



The most comprehensive and up-to-date directory on smart cities in India

**Indian  
Infrastructure**

# SMART CITIES

Directory 2015-16

## Contents

The Indian Infrastructure Smart Cities Directory will be the most comprehensive and up-to-date directory on the smart cities segment in India.

The directory will provide key up-to-date information on all relevant government agencies and industry bodies – their areas of responsibility, key office bearers, contact details, etc. It will also provide latest information on business and technology firms – their areas of business, key products and solutions, key operations, top managers, contact details, etc.

The information will be classified into distinct sections such as:

- ❖ Key Government Agencies (Central and State)
- ❖ Urban Local Bodies and Municipal Authorities
- ❖ Smart City Developers (Public/Private)
- ❖ Urban Service Providers and Utilities (Transportation, Water, Gas, Power, etc.)
- ❖ Disaster Management Agencies
- ❖ Urban Planners and Consultants
- ❖ Smart Technology and Infrastructure (IT Hardware, Communication Network and Devices, Cloud Services, Data Storage, GIS/Mapping, Computer Aided Planning, Information Management System, etc.)
- ❖ Smart Energy (Distribution Automation/ Management System, Smart Meters and AMI, Microgrid Management, Communication Solutions, etc.)
- ❖ Smart Transportation (Traffic Management System, Passenger Information System, Ticketing and Fare Collection, Parking Management System, Video Surveillance, etc.)
- ❖ Smart Water (SCADA, Smart Meters, Sensors, etc.) and Waste Management (GPS-based Vehicle Tracking, RFID Tags, Smart Bins, Mechanical Separation, etc.)
- ❖ Smart Safety and Security (Surveillance Systems, Critical Infrastructure Protection, Disaster/Emergency Management, etc.)
- ❖ Smart Buildings (Security, Lighting Control, HVAC, Car Park Management System, Energy Management, Fire Security and Emergency Response, etc.)
- ❖ Smart Governance (Bills and Payments, E-procurement, Accounting System, etc.)

## Circulation and Readership

The circulation will exceed 2500, with a total readership of 25000. In addition to the paid subscriptions, the directory will be mailed to the top decision makers and influencers at relevant central and state government ministries and bodies, urban local bodies, smart city developers, urban service providers and utilities etc.

A special effort will be made to market the directory to urban planners and consultants, design and engineering firms, smart city integrators, leading smart technology and infrastructure providers, smart energy providers, smart transportation providers, smart safety and security providers, smart water and waste management companies, smart building solution providers, smart city planning solution providers, etc.

## Advertising Rates

*The key ad rates are as follows:*

Ad position	Rate (Rs)	Rate (USD)
Full page	1,10,000	2,640
Right-side page	1,21,000	2,904
Back cover	2,20,000	5,280
Inside front/back covers	1,65,000	3,960
Double spread	2,20,000	5,280
Special positions (First 50 pages)	1,32,000	3,168
Full page plus bookmark (2 positions)	1,65,000	3,960

*(Plus service tax)*

*The positions will be offered on a first come, first served basis.*

## Technical Specifications for Advertisements

Final size of the Directory (finished size)	: 210mm x 273mm
Non-bleed ad size (within the print area)	: 190mm x 253mm
Bleed size (3 mm extra from all sides over and above the finished size)	: 216mm x 279mm

**Artwork Preference:** Print-ready .pdf format – CMYK, or Tiff files with minimum 350 dpi, .eps/vector/.cdr (version 12.0), closed files with all fonts embedded, colour proofs of the artwork and progressives needed for print reference.

### Contact

**Aanchal Walia**, Assistant Manager-Sales and Marketing,  
Mobile: +91 9999958333, aanchal.walia@indiainfrastructure.com

### Address

**India Infrastructure Publishing Pvt. Ltd.**  
B-17, Qutab Institutional Area, New Delhi 110016  
Tel: +91-11-46113913, 41034600-01 Fax: 91-11-26531196