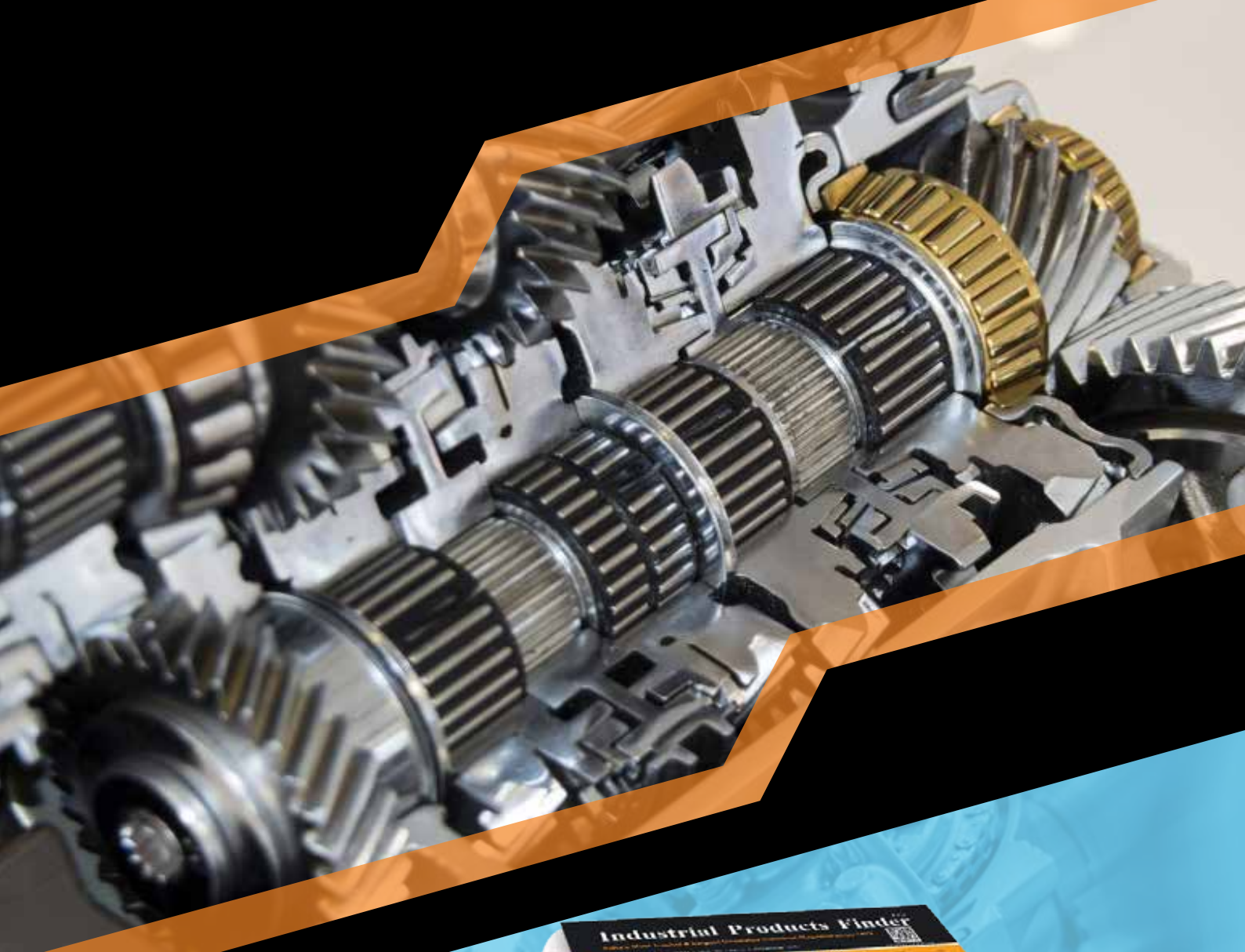


Industrial Products Finder

India's Most Trusted & Largest Circulated Industrial Magazine since 1972



INTRODUCTION

Industrial Product Finder (IPF) is a pioneer and leading B2B monthly publication that facilitates all industrial equipment sourcing needs and has been serving India's manufacturing growth for over 46 years. Fondly referred to as the Bible of Manufacturing Sector in India, has been the go-to source for over 8,000 procurement teams from leading companies across India. The monthly magazine is an important media link in the purchase cycle and companies both big and small rely heavily on IPF for information pertaining to new products.

Industrial Product Finder (IPF) has over 18,000 monthly subscribers with additional 3000 promotional copies circulated in various manufacturing industries every month. The readers include Owner/ Entrepreneurs/CEOs, Purchase/ Procurement Heads in manufacturing sector, Researchers & Scientists and Technical Heads of various institutions. IPF subscribers are spread across country including 27% from West, 23% from North, 19% from South, 18% from East and 13% from Central India.

