

A publication of  Tulip 3P Media Pvt. Ltd.

# PAPER MART

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

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A Bi-monthly Magazine for Pulp, Paper & Converting Industries in **INDIA**  
Vol. 17 No. 03 Aug-Sep, 2016 Price ₹ 100/-

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Technologies for Challenging Rebuilds

**Valmet** FORWARD 

**ITC Ltd. - PSPD** Orders **PM1 Rebuild**



**Khanna Paper Mills** Orders **Paper Machine Wet End Rebuild**



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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.

<b>Language</b>	: English
<b>Periodicity</b>	: Bi-Monthly
<b>Age</b>	: 16 years
<b>Distribution</b>	: India, SAARC Nations, Middle East, Rest of World.
<b>Circulation</b>	: 17000 (India) + 600 (International) + Bonus Circulation in Various Events
<b>Readership</b>	: Pulp & Paper Manufacturers, Traders, Converters- Printers, Publishers, Packaging Companies, Stationery Mfrs. etc.

## CONTENT

We recognize the unique needs of industry analysis. The depth and breadth of information organized here is geared towards your insights.

- Editorial
- Country News
- Industry Trends
- Special Feature
- International News
- Trade Show and Conference Previews & Reviews
- Technical Articles
- Company Features
- Product showcases
- Expert Interviews
- Event Calendar

We believe that content drives the readership!!!!

## PUBLISHING SCHEDULE

Issues	Event Focus & Bonus Circulation	Deadline
Dec-Jan, 17	Paperex South India Review	20-Dec
Feb-Mar, 17	IPPTA AGM - Preview	15-Feb
Apr-May, 17	IPPTA AGM - Review	10-Apr
Jun-Jul, 17	Papertech CII - Preview	05-Jun
Aug-Sep, 17	Papertech CII - Review	01-Aug
Oct-Nov, 17	Paperex - Preview	25-Sep
Dec-Jan, 18	Paperex - Review	20-Nov

\*preview issues have bonus circulation in that event.

# ONLINE PRESENCE

**WEBSITE**



**Web :** The online portal of Paper Mart magazine provides extensive information on the paper industry. Just like the magazine, [www.papermart.in](http://www.papermart.in) is also an invaluable tool to the paper industry.

**E-MAGAZINE**



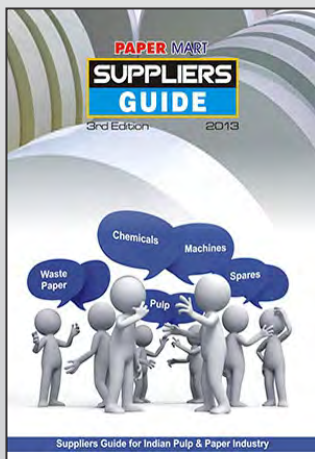
**E-magazine :** The print version of the magazine is being supported by an e-magazine and a complete web-portal. The fully interactive digital edition will make it possible to read the magazine anytime, anywhere globally and hence deliver enhanced value for the advertisers. Each issue will be posted online and past issues will be archived on the site. Besides the website will offer entire content in various segment which will be easily searchable.

**E-NEWSLETTER**



**Bi-Monthly E-Newsletter** provides dynamic updates to an industry audience of more than 20,000 + professionals in Manufacturing, Processing, Distribution and End Users segment.

# SUPPLIERS GUIDE



## Coming Soon 4th Edition

Get Your Free Listing and Book Your Advertisement

Advertisement	Size (mm) non-bleed
Full Page	120 x 184
Half Page	56 x 184 (Portrait) 120 x 88 (Landscape)

\*Premium positions will be offered on first come, first served basis

## ADVERTISING SPECIFICATIONS

Advertisement	Size (mm) non-bleed
Full Page	184 x 273
Half Page	184 x 121 (Landscape)
1/3 Strip	89 x 241 (Portrait) 184 x 80 (Landscape)
Quarter Page	89 x 121
Classified	57 x 80

Premium Positions Advertisement	Size (mm) non-bleed
Gatefold (2 Pages)	Left Side Page: 206 x 273 Right Side Page: 200 x 273
Die-Cut (2 Pages+Flag)	184 x 273 (Front & Back)
Back Cover	184 x 273
Inner Front Cover	184 x 273
Inner Back Cover	184 x 273
1st Text Page (right)	184 x 273
2nd Text Page (left)	184 x 273
3rd Text Page (right)	184 x 273

## WEB ADVERTISEMENT SPECIFICATIONS

Home Page			
Advertisement	Top	Sidebar	Bottom
Size (pixels)	470x60	300x150	600x100
Segment Category Page (all)			
Advertisement	Top	Sidebar	Bottom
Size (pixels)	470x60	300x150	600x100
News Story Page (all)			
Advertisement	Top	Sidebar	Bottom
Size (pixels)	470x60	300x150	600x100
Other Page (all)			
Advertisement	Top	Sidebar	Bottom
Size (pixels)	470x60	300x150	600x100

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