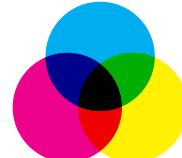


# haymarket®

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.

haymarket®

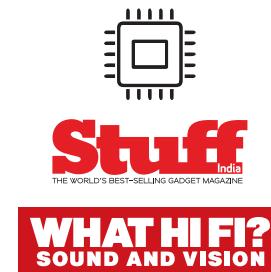




Haymarket SAC Publishing India is a JV with a rich heritage in print but today that's just one of many touch points we have with our engaged specialist audiences.

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

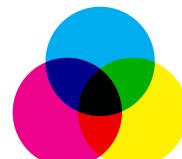


## India's leading b2b brand dedicated to the entire printing industry.

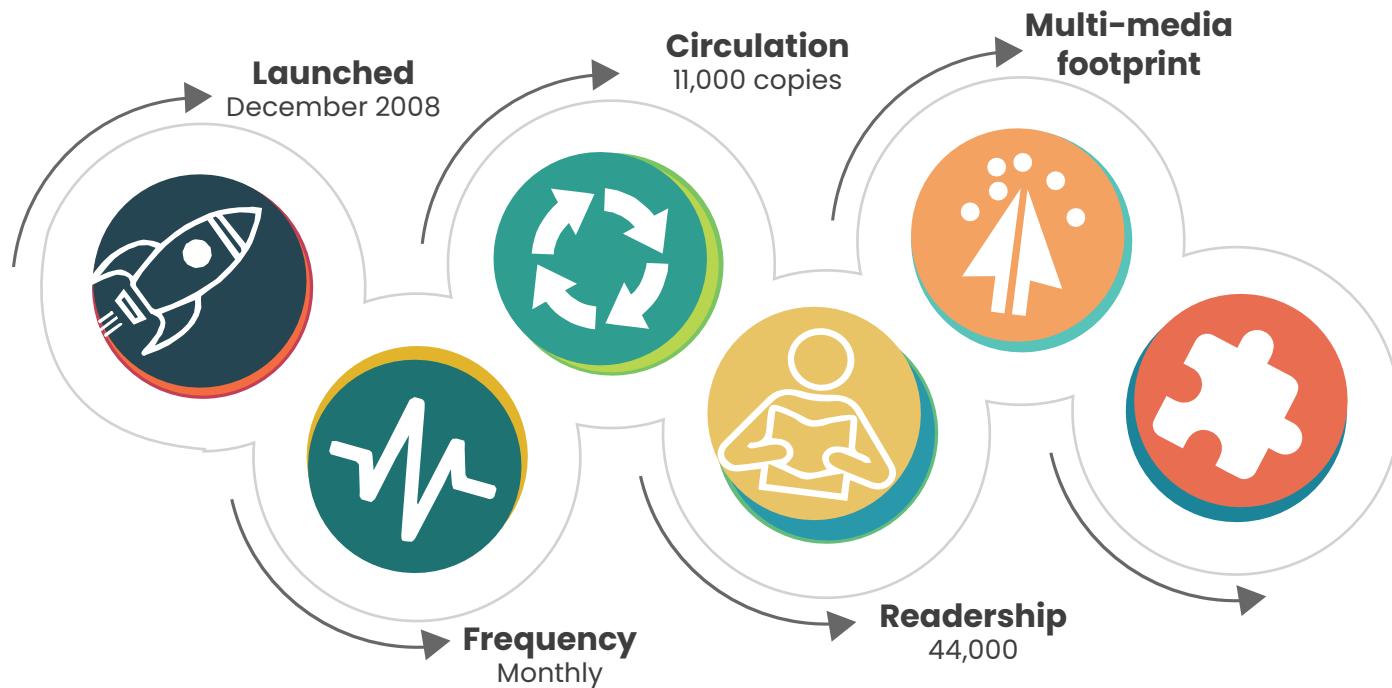
PrintWeek offers a large spectrum of news, views and analysis to the industry. It strives to facilitate an effective interaction across the entire value-chain of the printing industry from Pre-press-Press-Post-press-Packaging.

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?

