

A publication of Tulip 3P Media Pvt. Ltd.

PAPER MART

A Bi-monthly Magazine for Pulp, Paper & Converting Industries in **INDIA**

Media Kit
2014

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Vol. 14 No. 04 Oct-Nov, 2013 Price ₹ 100/-

www.papermart.in

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TOP PAPER COMPANIES in INDIA
Price: ₹ 100/-

- Rainforest Industries Ltd.
- ITC Ltd. - P&P
- Tamil Nadu Newsprint & Papers Ltd.
- JK Paper Ltd.
- The West Coast Paper Mills Ltd.
- Century Pulp & Paper
- The Andhra Pradesh Paper Mills Ltd.
- Rainbow Papers Ltd.
- Somasnagar Paper & Boards Ltd.
- Thermax Ltd.

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PROFILE

PAPER MART started in the year 2000 is the only commercial publication in the Indian subcontinent for the paper industry. The magazine is widely circulated & read by pulp & paper manufacturers, paper converters all across the sub-continent.

PAPER MART - the most preferred Advertising Platform in the Indian Paper Industry

This is especially for all those companies who are looking for a perfect showcase to promote their products and services to the Paper Industry. Explore the recent issues of Paper Mart and you will realize that our magazine is the unrivalled leader in the Indian Paper Industry, providing its readers with informative and up-to-date news & articles on issues which they need quite often.

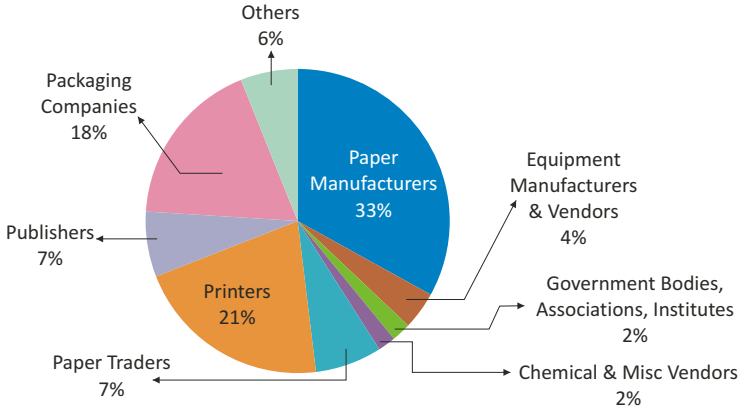
We are committed to providing quality & original content; we add credibility and impact in your marketing efforts. The high print-production quality of our magazine makes sure that the advertiser's presence in our magazine sets them apart from the ordinary in an extraordinary way.

Language	: English
Periodicity	: Bi-monthly
Age	: 14 years
Distribution	: India, SAARC nations, Middle East, Rest of World.
Circulation	: 15000 (India) + 600 (International) + Bonus Circulation in various Events
Readership	: Pulp & Paper Manufacturers, Traders, Converters- Printers, Publishers, Packaging companies, Stationery mfrs etc
Admin Office	: Tulip 3P Media Pvt Ltd, GI-18, G.T. Karnal Road Indl. Area, Near Azadpur Metro Station, New Delhi-110 033, INDIA Tel.: +91 11 45678 421/ 22 / 23 E-mail : info@papermart.in



READERSHIP ANALYSIS

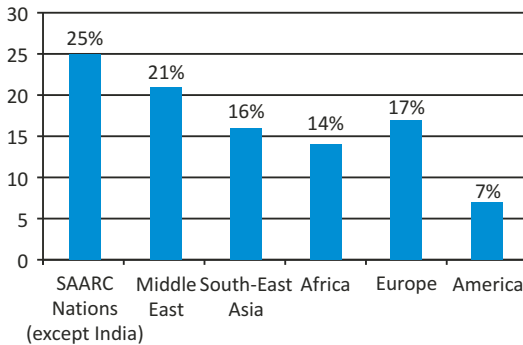
By Business



By Profile



Intl. Circulation



Break-up of International Circulation only (600 copies)

CONTENT SEGMENTS



SPECIAL FEATURE

Presenting the analysis/ surveys / research on different subjects.

EXPERT INTERVIEWS

Showcasing the leadership skills & experience of the top brass of the industry.

COMPANY FEATURE

Presenting the evolution of various companies, their philosophies which have helped them grow and their strategy for future.

EVENTS

Submitting the preview & the review of the Events.

INDUSTRY WATCH

Showcasing the industry trends.

COUNTRY NEWS

Disclosing the happenings / findings in and around the country.

INTERNATIONAL NEWS

Showcasing the happenings in the international arena.

TECH TALK

Exhibiting the improvisations / new introductions in the technological field.

CASE STUDY

Highlighting the changes that resulted in the better productivity / efficiency / costing.

