

NEWS, ANALYSIS, PROJECTS & BUSINESS INTELLIGENCE FOR THE CONSTRUCTION INDUSTRY

# CONSTRUCTION WEEK

WWW.CONSTRUCTIONWEEKONLINE.IN

## MEDIA PACK 2018



2,74,328  
TOTAL  
READERSHIP

82%\*

OF READERS HAVE USED  
CONSTRUCTION WEEK  
TO MAKE PURCHASING  
DECISION



96%\*

OF READERS CONSIDER  
CONSTRUCTION WEEK  
EDITORIAL TO BE GOOD  
OR BETTER THAN  
OTHER CONSTRUCTION  
PUBLICATIONS

# READERSHIP PROFILE

TOTAL BRAND REACH

# 2,74,328

## EDITORIAL

# 96%\*

of readers consider **CONSTRUCTION WEEK** editorial to be good or better than other construction publications

## PURCHASING DECISIONS

# 82%\*

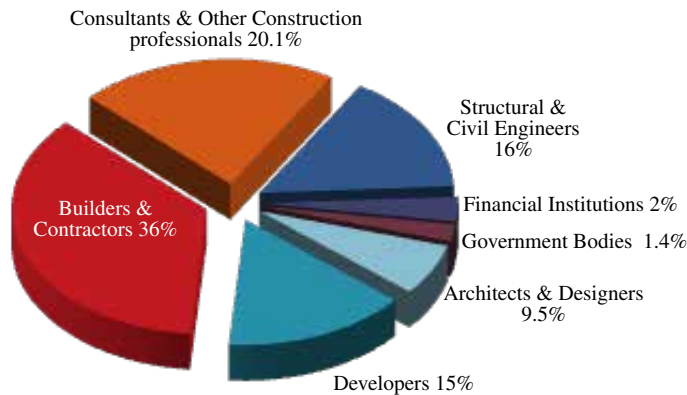
of our readers have at some point used **CONSTRUCTION WEEK** to make purchasing decisions based on its editorial and advertising content.

## READER PROFILE

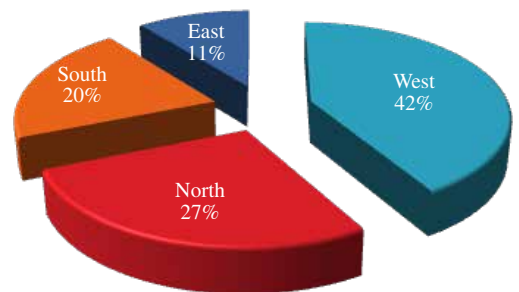
# 88%\*

of **CONSTRUCTION WEEK** readers are decision makers, are responsible for purchasing decisions, or influence purchasing decisions.

## READERSHIP BY SECTOR



## READERSHIP BY REGION



## WHY CONSTRUCTION WEEK?

- Award-winning journalism: 'Best Construction News Magazine' and 'Best Journalist' by the **Construction Industry Development Council (CIDC)**.
- Consistently reaches key decision makers across India
- Rich, incisive editorial content every month, packed with news and analysis of key industrial players
- Dedicated PMV and MEP sections
- Interviews with leading industry professionals
- Tightly focused editorial
- Latest and most reliable data
- Emphasis on need-to-know information and business insights
- International edge, local touch
- World-class production, print and paper quality.

## REGULAR FEATURES

- **Business Intelligence:** In-depth coverage of policy, regulation, market trends, tender information, economy and issues plaguing the real estate and infrastructure sectors.
- **The Big Interview:** *Construction Week* has become known for its centrepiece interviews with industry leaders and decision makers who matter. From union ministers to international industrialists, the magazine truly represents the voice of the industry.
- **PMV Focus:** News, reports, case studies, interviews and analysis from the CE industry.
- **MEP Focus:** Latest technologies, innovations, trends, case studies, interviews and analysis.