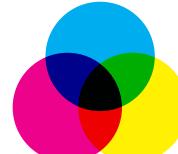
- Printweek Awards
- E-Bulletin
- Sunday Column
- InkWeek
- Digital Print Awards
- Technology Reports
- Forums & Conference

**Web**  
1.15 lakhs page views

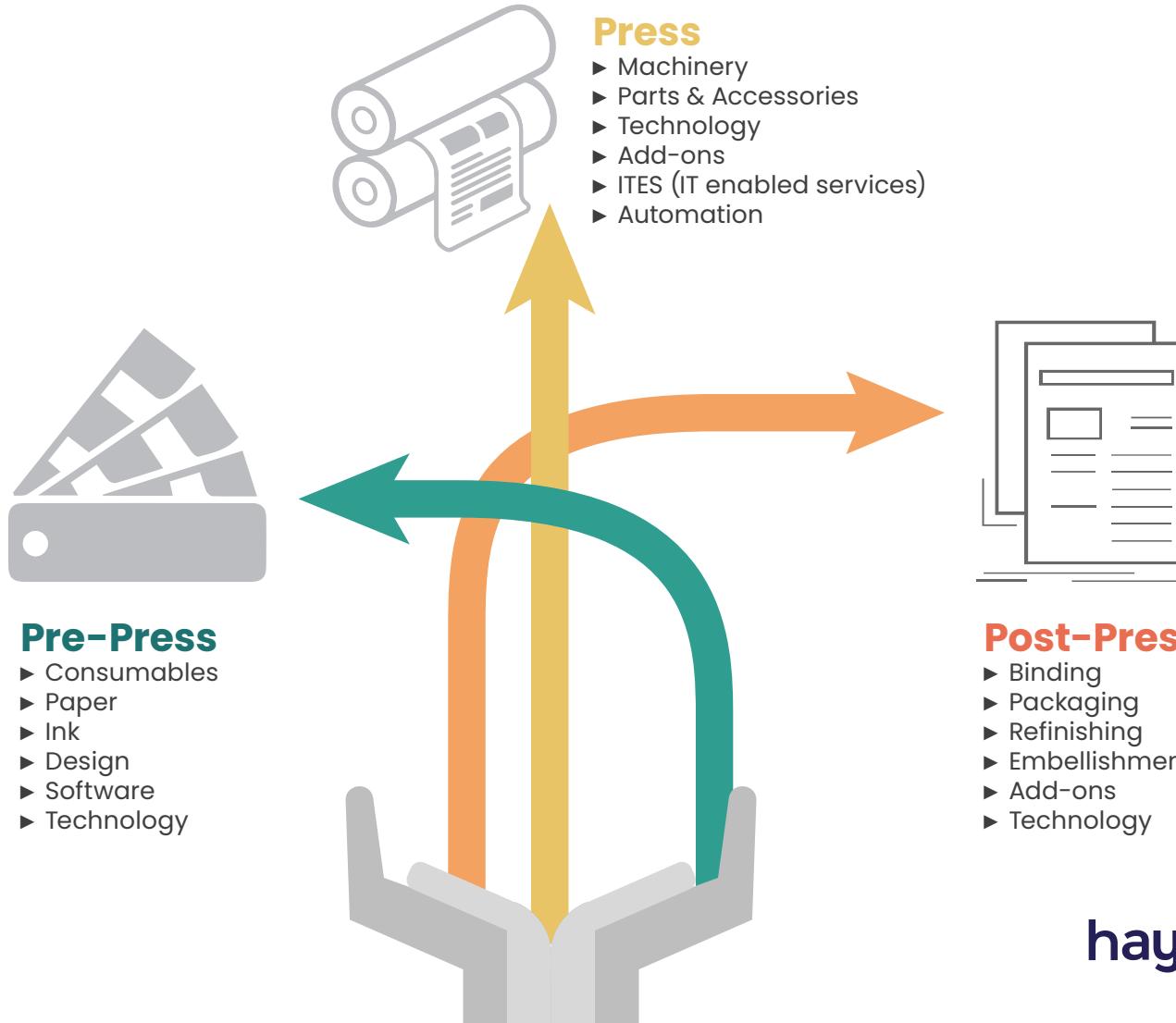
**Social Media**  
 12 K   3.4 K   2.4 K   60 K

