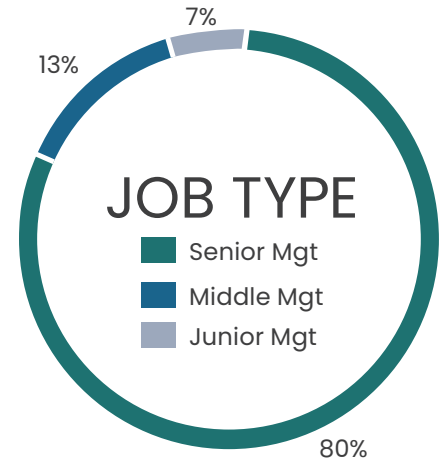
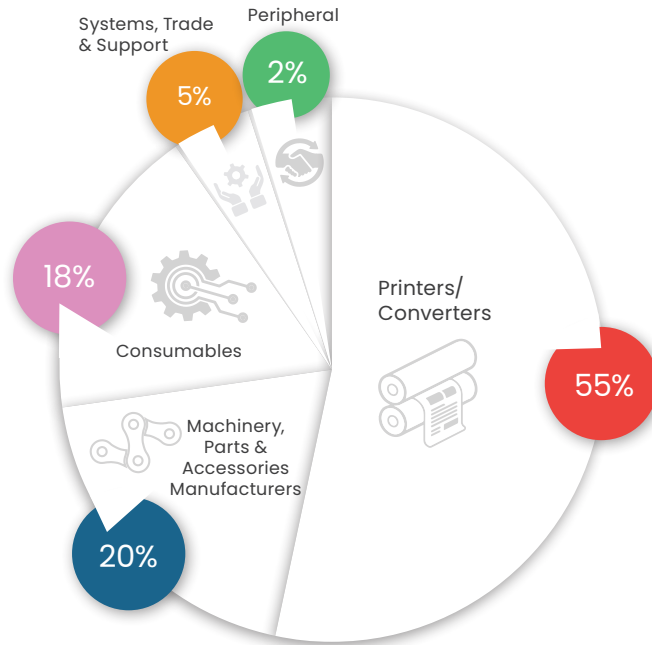
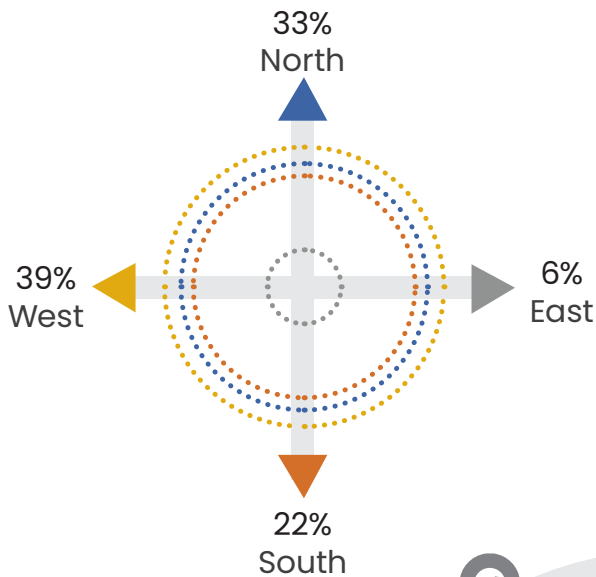
Design & Print management
Software and Hardware |
Automation | Wires & Cables
| Power supply solutions | |
Logistics | IT & ITES | Research
organizations | Technology
providers

Peripheral

BFSI | Designers &
Creatives | Agencies |
Analysts | Government |
Certification Agencies |
Consultants | Trade Bodies