## INTERNATIONAL AWARDS

Construction Week has won international acclaim for its breaking news stories and market analysis. The magazine is a two-time winner at the Tabbie Awards, besides winning the Vishwakarma Awards in India, which recognise excellence in trade publishing. As a result, Construction Week has been seen in the pages of The New York Times, The Washington Post, the UK's Daily Mail and The Independent, Canada's La Presse, and The Times of India. It has also appeared on BBC Radio, BBC World, CNN, Al Jazeera English and France's Channel 2 and Channel 3.

**CONSTRUCTION WEEK AWARDS SEPTEMBER 2018**

We launched the *Construction Week Awards* in 2011 to honour the industry. The first two editions saw Indian construction leaders converge on a grand stage to celebrate the achievements of the finest of projects, people and companies. *Construction Week* takes pride in supporting the industry and our awards have taken our partnership to a new level. Winners were selected through a painstaking selection process conducted by an eminent jury. The awards will return once again this year to commemorate the industry's struggles and triumphs as it creates a whole new India.



**SPONSORSHIP DETAILS**

- Presenting partner: Rs 25 lakh
- Associate partner: Rs 15 lakh
- Gold partner: Rs 12 lakh
- Silver partner: Rs 9 lakh
- Category partner: Rs 7 lakh

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India is witnessing a revolution in urban transportation. With dozens of cities with a population of over one crore, inter-city transportation is fast becoming a challenge. So a metro rail system has been planned for 19 cities. Kolkata Metro is operational since 1984 and the system has evolved as in the case of the Delhi Metro. In this scenario, it makes sense to have a comprehensive platform to discuss challenges, opportunities and best practices to enable project planners, contractors and key decision-makers to choose the best available tools, techniques and latest technologies.

# ADVERTISING OPPORTUNITIES FOR DIGITAL PROPERTIES



## LEADERBOARD

**Underwater Adventures**  
Underwater cameraman Charles Maxwell and film Director demonstrate how 4K recording can revolutionize documentaries on marine life.

December 2, 2014 | 10:28 AM | [View Article](#)

## SKYSCRAPER

## MPU1

**Underwater Adventures**  
Underwater cameraman Charles Maxwell and film Director demonstrate how 4K recording can revolutionize documentaries on marine life.

December 2, 2014 | 10:28 AM | [View Article](#)

## MPU2

## MPU2

**Underwater Adventures**  
Underwater cameraman Charles Maxwell and film Director demonstrate how 4K recording can revolutionize documentaries on marine life.

December 2, 2014 | 10:28 AM | [View Article](#)

## MPU2

## SMALL MPU

**Underwater Adventures**  
Underwater cameraman Charles Maxwell and film Director demonstrate how 4K recording can revolutionize documentaries on marine life.

December 2, 2014 | 10:28 AM | [View Article](#)

## SMALL MPU

## ON THE WEBSITE

[www.constructionweekonline.in](http://www.constructionweekonline.in)

RATES WEB ONLY ADVERTISEMENT (PER MONTH)	
Advt Size	Price in Rupees
Leaderboard	1,20,000
Skyscraper	97,500
MPU1	65,000
MPU2	52,000
Small MPU	32,500

\*Taxes as applicable

SPECIFICATIONS FOR WEB	
File formats for web: JPG, GIF, animated GIF, SWF - File cannot exceed 39kb.	
Leaderboard	728 x 90 pixel
Skyscraper	300 x 575 pixel
MPU1	300 x 250 pixel
Small MPU	300 x 100 pixel

**NB:** All advertising is based on a shared tenancy basis whereby adverts will rotate on the web site, maximum of 3 adverts per positions.

