



>> CIRCULATION INFORMATION

State owned Genco's, Transco's, Discom's; Private Utilities	3,100
Public & private sector power developers	2,400
Equipment manufacturers & construction contractors	4,400
Governmental & inter-governmental agencies	1,200
Legislators & other opinion makers	800
Financial community	400
End users (Industrial segment)	2,000
Consulting engineers (across segments & companies)	2,300
Overseas	400 +
Total	17,000 +

>> KEY AD RATES

Full page color	:	Rs. 99,000
Back cover	:	Rs. 198,000
Inside front / Back covers	:	Rs. 148,500
Double spread	:	Rs. 198,000
Special positions (first 20 pages or special requests)	:	Rs. 123,500
Recruitments / Tenders / Contracts / EOI	:	Rs. 74,200

(+5 per cent GST as applicable)

>> GENERAL SPECIFICATIONS

Monthly | All color | Glossy paper | Edit ad ratio 60:40 | No. of pages - between 190 to 200

>> TECHNICAL SPECIFICATIONS

Final size of magazine (finished size)	:	210 mm x 273 mm
Non-bleed ad size	:	195 mm x 253 mm
Bleed Size (3mm bleed on all sides)	:	216 mm x 280 mm
Artwork preference	:	Print-ready .pdf format, colour proofs of the artwork and progressives needed for print reference.
Resolution (inside pages)	:	Up to 133 lines per inch
Resolution (cover positions)	:	Up to 200 lines per inch

Contact us at:

B-17, Qutab Institutional Area,
New Delhi - 110 016, India.

Tel: 91-11-41034600, 41688611

Fax: 91-11-2653 1196

E-mail: advertising@indiainfrastructure.com

Payments in favour of

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