



India's leading monthly magazine dedicated to the complete plastics & polymers industry.

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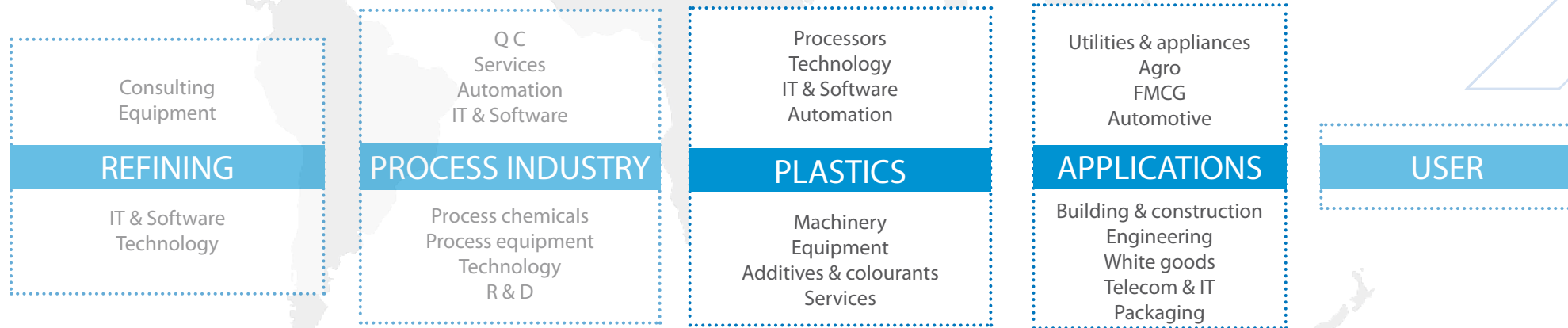
Brand Personality

- Voice of the industry
- High engagement brand
- Updated and authentic

Brand USP

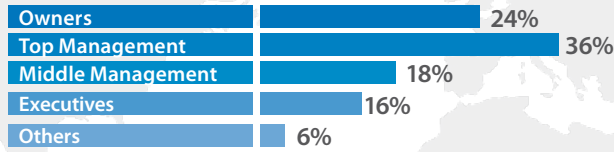
- Eminent Industry Advisory Board
- Guide to the plastics & polymers industry
- Comprehensive and in-depth editorial content

Industry Value-chain

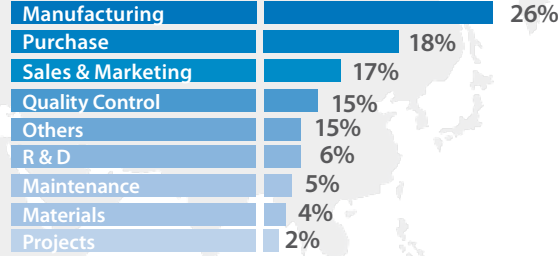


- Reaches top 13 states of the nation
- Reaches top 50 cities of the nation
- 40% readers are into import-export
- Average employee strength: 51 per company
- 69% readers use laptop
- 91% readers own a car
- Over 70% of the readers regularly participate or visit international trade shows every year
- On an average, 83% readers travel extensively for business
- Average annual turnover of reader: Rs 21 crore
- 78% readers are planning to invest Rs 3 crore on purchase of plant machinery/equipment over next 12 months

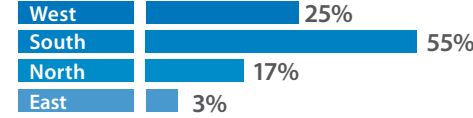
Hierarchy wise



Department wise



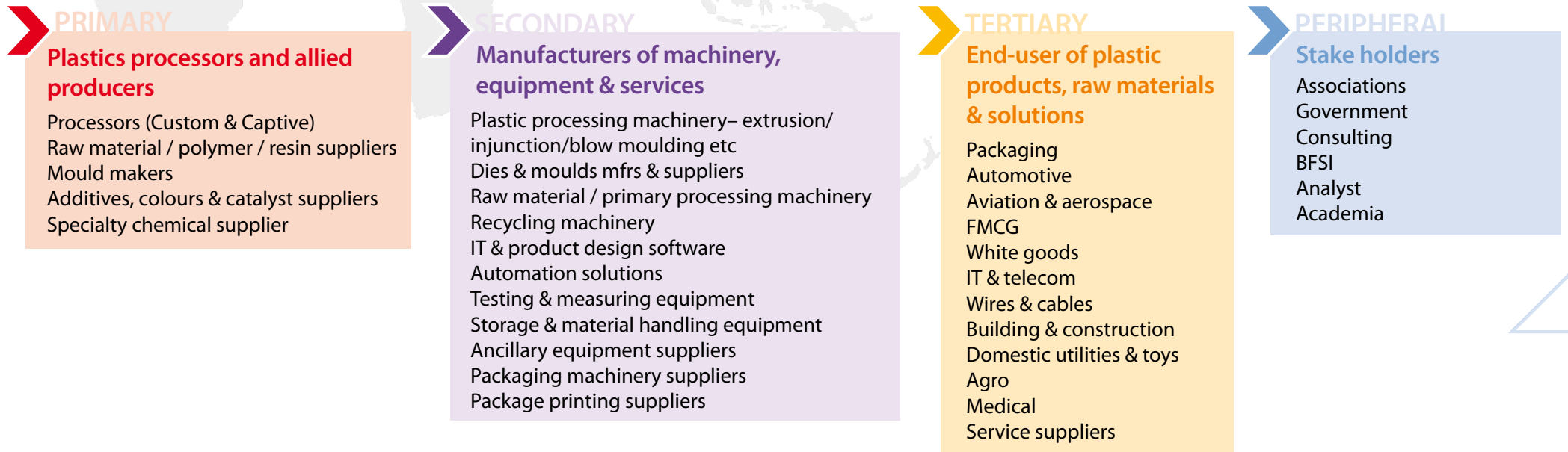
Region wise



Job Function



Readership Sketch



Advertising Rates

Ad Size	Dimension (in cm)		Rates(INR) 4 Colour
	Non-Bleed	Bleed	
Full Page	18 x 25	21.1 x 28.1	50,000/-
Half Page - Horizontal	18 x 11.5	-	30,000/-
Half Page - Vertical	8.75 x 23.5	-	30,000/-
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Ad Size	Dimension (in cm)		Rates(INR) 4 Colour
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135 gsm- Full Page	18 x 25	21.1 x 28.1	75,000/-
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135 gsm- Tab	21.5 x 27.5 (cut size)	Tab Size 0.8 x 5 with border	85,000/-
210 gsm- Tab	21.5 x 27.5 (cut size)		105,000/-

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