



PRESENTS



Projects **I n** **f o**

Project Info, a weekly publication, is one of the largest circulated projects-related publications in India. It takes a comprehensive peek into the various projects planned, underway and completed in India. Apart from covering engineering, real estate, construction, energy & transport, it also updates readers on contracts awarded that week, industry events coming up, finance, and more. Each week it carries a special report on an interesting project, interactions with project heads, and a special feature on a pre-selected industry sector.

Salient Features

- Comprehensive Projects Information
- Power, Ports, Mining, Oil / Gas, Transportation, Urban Dev., Finance, Technology Etc.
- New Projects Information
- Information on Contracts & Tenders
- Interviews news, views, reviews & Breaking news from the construction industry
- Dedicated section on the Construction sector
- Project Investment Statistics
- Industrial & State Policies

Published by ASAPP Media Information Group, the 13-year old authority on the infrastructure, construction and power sectors.

Readership encompasses Project promoters, Project developers & builders, Construction companies, Contractors and sub-contractors, EPC companies, Projects managers, Project vendors and Financiers.

Projects Info has a huge subscriber base and is read by people at all decision making levels across India. It is also circulated extensively at all leading industry event - nationally and internationally. Thus the publication provides real value to advertisers as it enables them to connect with a very focus audience.

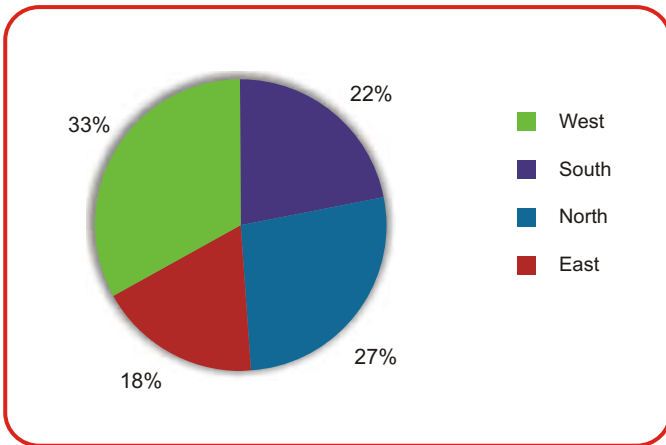
Frequency

MON **TUE** **WED** **THU** **FRI** **SAT** **SUN** **MON** **TUE**

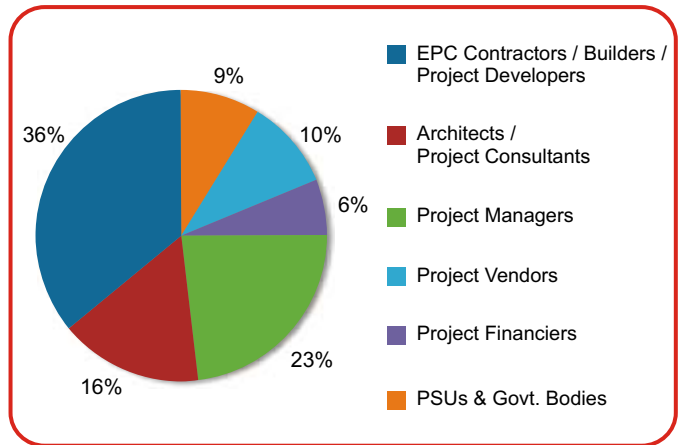
Readership

140000

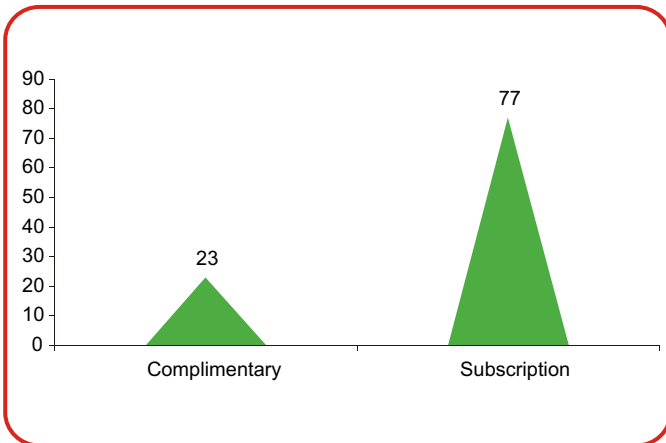
Readership Break-up: Region-wise



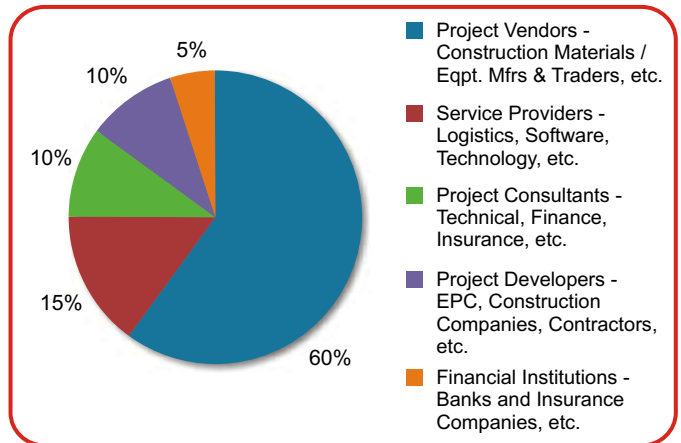
Readership Profile



Circulation Break-Up



Advertiser Profile



Projects Info carries a dedicated page - SPECTRUM - for classified advertisements. Advertising on SPECTRUM page guarantees direct and frequent exposure to target buyers at very attractive prices.



Get Maximum Returns from Advertising

Generate Business Leads through spectrum ads that lead to greater sales and more profits

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Ad - Vantage

- A very direct placement of ad which provides focused business lead
- Ideal vehicle to remind the readers about products/services. Small multiple insertions imply high frequency of ads which reinforces the message and aids top-of-the-mind recall
- Weekly publication cycle helps the advertiser to change the ad according to the changing market conditions. The ad message decided to run today can be in customers' hands, the next Monday.
- Cost-effective as space and layout costs are less
- The readers are action oriented, i.e., they actually read the page because they are looking for sellers

DETAILS	
Ad Rate (INR)	4000 (per Insertion)
Ad Size	8 cm x 8 cm
Ad Format	CDR/PDF/EPS
Material Deadline	Every Thursday

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