## OTHER DIGITAL PROPERTIES

RATES ONLY ADVERTISEMENT (PER ROUND)	
Type	Price in Rupees
Email Blast	1,35,000
e-Newsletter	1,15,000
Microsites	2,50,000

\*Taxes as applicable

## EDITORIAL CALENDAR 2018

Month	Highlight	PMV/MEP	Special Feature	Special Feature
January	Outlook 2018	Demolition & breaking Equipment	High Rise	Cement
February	Roads & Highways	Tower Cranes	Steel	Flooring
March	Metro Rail	Generators	Innovation in Façade Technologies	Sanitary Ware
April	Mining Equipment	Boom & Concrete Pumps	Tunnelling	Ports & Shipping
May	Ports	Elevators & Escalators	Road Building Equipment & Road Repair	Steel
June	Green Construction	Industrial Crawler Cranes & Telescopic Cranes	Roofing & Waterproofing	Roads
July	Top Façade Projects	Excavators/Motor Graders	Plumbing	Paints
August	High-rises	PEB	Commercial Vehicles	Mining
September	Green Buildings	Backhoes	Tunnel Ventilation Systems	High Speed Rail
October	AWARDS	Elevators & Escalators	Steel Structures	Airports
November	Anniversary Special	-		Lighting
December	RMC & Batching Plants	Steel as a Building Material	Curtain Raiser: bc India	HVAC

## ADVERTISING RATES & SIZES

	TRIM (WxH in mm)	BLEED (WxH in mm)	NON-BLEED (WxH in mm)
DOUBLE PAGE SPREAD	410 x 275	420 x 285	400 x 265
FULL PAGE	205 x 275	215 x 285	195 x 265

POSITION	SPECIFICATIONS	RUPEES
FC DPS	410 x 275 mm	2,18,000
IFC SINGLE PAGE	205 x 275 mm	1,65,000
IBC	205 x 275 mm	1,75,000
OBC	205 x 275 mm	1,90,000
DPS	400 x 265 mm	2,10,000
FULL PAGE, 1ST HALF	205 x 275 mm	1,50,000
FULL PAGE	205 x 275 mm	1,20,000
HALF PAGE HORIZONTAL: FIRST HALF	175 x 115 mm	65,000
HALF PAGE VERTICAL: FIRST HALF	88 x 235 mm	72,000

## ADVERTISING

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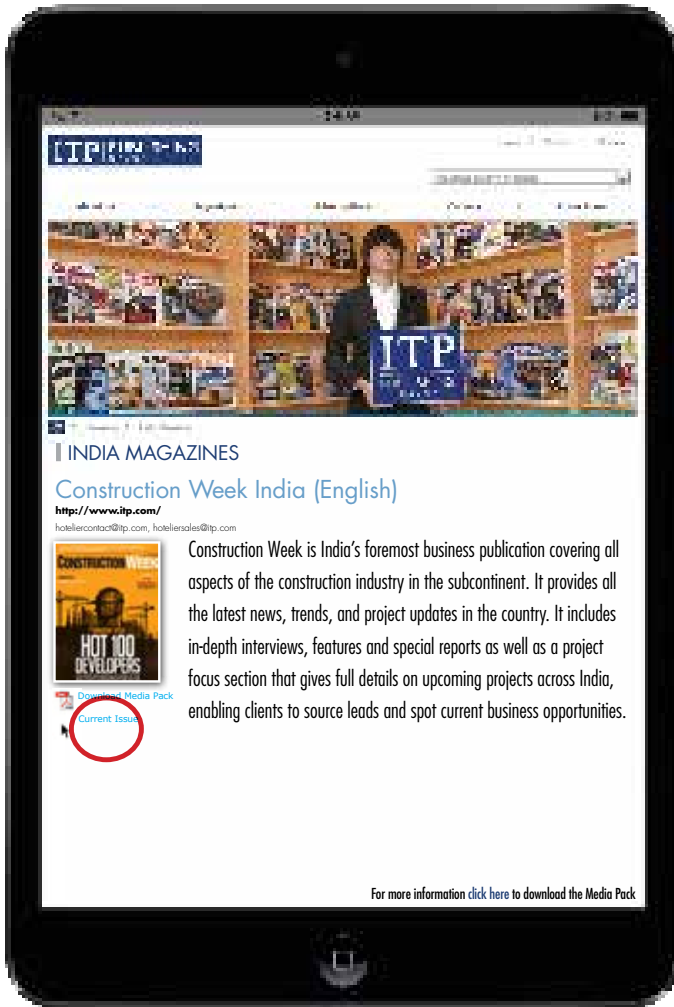
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