

## Indian Infrastructure



### >> SECTORS COVERED

Roads & Bridges | Ports & Shipping | Aviation & Airports | Oil & Gas  
 Urban Infrastructure | Power | Telecom | Water | Construction  
 Infrastructure Finance & Insurance | Railways | Mining

### >> CIRCULATION INFORMATION

Infrastructure firms	4,000 +
Financial organizations	2,500
Economic ministries	1,500
Opinion makers	1,000
Multi-lateral agencies	500
Others	500+
<b>Total</b>	<b>10,000+</b>

### >> GENERAL SPECIFICATIONS

Monthly | Number of pages - 70-80 | Edit/Ad ratio 60 : 40 | Glossy paper (100 gsm art paper) | All color

### >> TECHNICAL SPECIFICATIONS

Final size of magazine (finished size)	:	209.5mm x 273mm
Non-bleed ad size	:	195mm x 253mm
Bleed size (3mm bleed on all sides)	:	215.5mm x 279mm
Artwork preference	:	Print-ready (CMYK mode), minimum 300 dpi (.tiff, .eps, .pdf or .cdr) files with all fonts (True type and/or ATM fonts) with high quality digital proofs and progressives for color reference.
Resolution (inside pages)	:	Up to 133 lines per inch
Resolution (cover positions)	:	Up to 200 lines per inch

### >> KEY AD RATES

Base color page	:	Rs. 79,700
Back cover	:	Rs. 159,400
Inside front / back cover	:	Rs. 119,550
Center spread	:	Rs. 199,250
Tenders, Contracts & Recruitment/EOI	:	Rs. 64,338
Special positions (first 20 pages or special requests):	:	Rs. 95,640
<b>&gt;&gt; PACKAGES</b>		
6 full page color advertisements	:	Rs. 454,290
12 full page color advertisements	:	Rs. 860,760

(+5 per cent GST as applicable)

### Indian Infrastructure

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