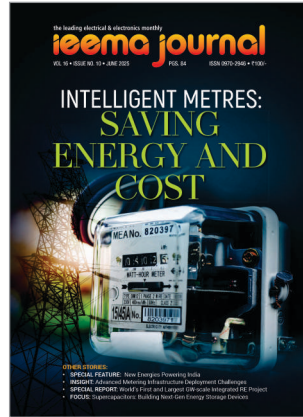


the leading electrical & electronics monthly

# ieema journal



## National Subscription rates including postage

No. of Issues	Print	Digital	Print + Digital
12 months/ 1 Year	₹ 1000/-	₹ 600/-	₹ 1500/-
24 months/ 2 Years	₹ 1800/-	₹ 1000/-	₹ 2500/-
36 months/ 3 Years	₹ 2400/-	₹ 1500/-	₹ 3500/-

\*Rates valid in India only

\*Kindly allow four weeks for delivery of the first issue

## International Subscription

No. of Issues	Subscription Price
12 months/ 1 Year	US \$120/-
*Cheque/ DD/ MO to be issued in favour of <b>IEEMA JOURNAL</b> . Despatched by Air Mail.	

The price of per copy of IEEMA JOURNAL has been revised from ₹ 50 to ₹ 100 effective from January 1, 2016

For 1 Year ₹1000/- ☐

2 Years ₹1800/- ☐

3 Years ₹2400/- ☐

Please mail the copies to:

Name: .....

Mobile: .....

Designation: .....

Email: .....

Company: .....

Email: .....

Address: .....

City: .....

Address: .....

Country: .....

Pin/Zip: .....

## Mail this coupon to the Circulation Department

Crossed Cheque / Demand Draft No.: ..... Dated ..... for  
₹ ..... /- US \$ 120/- on (Bank). In favour of **IEEMA JOURNAL** or payment advice to our **Account No. 11751**  
"Bank of India", Worli Branch, Pankaj Mansion, Dr A.B. Road, Worli, Mumbai - 400 018 is enclosed. Please add ₹20/-  
extra for outstation Cheque.

the leading electrical & electronics monthly

**ieema journal**

501, Kakad Chambers 132,  
Dr. Annie Besant Road, Worli,  
Mumbai 400 018 India

**ieema**  
your link to electricity

QE/JJ/13

For Advertisement, contact:

Mr. Prakash Powar | Mobile: 99700 77977 | Call: 91 22 2493 2705 | Email: journal@ieema.org

Indian Electrical & Electronics Manufacturers' Association

Established in 1948

the leading electrical & electronics monthly

# ieema journal

## PLUG INTO THE RIGHT CONNECTION



IEEMA Journal is the leading electrical and electronics monthly and an official organ of Indian Electrical & Electronics Manufacturers' Association (IEEMA). IEEMA Journal is the publication registered with Registrar of Newspapers for India (RNI). IEEMA Journal is a member of the Indian Newspaper Society (INS). IEEMA Journal covers original techno-commercial articles, interviews, international, national and corporate news, statistics, product showcase, country profile, seminars, exhibitions and services. Since its inception in the year 1981, this Journal is published and posted on its scheduled dates. At present 10,300 copies of this journal are posted on 1st working day of every month. It is the only trade journal in India that enjoys readership of around 1,00,000. Advertisers stand to benefit considerably through advertising in IEEMA Journal being a very cost effective medium.

In India, it is circulated to Ministries of Power, Finance, Commerce, Defense, Railway, Information Technology; Utilities like NTPC, NHPC, DVC, PGCIL, etc, all State Electricity Boards, Engineering Colleges, Research Institutes, Foreign Missions in India, Indian embassies in overseas countries etc. The overseas circulation includes all Indian Missions abroad, counterpart electrical associations of IEEMA in countries like Japan, Taiwan, Australia, Germany, Spain, China, Italy, Malaysia, Korea, US, France, UK etc and also to a number of technical institutes, libraries and other subscribers in overseas countries.

## IEEMA JOURNAL SPECIFICATIONS

Publication Date	1st working day of the month of the issue
Cover Pages	210 GSM Art Paper *
Inside Pages	90 GSM LWC Paper *
Magazine Size	203 mm x 280 mm

## Advertisement Tariff w.e.f. 1st Nov. 2018

	Height X Width	Rate per Insertion (Rs.)
<b>Cover Positions</b>		<b>Rates for 4 colours and non bleed</b>
Front (GateFold)	240 mm x 360 mm	1,37,500
Front (GateFold)	Half 240 mm x 170 mm	88,000
Inside Front	240 mm x 170 mm	93,500
Inside Back	240 mm x 170 mm	88,000
Back	240 mm x 170 mm	93,500
BackFold	240 mm x 360 mm	1,21,000

<b>Special Positions</b>		<b>Rates for 4 colours and non bleed</b>
Page 3 (5)	240 mm x 170 mm	71,500
Page 4 (6)	240 mm x 170 mm	60,500
Page 5 (7)	240 mm x 170 mm	66,000
Page 9 (11)	240 mm x 170 mm	55,000
Page 15 (17) & onwards each	240 mm x 170 mm	52,800

<b>Ordinary Positions</b>		<b>Rates for 4 colours and non bleed</b>
Full Page	240 mm x 170 mm	44,000
Half Page	120 mm x 170 mm	24,750
Double Spread	240 mm x 360 mm	88,000

<b>Appointments:</b>		<b>Rates for 4 colours and non bleed</b>
Full Page	240 mm x 170 mm	27,500
Half Page	120 mm x 170 mm	13,200

## Extra Charges:

Full Bleed:	20 % Extra
Specific position:	20 % Extra (other than page numbers mentioned above)
Special Colour:	Rs 5,000/- for every special colour

## Series Discounts:

Applicable on the basis of number of advertisements released in 12-month period counted from first release. Series Discount not applicable for cover pages.

**For 3-5 releases – 3% discount**

**For 6 or more releases - 7.5 % discount**

**For 12 or more releases - 15 % discount**

*\*Subject to change at the sole discretion of Publisher, without notice.*

For Advertisement, contact:

Mr. Prakash Powar | Call: 91 22-2493 2705 | Mobile: 99700 77977 | Email: journal@ieema.org