



*Connecting SMEs Globally*



Initiated by



**SME CHAMBER OF INDIA**



## ABOUT SME CONNECT - MAGAZINE

“SME CONNECT”, the bi-monthly Magazine publishes the various information and developments in SME sector as well as Branding & Promotion of support services & various activities of SME Chamber of India, which is useful for SMEs for their better business growth.

“SME CONNECT” Magazine & Portal are providing unique opportunity to Entrepreneurs, SMEs, Start-ups and Young & Women Entrepreneurs to project and promote new business concepts, ideas, marketing of products & services, success stories, interviews, debates, round table meetings, interaction with policy makers as well as branding and promotion of their achievements and their businesses.

“SME CONNECT” Magazine highlights information related to manufacturing, banking, finance, advanced technology, marketing, IT enables services, international trade, new government schemes & incentives, Human Resource Development, quality consciousness, business and financial management ecosystem, new projects, new policies of various regulatory bodies as well as interviews of thought leaders, policy makers, experts, Industrial tycoons, SME heads, Senior Executives from Banks, Fls, MNCs & Embassies.

## HIGHLIGHTS OF THE SME CONNECT - MAGAZINE

- Mouthpiece of SME Chamber of India
- Bi-Monthly Magazine
- Circulation of 25,000 print copies
- Circulation of 2,00,000 soft copies amongst members and non-members, SMEs
- Readership from Governments, Banks, Fls, MNCs, Start-ups and Corporates
- Publishes various activities of SME Chamber of India
- Current affairs related to SME sector & other Stake holders
- Guidance and information to SMEs, Start-ups and Young Entrepreneurs
- Interviews of Policy Makers, Business Tycoons, Thought Leaders, Bankers & Fls etc.
- Interviews of the Successful Entrepreneurs, SMEs and Industrialists
- Information on emerging Business, Exports & Investment opportunities
- Introduction and Launch of New Products and Services
- Articles related to Finance, Marketing, Materials, Quality, Exports, Imports, HR etc.
- Technology Upgradation, Industrial Automation, Innovation and Logistics
- Govt. Schemes, Incentives, Important circulars from Regulating Agencies, Case Studies and Project Profiles
- Forthcoming Conferences, Exhibitions, Seminars and Training Programs in India
- Various issues of the Magazine is available on the website.

## PARTNERS



INDIA INTERNATIONAL  
TRADE CENTRE (IITC-INDIA)



MAHARASHTRA INDUSTRIAL AND  
ECONOMIC DEVELOPMENT ASSOCIATION



SME EXPORT  
PROMOTION COUNCIL



SME BUSINESS  
MANAGEMENT INSTITUTE



## LAUNCHING OF SME CONNECT - Magazine



Dr. Sam Pitroda – Advisor to Prime Minister, Public Information, Infrastructure and Innovation, India launching the concept “SME CONNECT – MAGAZINE”



Mr. Montek Singh Ahluwalia – Deputy Chairman, Planning Commission of India releasing the “SME CONNECT” - Magazine issue and Activity Report of Small & Medium Business Development Chamber of India for the year 2013-14

## ADVERTISEMENT TARIFF / TECHNICAL DATA

### Advertisement Tariff for Members of SME Chamber of India

| Positions | Size (W X H)cm  | Micro & Small Enterprises | Medium Enterprises |
|-----------|---|---------------------------|--------------------|
| Full Page | 19 X 27 cm – Trim Size<br>19.5 X 27.5 cm – Bleed Size | ₹ 25,000/-                | ₹ 40,000/-         |

### Advertisement Tariff for Non - Members (SMEs, Large Companies / Banks / FIs / PSUs / NBFCs / Investors / MNCs etc.)

| Positions              | Size (W X H)cm  | Price        |
|------------------------|---|--------------|
| Full Page              | 19 X 27 cm – Trim Size<br>19.5 X 27.5 cm – Bleed Size               | ₹ 60,000/-   |
| Half Page              | 19 X 13 cm – Trim Size<br>19.5 X 13.5 cm – Bleed Size               | ₹ 35,000/-   |
| Inside Front Cover     | 21 X 29 cm – Trim Size<br>21.5 X 29.5 cm – Bleed Size               | ₹ 75,000/-   |
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| Back Cover             | 21 X 29 cm – Trim Size<br>21.5 X 29.5 cm – Bleed Size               | ₹ 80,000/-   |
| Double Spread          | 42 x 29 cm – Trim Size<br>42.5 x 29.5 cm – Bleed Size               | ₹ 90,000/-   |
| Centre Spread          | 42 x 29 cm – Trim Size<br>42.5 x 29.5 cm – Bleed Size               | ₹ 1,00,000/- |
| Front Spread           | 42 x 29 cm – Trim Size<br>42.5 x 29.5 cm – Bleed Size               | ₹ 1,50,000/- |
| Magazine Issue Sponsor | 1 Full page AD + Branding on every page<br>+ article of the company | ₹ 3,50,000/- |

**Note :** \* GST @ 18 % will be applicable

\* Payment by DD / Cheque favouring “Small & Medium Business Development Chamber of India” Payable at Mumbai

\* Acceptable Artwork Formats: CDR, AI, JPG, TIFF, PDF

\* All Fonts Should be CONVERT TO CURVES (CTG)