EVENT CALENDAR

Schedule of events which are going to happen in near future (dates/location).

SPECIALIST

Highlighting the expertise of the various technical minds



PUBLISHING SCHEDULE

These issues will provide you added advantage of bonus circulation during the event along with our primary circulation.

Issues	Event Focus & Bonus Circulation	Deadline
Dec-Jan, 14	Paperex Review II + IPPTA Preview	20-Jan
Feb-Mar, 14	Asian Paper Preview + IPPTA Review	30-Feb
Apr-May, 14	Asian Paper Review + Pulpaper Preview	20-Apr
Jun-Jul, 14	Pulpaper Review + Paper Arabia Preview	20-Jun
Aug-Sep, 14	China Paper	20-Aug
Oct-Nov, 14	Paper Plus, Chennai	20-Oct
Dec-Jan, 15	IPPTA 2015 Preview	20-Dec

preview issues have bonus circulation in that event.



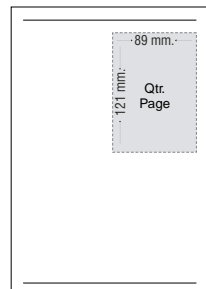
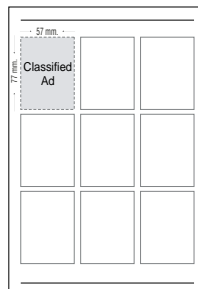
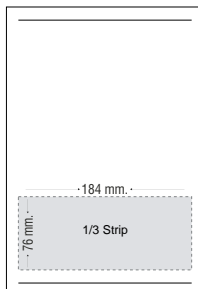
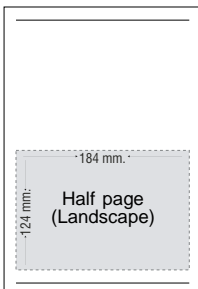
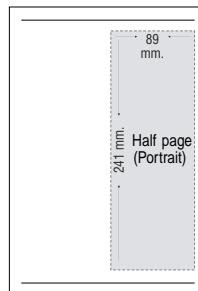
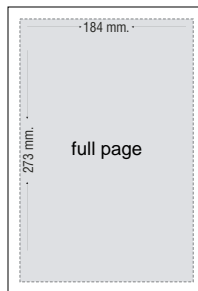
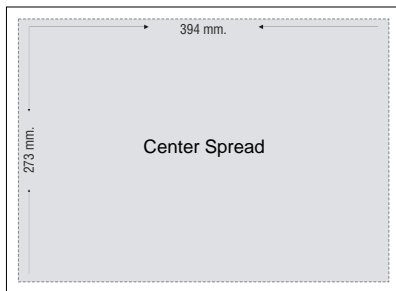
ADVERTISING TARIFF

Advertisement	Rate (per issue)		Size (mm)
	Indian Cos. (INR)	Intl Cos. (USD)	
Full Page	60,000	1500	184 x 273
Half Page	40,000	1000	184 x 124 (Landscape) 90 x 241 (Portrait)
1/3 Strip	33,000	850	184 x 76 (Landscape)
Quarte Page	27,500	700	89 x 121
Classified	7,000	200	57 x 77

10% Discount on booking for 6 insertions

* File Format: PDF / EPS / TIFF / JPEG / CDR (300 dpi, Convert to Curve, CMYK mode)

** Extend 15 mm all sides area for Bleed Advertisement (for Full Page Ad)





ADVERTISING TARIFF

PREMIUM POSITIONS Advertisement	Rate (per issue)		Size (mm)
	Indian Cos. (INR)	Intl Cos. (USD)	
Gatefold (2 pages)	120000	3300	383 x 273
Die-cut (2 pages + flag)	120000	3300	190 x 273 (Front & Back)
Centre-spread (2 pages)	108000	3000	394 x 273
Back Cover	90000	2500	184 x 273
Inner Front Cover	80000	2200	184 x 273
Inner Back Cover	72000	2000	184 x 273
1st Text Page (Right)	72000	2000	184 x 273
2nd Text Page (Left)	63000	1750	184 x 273
3rd Text Page (Right)	63000	1750	184 x 273

* **File Format:** PDF / EPS / TIFF / JPEG / CDR (300 dpi, Convert to Curve, CMYK mode)

** Extend 15 mm all sides area for Bleed Advertisement (for Full Page Ad)



You Require, We customize

Whether you are launching a new business, expanding your product line or expanding geographically, our customized, multi-level marketing campaigns will provide you with the flexibility you need to build momentum in the marketplace and achieve your goals as your business grows.

