

InfralinePlus

Your Monthly Energy Sector Guide



Media Kit 2017-18

InfralinePlus

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About us

Infraline is India's premier independent provider of research and consulting services for energy and infrastructure sector professionals. The focus areas are Power, Oil and Gas, Exploration and Production, Coal Renewable Energy and Roads.

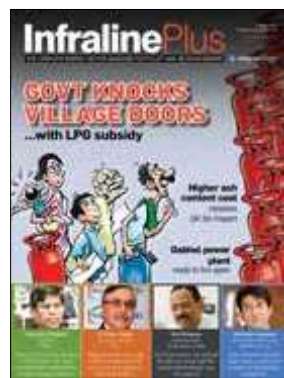
InfralinePlus presents a monthly industry overview exploring key issues facing the energy sector.

Print magazine run of 30,000+

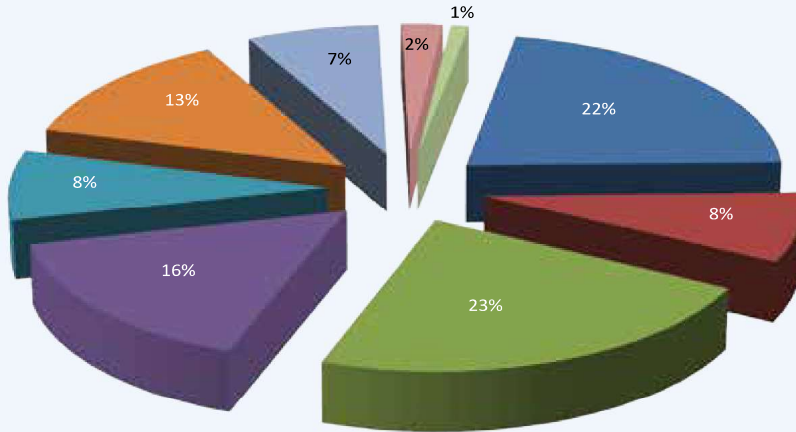
Sectors Covered: Power, Oil & Gas, Coal and Renewable Energy. Services Covered through Integrated Knowledge Offering – Information, Research, Consulting and Events.

Why to advertise

An opportunity to get closer to your customer and prospects. InfralinePlus will unparalleled insight into the needs of the decision makers at every level, from CEO to manager, your key customers and prospects, through a well placed research department, that deliver the knowledge and information need by these professionals to make smarter business and marketing decisions in order to maximize opportunities. InfralinePlus magazine helps the decision makers to make smarter decision in their businesses, new ventures, projects and investments.



Our Reach



Sector	Percentage	Count
Energy sector (Power, Oil & Gas, Coal and Renewable) professionals	22%	6700
CEO, COO, CFO, CTO, CXO's of energy sector	8%	2500
Public and Private Sector Power Developers	23%	7000
Key Government officials and Regulatory Authorities	16%	4800
Banks, Financial Institutions and Consultants	8%	2500
Equipment manufacturers and EPC contractors	13%	4000
State Electricity Boards and PSU's	7%	2200
Educational Institutes	2%	700
Overseas	1%	300+
Total	100%	30700+

Mechanical Specifications

Page Dimensions (in cm; Width x Height)

Sizes	Bleed Ad	Non Bleed Ad
Full Page	20.8 x 27.3	20.0 x 26.5
Double Spread	40.8 x 27.3	40.0 x 26.5
1/2 Horizontal	20.76 x 12.26	20 x 11.5
1/2 Vertical	-	11.19 x 22.32
Quarter Page	-	11.18 x 12.7
Strip	7.28 x 27.3	6.88 x 26.5
Back Cover	20.8 x 27.3	20.0 x 26.5
Front inside cover	20.8 x 27.3	20.0 x 26.5
Back inside cover	20.8 x 27.3	20.0 x 26.5

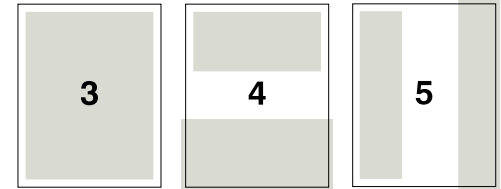
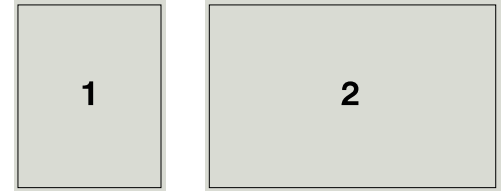
Exposure to Customers who matter

- Immediate exposure to 50,000+ senior level decision makers across Private, Government and PSU at the Central and State level from entire energy value chain
- Immediate connect with the customers: Increased Brand awareness with more personalized appeal and longer shelf life
- Stay ahead of your competitors by leveraging Infraline's brand exposure to vast spectrum of users connected to the Energy sector at all levels.
- Highlight the key features of the product to inform consumers especially lapsed consumers about the new improved product/ brand
- Choose the advertising space according to your budget.
- Easy options for longer contracts

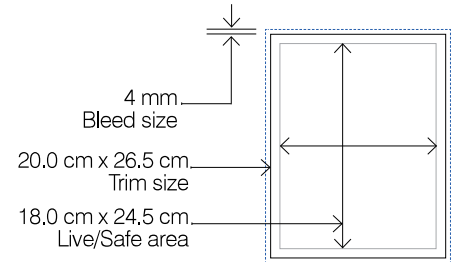
General Specifications

Ad / Edit Ratio	20 / 80
Frequency	Monthly
Circulation	30,000+ copies
Number of pages	64 - 80
All Color	
Glossy Paper	

Information & production specs



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1. Full page with bleed
 2. Double page Spread with bleed
 3. Full page non-bleed
 4. 1/2 page Horizontal non-bleed & with bleed
 5. 1/3 page Vertical non-bleed & with bleed
 6. Quarter page non-bleed & with bleed



Reproduction Requirements:

Magazine trim size is 20.0 cm x 26.5 cm. Including 4 mm bleed of each side.

Live / Safe area 1 cm each side of all bleed ad.

All ads must be submitted as EPS, TIFF, JPEG & high-resolution (press quality) PDF format only. The resolution of all images should be a minimum of 300dpi at final reproduction size and should be in CMYK format, not RGB. All fonts must be embedded in the PDF.

Ad Rates (₹)

Ad type	Price per issue
Full Page Colour	60,000/-
Third Page	75,000/-
Front Inside cover	90,000/-
Back Inside Cover	90,000/-
Back Cover	1,25,000/-
Tab Ad (Thick Insert)	1,25,000/-
Double Page Spread	1,00,000/-
1/2 Page	40,000/-
Quarter Page	30,000/-