Readership



End-to-End industry coverage

In-depth reach

Understanding of the trade

Seasoned team

Innovative ideas



Initiatives



Advertising

Simple and innovative advertising options in Print



Cover Position



Book Mark



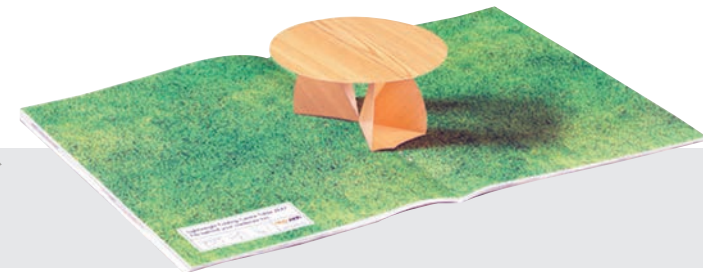
Belly Band



Gate Fold Cover



Double Spread



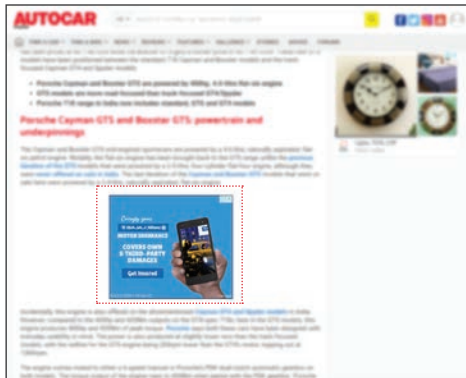
Pop-up Double Spread



Initiatives



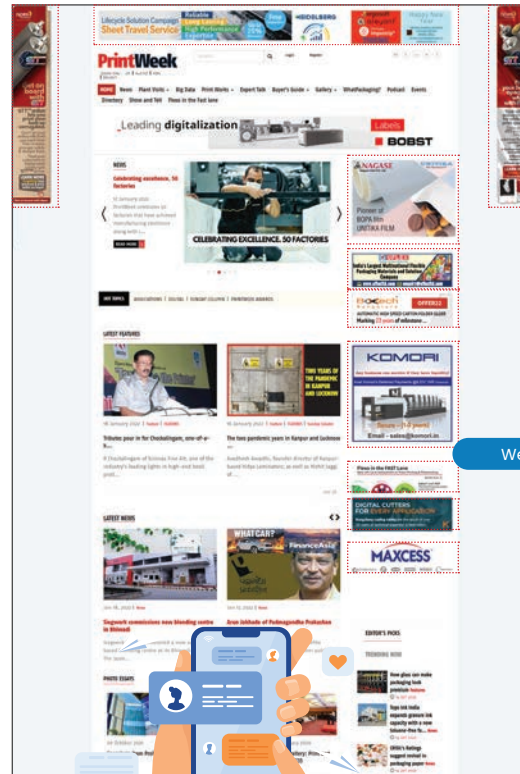
Advertising simple and innovative advertising options on Web



Text Banner



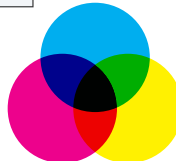
Sticky Footer Banner



Web Banner



Mobile Banners



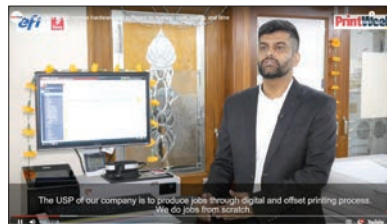
Initiatives



Content solutions

Ideas that provide lasting value by leveraging the power of storytelling viz... podcasts, audio content, native articles, branded features, exclusive conversations, embedded videos, tags to enhance SEO value and so on.

Articles



One-on-one Interview



Embedded Videos

Advantage metal packaging in 2022

By Manoj Gupta 26 Jan 2022



The Rs 10,000-crore metal packaging industry of India is bullish even though it has been affected by the twin impacts of securing tinplate and tin-free steel due to the imposition of BIS standards; plus the trickle-down effect of the Omicron virus.



The Indian metal packaging market is expected to register a CAGR of 6.52% during the period from 2021 to 2026. Recyclability of metal packaging is one of the significant factors expected to drive the global metal packaging market. This is a statement issued by the Metal Container Manufacturers Association (MCHMA) for 2022.

Sanjay Bhatia, president of MCHMA said, "The MCHMA will continue to work not only for taking up the issues of the metal packaging industry but also continue to work for promotion of the metal packaging." He added, "Our industry which is mainly concentrated in MSME, is passing through a very difficult time in terms of exorbitant increase in the prices not only of tinplate and tin free steel but also other inputs."

