



**WINDOW &  
FACADE**  
MAGAZINE

# MEDIA KIT

## DRIVING CHANGE

IN THE INDIAN FACADE  
& FENESTRATION SPACE



# WINDOW & FACADE MAGAZINE



Window & Façade Magazine has become Asia's premier medium for the most sought after in the fenestration and façade market to publish, present and market the ideas, innovations and technology. It goes strong in its aim of bringing the latest and best from around the world at your doorsteps before anyone. And at the same time WFM assures the delivery of your information about your product and service at the tables of the decision makers.

## EDITORIAL MISSION

With a vision to be the voice of the Façade and Fenestration industry, WFM endeavours to be a content rich magazine with simple, technical and practical features developed to detail specific subjects, technologies and industry voices. Focused on bringing forth the most gruelling topics and opinions from around the industry for the industry, it caters to all the stakeholders in the façade and fenestration space. Every alternate month, WFM brings the readers the delight of grasping latest news & trends and detailed analysis of technological and commercial challenges and solutions thereof.

## INTEGRATED MARKETING

WFM has a diverse team of devoted marketing professionals who are committed to innovate impactful programs which are tailor made for the advertising partners ensuring just the right visibility.

### Key take-aways

- ▶ Increased brand visibility
- ▶ Generation of word-of-mouth exposure
- ▶ Enhanced promotions by the way of 'product preview'
- ▶ Extended electronic promotion by the means of e-version and social media channels





# WINDOW & FACADE MAGAZINE

## SCOPE OF THE MAGAZINE

### FEATURES

Technology  
Trend alert  
Face to face  
Projects

### INDUSTRY SPEAKS

Industry speaks  
Discussions  
Review by experts

### BUZZ

Latest news  
Events coverage  
Innovative launches

### PREVIEW

Product launches  
From around the world  
Idea to reality