**Forums**  
30,000+ registered delegates

**haymarket**<sup>®</sup>



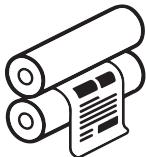
## Coverage



## Readership

### Printers/Converters

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



### Machinery, Parts & Accessories Manufacturers

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

### Consumables

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

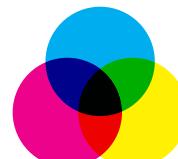


### Systems, Trade & Support

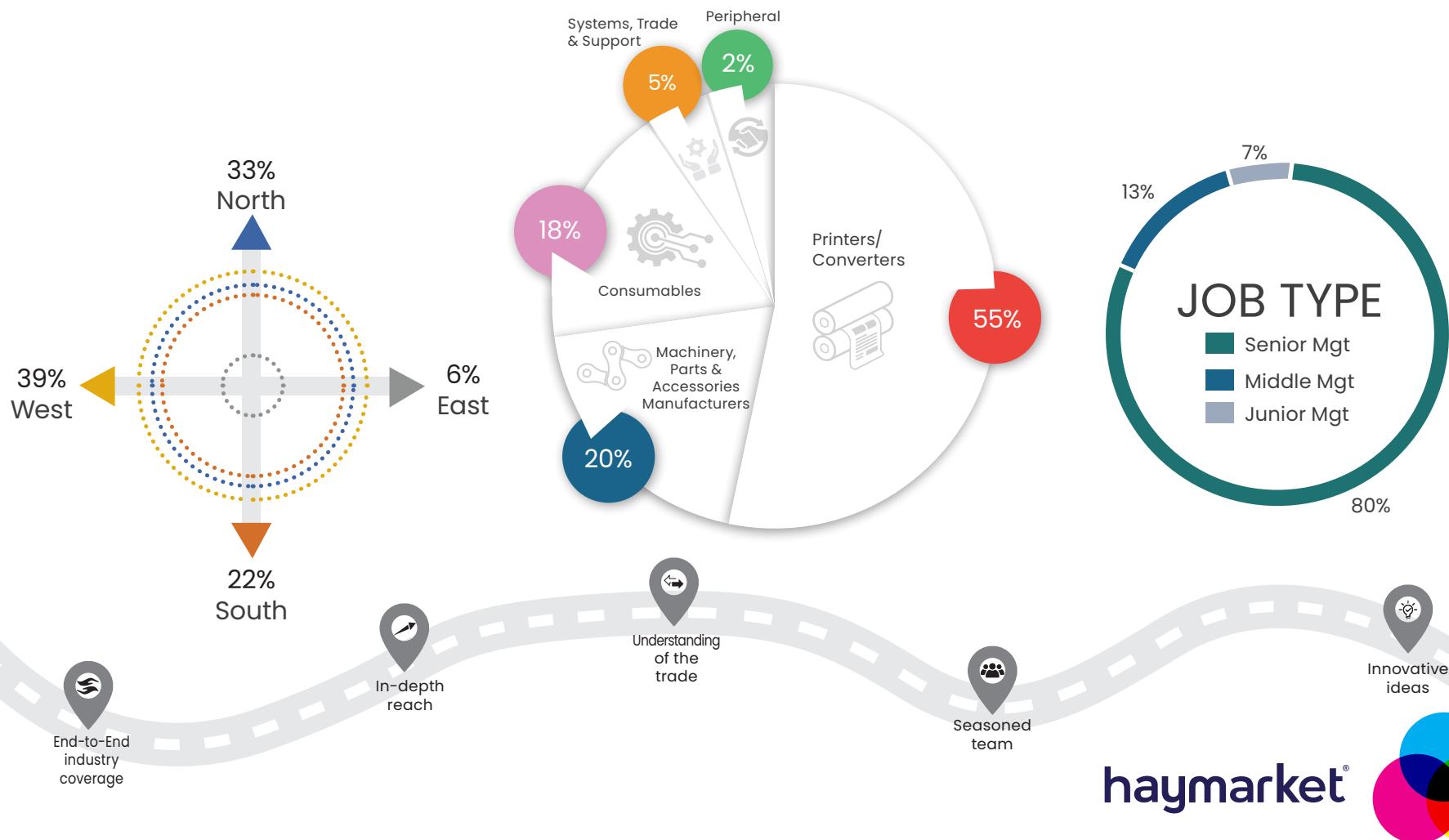
Design & Print management | Software and Hardware | Automation | Wires & Cables | Power supply solutions | Logistics | IT & ITES | Research organizations | Technology providers

