

The magazine for modern packaging

Packaging

SOUTH ASIA

Packaging is complex and fascinating. The permanent link between design, technical transformation and the final product is a beautiful and circular process. **Packaging South Asia** beginning its sixth year of operations in 2012, is an international B2B monthly magazine with exciting editorial content and a modern layout. Our high value editorial content comes in a premium design package. Information transfer is our responsibility, but it's not only about technology — it's mostly about the context — the relationships.



Packaging South Asia — the 'different' magazine

Glass, monocartons, corrugated, metal, plastics, films or laminates, the increased production and consumption of goods and services in the fast growing South Asian economies is swelling the demand for packaging, transport, and logistic solutions, with per capita disposable income more than doubling by 2017.

The professionals in this exciting industry thrive on change. They are constantly looking for the best technology and new materials and production methods.

The packaging medium completes the communication between product and consumer companies, advertising and design agencies, and printer-converters. The use of new technology is our editorial priority — what we communicate in our special way and our special medium.

We take your business seriously

Packaging South Asia has already become an authoritative and impactful resource. Our tech and business savvy content delivered in a premium context and aesthetic format has earned us the power to influence. In 2012, we will achieve an average circulation of 5,000 copies for each issue including 900 print buyers and 4000 printer-converters and suppliers in all corners of the subcontinent including Bangladesh, Bhutan, India, Nepal, the Maldives, Pakistan and Sri Lanka.

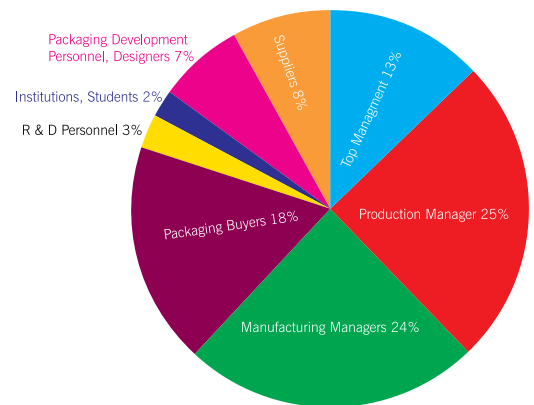
Feedback and interactivity

For almost two years we have been incorporating an SMS cell phone code for every article so that it can be rated or emailed. Similarly, your ad can contain a code number by which our infrastructure can forward responses directly to you or to your nearest local representatives. Using these interactive tools you can provide a quick and measurable response to interested readers.

To build your market share in the subcontinent's dynamic packaging and converting industry, **Packaging South Asia** should be your B2B platform partner of choice. The **Packaging South Asia** website attracts 1,600 page views a day and produces a weekly newsletter that reaches about 4,500 readers every Thursday evening.

Independent Media Alliance

We continue to cover major trade fairs around the world and in India, most often as media partners together with our sister publication, the 32-year old monthly **Indian Printer and Publisher**, the official Indian media partner for drupa 2012. Our partners in the Independent Media Alliance are the leading print B2B trade publishers in Australia, Europe, and South Korea. Through the IMA we offer unparalleled support and exposure in these regions to our South Asian advertisers.



Circulation profile based on 5000 copies



A new force in graphic arts publishing

- Print21 Australia @ New Zealand
www.print21online.com
- Printing and Publishing International
www.printernet.at
- Indian Printer and Publisher
www.indianprinterpubsiher.com
- Graphics World
www.printway.co.kr
- Packaging South Asia
www.packagingsouthasia.com