Full Service Offerings:

- Direct Mail & Email Campaigns
- Advertising Campaigns
- Consultancy
- Website Development
- Marketing Collateral Design & Copy writing



In addition to print, each issue of Paper Mart will be available in a fully interactive digital edition – generating "global distribution" for your advertising. Each issue will be posted at <http://emagazine.papermart.in> and past issues will be archived on the site, creating up-rate for your online presence.

Paper Mart's "Suppliers Guide" provides an overview of the companies that supply to the Indian Pulp & Paper industry. All the suppliers will be listed free of cost in the Suppliers Guide.

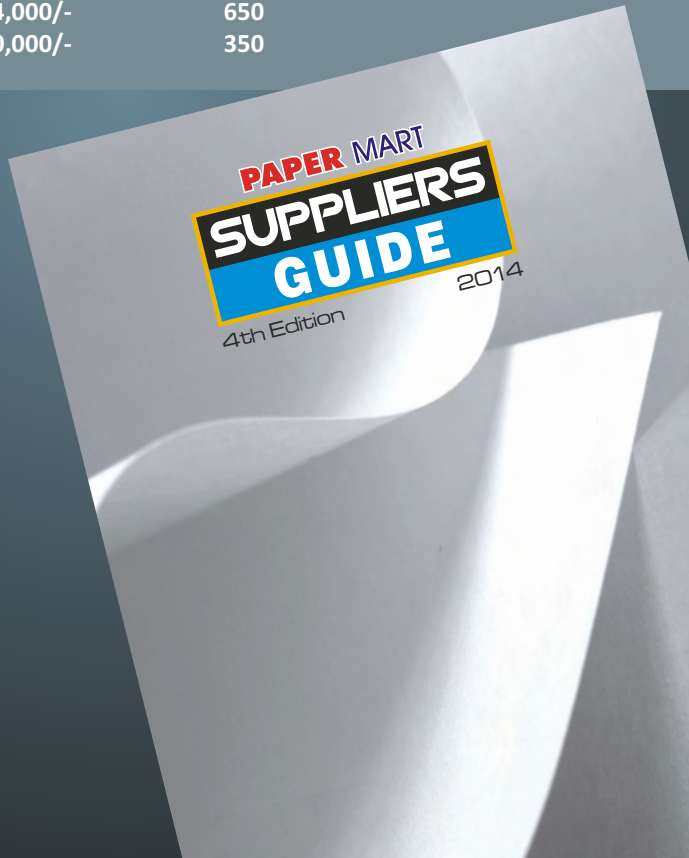
Edition	: 4th
Print Run	: 6000 copies <i>(free distribution to paper mills)</i>
Periodicity: 1 year	Size: 5.75" X 8.5" (A5)

Advertisement :

The directory offers an opportunity to suppliers to reach the top management, decision makers, and technical personnel of the Indian paper manufacturers.

Advertising option :

Advertisement	Indian Cos. (INR)	Intl Cos. (USD)
Full Page	36,000/-	1000
Half Page	24,000/-	650
Logo + Profile	10,000/-	350



WEB ADVERTISING

www.papermart.in

Online advertising is the immediate publishing of information and content that is not limited by geography or time.

Benefits :

- ✓ Allows capturing the eye of the customer from all the fields
- ✓ Exposure to the right audience
- ✓ Increase in Brand value

	2 month		6 month		12 month	
	(INR)*	(USD)**	(INR)*	(USD)**	(INR)*	(USD)**
Home Page						
• Top	30000	800	75000	2000	100000	3000
• Sidebar	20000	600	50000	1500	75000	2200
• Bottom	20000	600	50000	1500	75000	2200
Segment Category Page (all)						
• Top	15000	400	35000	1000	50000	1500
• Sidebar	10000	300	25000	750	37500	1100
• Bottom	10000	300	25000	750	37500	1100
News Story Page (all)						
• Top	20000	600	50000	1500	75000	2200
• Sidebar	15000	450	37500	1100	60000	1600
• Bottom	15000	450	37500	1100	60000	1600

* Indian Cos.

** Intl Cos.

WEB ADVERTISING

The screenshot shows the Paper Mart website interface. At the top, there is a navigation bar with links like Home, Additional Services, and Contact Us. Below this is a banner area with logos for PAPER MART Digital, PAPER GUIDE, TISSUE INDIA, SUPPLIES GUIDE, and EVENTS. The main content area is divided into several columns: Featured Stories, Interviews, Special Feature, More Stories, Industry Watch, Company Focus, Case Study, and International News. On the right side, there is a sidebar with sections for Latest Edition, Events calendar, Advertisement, and a poll. At the bottom, there is a footer area with a promotional banner for a free trial copy of PAPER MART.

Top Banner
470 x 60 pixels

Side Bar
300 x 150 pixels

Bottom Banner
725 x 90 pixels



EDITORIAL & PUBLISHING OFFICE



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