



## >> CIRCULATION INFORMATION

Service providers (private/public)	3,500+
Equipment Manufacturers	2,000+
Government and inter-government agencies	1,000+
Legislators and opinion makers	750+
Financial Community	750+
Enterprise	1,500+
Others Influentials	1,000+
<b>Total</b>	<b>10,000+</b>

## >> GENERAL SPECIFICATIONS

Monthly | Number of pages - 76 plus | Edit/Ad ratio 60 : 40 |  
 Glossy paper (100 gsm art paper) | All color

## >> 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 (CMYK mode), minimum 300 dpi (.tif, .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

Full page color	:	Rs. 80,000
Special positions (first 20 pages or special requests)	:	Rs. 96,000
Inside front / back cover	:	Rs. 120,000
Back cover	:	Rs. 160,000
Center spread	:	Rs. 200,000

## >> PACKAGES

6 full page color advertisements	:	Rs. 456,000
12 full page color advertisements	:	Rs. 864,000