Editorial coverage and publishing schedule for 2012

January	February	March	April	May	June	July	August	September	October	November	December
South India	Bangladesh	North India	Pakistan	Sri Lanka	East India	West India	Nepal	South India	Bhutan	South India	North India
Design and Marketing	Design and Marketing	Design and Marketing	Design and Marketing	Design and Marketing	Design and Marketing	Design and Marketing	Design and Marketing	Design and Marketing	Design and Marketing	Design and Marketing	Design and Marketing
Retail Audit	Retail Audit	Retail Audit	Retail Audit	Retail Audit	Retail Audit	Retail Audit	Retail Audit	Retail Audit	Retail Audit	Retail Audit	Retail Audit
Environment	Environment	Environment	Environment	Environment	Environment	Environment	Environment	Environment	Environment	Environment	Environment
Cartons, Boards, Corrugated, Gravure, Flexo	Cartons, Boards, Corrugated, Gravure, Flexo	Cartons, Boards, Corrugated, Gravure, Flexo	Cartons, Boards, Corrugated, Gravure, Flexo	Cartons, Boards, Corrugated, Gravure, Flexo	Cartons, Boards, Corrugated, Gravure, Flexo	Cartons, Boards, Corrugated, Gravure, Flexo	Cartons, Boards, Corrugated, Gravure, Flexo	Cartons, Boards, Corrugated, Gravure, Flexo	Cartons, Boards, Corrugated, Gravure, Flexo	Cartons, Boards, Corrugated, Gravure, Flexo	Cartons, Boards, Corrugated, Gravure, Flexo
Paper	Inks	Coatings	Flexibles	Paper	Inks	Coatings	Flexibles	Paper	Inks	Coatings	Flexibles
Labels	Labels	Labels	Labels	Labels	Labels	Labels	Labels	Labels	Labels	Labels	Labels
Track and Trace	Track and Trace	Track and Trace	Track and Trace	Track and Trace	Track and Trace	Track and Trace	Track and Trace	Track and Trace	Track and Trace	Track and Trace	Track and Trace
Caps and Closures	FFS	Caps and Closures	FFS	Caps and Closures	FFS	Caps and Closures	FFS	Caps and Closures	FFS	Caps and Closures	FFS
End of Line	Automation	End of Line	Automation	End of Line	Automation	End of Line	Automation	End of Line	Automation	End of Line	Automation
FMCG	Pharma	Intel Pack Review	FMCG	Pharma	Propak Arabia Review	FMCG	Pharma	India Pack Review	FMCG	Pharma	Emballage Review
India Converting Show Review	Compact Packaging Expo Review	IPack – IMA Review Special	Print Pack Pakistan Review	Lanka Pack Review Special	drupa Review 2	Pharma Japan Review	India Pack Review	LabelExpo India Review Special	Pack Plus Review Special		
Plastic India Preview	IPack -IMA Preview	Pre drupa conf. Review	Lanka Pack Preview	drupa Review 1	RFID World Asia Review						
Press dates											
11 Jan. 2012	9 Feb. 2012	14 Mar 2012	13 Apr 2012	16 May 2012	13 June 2012	12 July 2012	13 Aug. 2012	15 Sep 2012	13 Oct. 2012	14 Nov. 2012	14 Dec. 2012

Every issue will contain a section on new products and processes as well as a glossary, events, paper prices and publicly listed printing companies.

All advertising material and editorial inputs must reach us by the 10th of the month preceding the issue.

Advertising rates 2012, including 15% agency commission in US Dollars

Position	1 insert	6 inserts each	12 inserts each
Full Page	1,375	1,125	950
Half Page	750	625	500
Quarter page colour	400	350	300
Page 3 (facing front inside cover)	1,875	1,625	1,375
Page 5 or 7	1,500	1,250	1,000
Gatefold	2,750	2,650	2,500
Back cover	2,250	2,000	1,750
Front inside cover	2,000	1,750	1,500
Back inside cover	1,750	1,500	1,250
Page facing back inside cover	1,625	1,375	1,125
Centre spread	2,500	2,250	2,000
Double spread inside	2,250	2,125	1,750
One third page single column or strip on bottom of page	450	375	300
Marketplace ads (5.5 cm x 7 cm)	125	100	75

Mechanical information for print ads

	Non- bleed ad (Wide x High)	Bleed ad (inclusive 5 mm for cutting) (Wide x High)
Finished size	220 mm x 297 mm	
Full single page ad	175 mm x 265 mm	230 mm x 307 mm
Double spread ad	395 mm x 265 mm	450 mm x 307 mm
Half page horizontal	175 mm x 130 mm	225 mm x 150 mm
Half page vertical	85 mm x 265 mm	110 mm x 307 mm
Quarter page	85 mm x 130 mm	110 mm x 150 mm
Single column	55 mm x 265 mm	80 mm x 307 mm
Marketplace ads	55 mm x 70 mm	
Classified ads	55 mm x 35 mm	

Web rates 2012, net of any agency commission

Home page	size pixels	PRICE US DOLLARS 30 days	1 year
Top banner	468 x 60	200	1650
Side banner	300 x 250	200	1650
Side banner	300 x 122	100	825
Side banner	300 x 60	60	400
<i>Only landing pages of a particular section (Events, Publishing, Digital Printing, Interviews, Prepress, Postpress, Pressroom, Signage, Packaging and Paper Prices</i>			
Top banner	468 x 60	100	825
Side banner	300 x 250	100	825
Side banner	300 x 122	50	300
Side banner	300 x 60	30	150

Weekly eMail newsletters

	1 issue	12 issues	24 issues	50 issues
US Dollars	215	2055	3850	7500
Top banner — 400 x 80 pixels				
US Dollars	165	1600	3000	5800
Main side banner — 300 x 60 pixels				
US Dollars	120	1140	2140	4160
Side banner — 180 x 72 pixels				
Email newsletter weekly <i>Packaging South Asia</i>				Thursdays
Email newsletter weekly <i>Indian Printer and Publisher</i>				Mondays

Note: All banners are dynamic

For further information, editorial, and advertising rates

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Avinandan Mukherjee – edit8@ippgroup.in; Cell: 9999106620

Ron Augustin (Brussels) – europeaneditor@ippgroup.in

Send press releases to pressrelease@ippgroup.in