READERSHIP PROFILE

TOTAL BRAND REACH 2,98,719

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.

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 editorials
- 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.

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.

* CW Readership Survey 2016

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.

READERSHIP BY SECTOR

- Builders & Contractors 36%
- Financial Institutions 2%
- Government Bodies 1.4%
- Architects & Designers 9.5%
- Structural & Civil Engineers 16%
- Consultants & Other Construction professionals 20.1%
- Developers 15%

READERSHIP BY REGION

- South 20%
- North 27%
- West 42%
- East 11%

WHY CONSTRUCTION WEEK?

REGULAR FEATURES

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.

* CW Readership Survey 2016
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  

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.
**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.

**ON THE WEBSITE**

**www.constructionweekonline.in**

**RATES WEB ONLY ADVERTISEMENT (PER MONTH)**

<table>
<thead>
<tr>
<th>Advt Size</th>
<th>Price in Rupees</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard</td>
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<tr>
<td>Skyscraper</td>
<td>97,500</td>
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<tr>
<td>MPU1</td>
<td>65,000</td>
</tr>
<tr>
<td>MPU2</td>
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<td>Small MPU</td>
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*Taxes as applicable*

**RATES ONLY ADVERTISEMENT (PER ROUND)**

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<th>Type</th>
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<tbody>
<tr>
<td>Email Blast</td>
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<tr>
<td>e-Newsletter</td>
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<tr>
<td>Microsites</td>
<td>2,50,000</td>
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*Taxes as applicable*
## Editorial Calendar 2020

<table>
<thead>
<tr>
<th>Month</th>
<th>Highlight</th>
<th>Special Story</th>
<th>Product Focus</th>
<th>Product Feature</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>Outlook 2020 - Infrastructure Development, Industry &amp; Govt. Focus</td>
<td>Smart Cities</td>
<td>HVAC</td>
<td>Excon Post Show Special</td>
</tr>
<tr>
<td>February</td>
<td>Roads Building Equipment</td>
<td>Steel</td>
<td>Tower Cranes</td>
<td>High Pressure Laminates</td>
</tr>
<tr>
<td>March</td>
<td>Construction Chemicals &amp; Waterproofing</td>
<td>Innovation in Façade Technologies</td>
<td>Generators</td>
<td>Sanitary Ware</td>
</tr>
<tr>
<td>April</td>
<td>Mining &amp; Tunneling Equipment</td>
<td>Construction Software</td>
<td>Boom &amp; Concrete Pumps</td>
<td>Port Equipment &amp; Cranes</td>
</tr>
<tr>
<td>May</td>
<td>Road Compacting &amp; Paving Equipment</td>
<td>Airports Construction &amp; Renovation</td>
<td>Elevators &amp; Escalators</td>
<td>Doors &amp; Windows</td>
</tr>
<tr>
<td>June</td>
<td>Home automation</td>
<td>Green Buildings &amp; Construction</td>
<td>Cranes</td>
<td>Roofing, Cladding &amp; Waterproofing</td>
</tr>
<tr>
<td>July</td>
<td>Best and Innovative Façade Projects</td>
<td>Plumbing</td>
<td>Excavators/Motor Graders</td>
<td>Cement &amp; Precast</td>
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<tr>
<td>August</td>
<td>Building &amp; Infra Construction Equipment</td>
<td>High-rises</td>
<td>Commercial Vehicles</td>
<td>PEB</td>
</tr>
<tr>
<td>September</td>
<td>Architects Speak on Design</td>
<td>Material Handling Equipment</td>
<td>Backhoes</td>
<td>Flooring</td>
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<tr>
<td>October</td>
<td>CW AWARDS SPECIAL 2020</td>
<td>Demolition &amp; Breaking Equipment</td>
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<tr>
<td>November</td>
<td>Anniversary Special</td>
<td>Curtain Raiser - bc India</td>
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<td>Lighting</td>
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<td>December</td>
<td>RMC &amp; Batching Plants</td>
<td>bc India</td>
<td>Bridges &amp; Flyovers</td>
<td>Steel as a Building Material</td>
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### Advertising Rates & Sizes

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<tr>
<th>Position</th>
<th>Specifications</th>
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<td>IFC SINGLE PAGE</td>
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<td>OBC</td>
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<tr>
<td>DPS</td>
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<td>GATEFOLD</td>
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<tr>
<td>FULL PAGE, 1ST HALF</td>
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</tr>
<tr>
<td>FULL PAGE</td>
<td>205 x 275 mm</td>
<td>1,20,000</td>
</tr>
<tr>
<td>HALF PAGE HORIZONTAL:FIRST HALF</td>
<td>175 x 115 mm</td>
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</tr>
<tr>
<td>HALF PAGE VERTICAL:FIRST HALF</td>
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</tr>
</tbody>
</table>

## Advertising

- **Bibhor Srivastava**
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  - E-mail: sanjay.bhan@itp.com

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  - E-mail: jayashree.mendes@itp.com
INDIA MAGAZINES
Construction Week India (English)

Construction Week is India’s foremost business publication covering all aspects of the construction industry in the subcontinent. It provides all the latest news, trends, and project updates in the country. It includes in-depth interviews, features and special reports as well as a project focus section that gives full details on upcoming projects across India, enabling clients to source leads and spot current business opportunities.

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