### Peripheral

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



## Readership



## Initiatives



### Advertising

Simple and innovative advertising options in Print



Cover Position



Book Mark



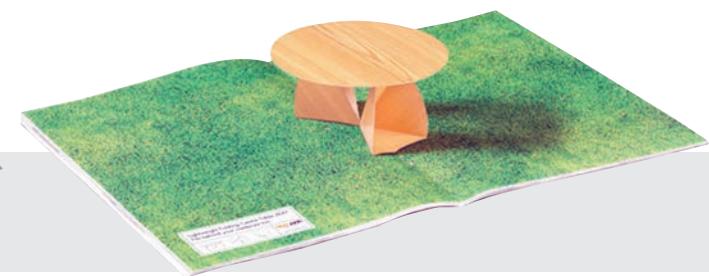
Belly Band



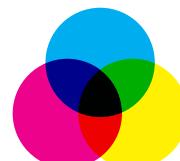
Gate Fold Cover



Double Spread



Pop-up Double Spread

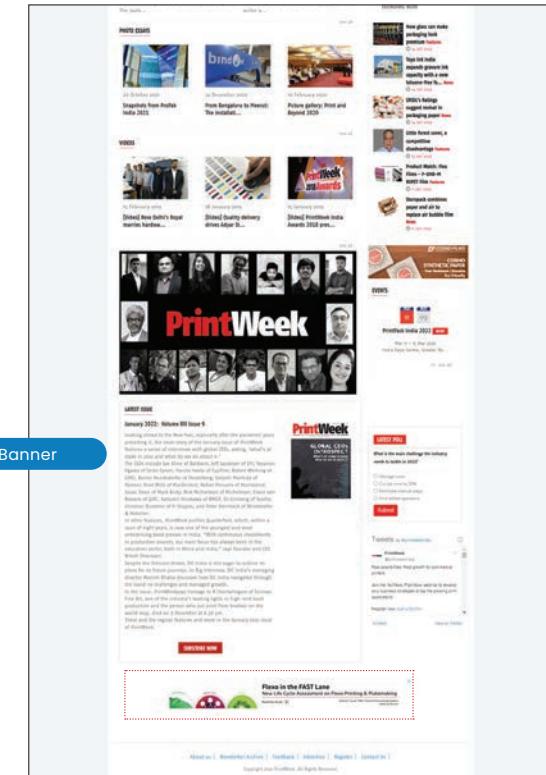
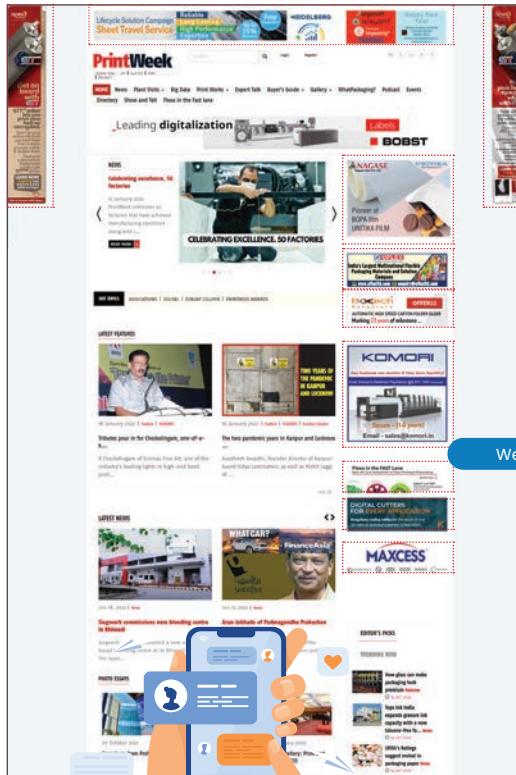