Bhatia said, the metal packaging industry is facing problems relating to availability of tinplate and tin free steel specially. This, he said, is "due to the virtual ban on imports due to the mandatory imposition of BIS standards for such imports vide Quality Control Order dated 17 July, 2020."

The MCHMA official newsletter also expressed concern about the Omicron variant. It said, "When we are just about settling down in business to achieve our planned targets for FY 21-22, we get another shock of the Omicron variant of Covid-19." It added, "The Covid-19 has created havoc in our personal and business lives for the past two years and with no immediate end in sight."

Sanjay Bhatia said, "I hope that the health care sector, with constant support from the central and state governments, will once again come to the rescue and minimise the impact on trade and industry and people of India."

(Type: MCHMA, Metal Container Manufacturers Association (MCHMA))

SEO friendly tagging

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Customised webinars

An elaborate showcase of products, solutions or capabilities delivered to a rich and captive audience. The audience is carefully crafted to suit the messaging.

d/c
Color & Comfort

PrintWeek

Toluene Free Food Packaging
The Background, Impact & Way Forward

Effective from 1st July 2021, BIS & FSSAI have banned Toluene based inks in food packaging, this landmark decision will pave the way forward for a healthy and sustainable food experience for everyone.

Join a virtual conference to discuss
'The future of Food Packaging'

Thursday, Oct 21 at 3 pm

[REGISTER NOW](#)

PrintWeek WEBINAR

Powered by **hp Indigo**

Act now. Plan now.

PART 2
MISSED OUR FIRST WEBINAR?

Tune in to this special episode on commercial printing **LIVE**

19 January (Wednesday) at 3 PM

[REGISTER NOW](#)

SAFE PACKAGING FOR TOMMOROW

PrintWeek WEBINAR

TODAY | 03.00 PM (IST)

REGISTER FOR FREE!

For further information call
Avinash Bhakre: 9930351282 | avinash.bhakre@haymarket.co.in

Sponsored By: **SIEGWERK**

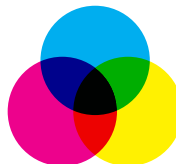
Improve your ROI with the right pre-press technology

PrintWeek 2017 Awards WEBINAR

LIVE NOW

[CLICK TO REGISTER](#)

POWERED BY



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Video production

Popular tool for brands to connect with its audiences. Videos (small-format, large-format) have a higher engagement, utility and viral value.



Awards



- | | |
|-----------------------------------|---------------------------|
| ▶ Proven track record | ▶ 29 categories |
| ▶ The only industry Awards... | ▶ 5000+ samples |
| ▶ Well rounded amplification plan | ▶ Power-packed jury |
| ▶ A million plus outreach | ▶ Stringent evaluation |
| ▶ Pan-India appeal | ▶ Over a million outreach |
| ▶ Multi-media offering | ▶ Inclusive approach |
| ▶ Value proposition | ▶ Pan-India reach |



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InkWeek

InkWeek

Can ink brands and the industry
collaborate and profit from ink's creativity?

THE STORY OF INK: LOOK TOWARDS THE GOAL

25 Experts
5 DAYS 1 Forum
15 Session

haymarket®



Initiatives



Special projects

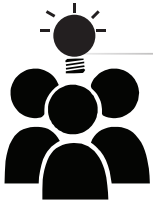
A vast range of professional services carried out exclusively and dedicatedly for a specific brand or an occasion.



LEAD-GEN
PROGRAMS



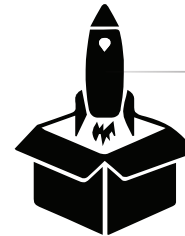
CUSTOM
RESEARCH AND
SURVEYS



WORKSHOPS



E-BULLETIN



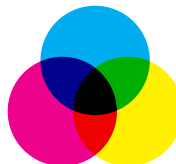
PRODUCT
LAUNCHES



TECHNOLOGY
REPORTS



SUNDAY
COLUMN





CONTENT CONTEXT CONNECT