## Initiatives

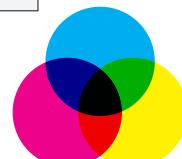


### Advertising

Simple and innovative advertising options on Web



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## 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**

Eighty three traditional component manufacturers have dominated the tally of 125 applications received by the Ministry of Heavy Industries under the production linked incentive (PLI) scheme for the automobile and auto component industry in India. Sources told Autocar Professional that Tier 1 suppliers including the likes of Lumar Industries, Asahi India Glass, Sona Comstar, BHEL Auto and Minda Industries are the key established players to have applied for the scheme, for which the window was open until midnight of January 9. More renowned players from the component sector include Anand Automotive, Bharat Forge, Bosch, Hafeez, Lucas-PTVS, Hella, Sanchal Technologies and ZF. The list also includes 33 applications categorised as Champion OEMs (non-two-wheeler and non-three-wheeler players) as well as nine

**One-on-one Interview**

**Embedded Videos**

**Advantage metal packaging in 2022**

By Mansi Gupta 26 Jan 2022

The Rs 10,000 -core metal packaging industry of India is bullish even though it has been affected by the twin impacts of securing timplate 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 (MOMA) for 2022.

Sanjay Bhatia, president of MOMA said, "The MOMA 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 HSE, is passing through a very difficult time in terms of exorbitant increase in the prices not only of timplate and tin free steel but also other inputs."

Bhatia said, the metal packaging industry is facing problems relating to availability of timplate 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 MOMA 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."

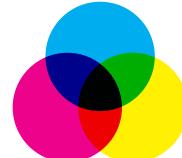
Sanjay Bhatia said, "I hope that the health care sector, with constant support from the central and state governments, will once again come to the rescue and minimise the impact on trade and industry and people of India."

Tags: [MOMA](#), [Metal Container Manufacturers' Association \(MOMA\)](#)

**SEO friendly tagging**

SEO friendly tagging

**haymarket**<sup>®</sup>



## Initiatives



### 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.

**PrintWeek**

**Color & Comfort**

### 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 

### 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](mailto:avinash.bhakre@haymarket.co.in)

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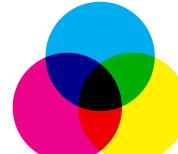
**PrintWeek 2017 Awards**

**WEBINAR**

LIVE NOW

**CLICK TO REGISTER**

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## Initiatives



### 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

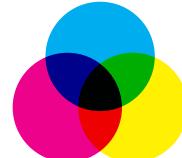


- ▶ Proven track record
- ▶ The only industry Awards...
- ▶ Well rounded amplification plan
- ▶ A million plus outreach
- ▶ Pan-India appeal
- ▶ Multi-media offering
- ▶ Value proposition

- ▶ 29 categories
- ▶ 5000+samples
- ▶ Power-packed jury
- ▶ Stringent evaluation
- ▶ Over a million outreach
- ▶ Inclusive approach
- ▶ Pan-India reach



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InkWeek



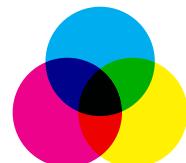
# InkWeek

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 15 Session  
1 Forum

haymarket®



## Initiatives



### Special projects

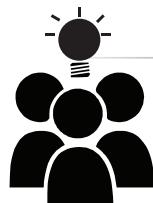
A vast range of professional services carried out exclusively and dedicatedly for a specific brand or an occasion.



LEAD-GEN  
PROGRAMS



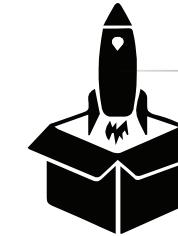
CUSTOM  
RESEARCH AND  
SURVEYS



WORKSHOPS



E-BULLETIN



PRODUCT  
LAUNCHES

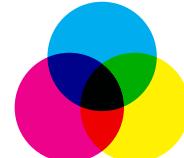


TECHNOLOGY  
REPORTS



SUNDAY  
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**CONTENT  
CONTEXT  
CONNECT**