IPF is widely subscribed by and circulated to manufacturing sectors including Automobile, FMCG, Print & Packaging, Power & Energy, Chemical & Pharmaceuticals, Infrastructure, Mining & Steel, Telecommunications and General Engineering Industries. The magazine reaches out to various government institutions for their sourcing requirements including Defense, Railways, Science & Technology, and Research & Development.

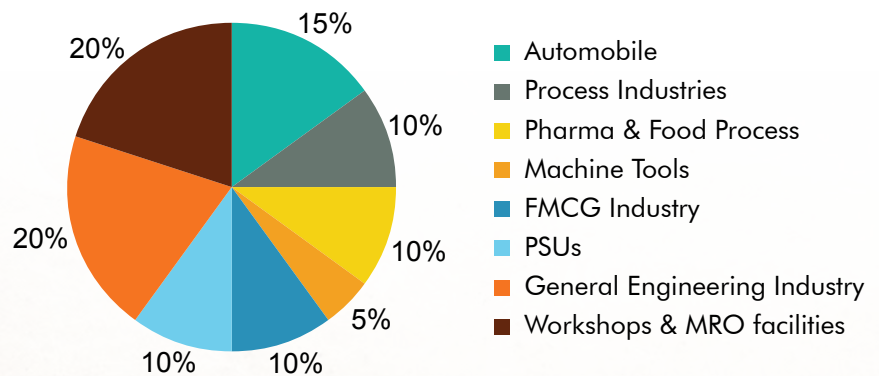
IPF is a one-stop-solution for all engineering and manufacturing segments for the sourcing requirements of all machinery, equipment, instruments, tools and allied products that help in making of quality products. IPF firmly believes and supports the manufacturing growth in India to further the government's "Make in India" campaign.

CATEGORIES INDEX

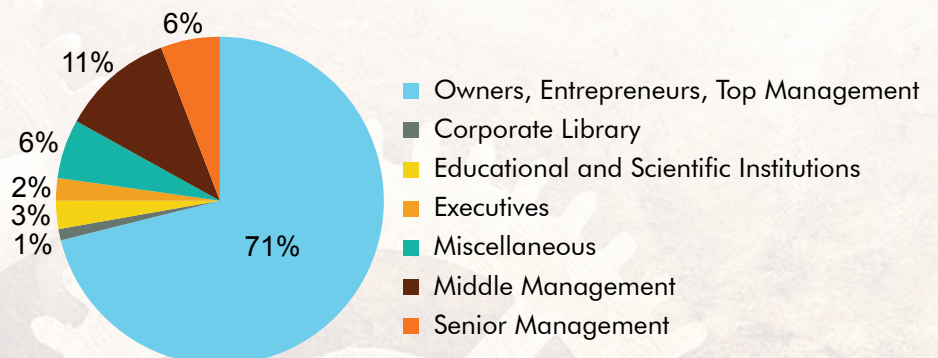
Industrial Product Finder (IPF) is the undisputed leader catering to industrial manufacturing segment. IPF has a comprehensive coverage on all industrial / engineering products & services providing industrial manufacturers a dual forum to display their ware and also source products using it. The product profiles are broadly classified into six main categories and further divided into various sub-categories for easy reference in print and search online, as follows:

- Electrical & Electronics
- Fluid Power - Hydraulics & Pneumatics
- Industrial Supplies
- Machine Tools & Mechanical Products
- Material Handling And Packaging Equipment
- Test And Measurement Equipment

INDUSTRIAL READERSHIP



IPF READER PROFILE





I started reading your magazine 'Industrial Products Finder ' about 15 years back. There was a review about a 4 volume book 'Ingenious Mechanism for Designers and Inventors' in the first copy that I read. I have started subscribing from then onwards. Today I run a full fledged machine building unit with a knowledge gained from your magazine."

MR S. SRINIVASAN
Falcon Engineering



"Quality Information on Products & profound detailing of sources, is why I chose IPF as my Personal Buyer's Guide. It is not only a Tool to get access of Potential Sources but also keeps us updated with new generation Innovation. In today's competitive situation, TIME is the COSTLIEST resource which IPF saves by providing QUICK-RIGHT SOURCE matching.

ANOOP SHRIVASTAVA
Head logistics & Supply chain,
Volvo - Eicher India



The magazine is of great help since the product range covered is very vast i.e. from nut to Special Purpose machines. It has been neatly organized sectorwise and product supplier-wise. The online portal is equally helpful, since details of products & suppliers is simply a click away.

GURUDATT PANDIT
Dy. General Manager Procurement,
Hindustan Construction Company Ltd



Have been with IPF for the last 40 years . We have always received great response for various product write-ups carried in IPF. We are very happy with the quality and presentation of IPF Journal.

V. K. MITTAL
Managing Director,
CENLUB Industries Limited



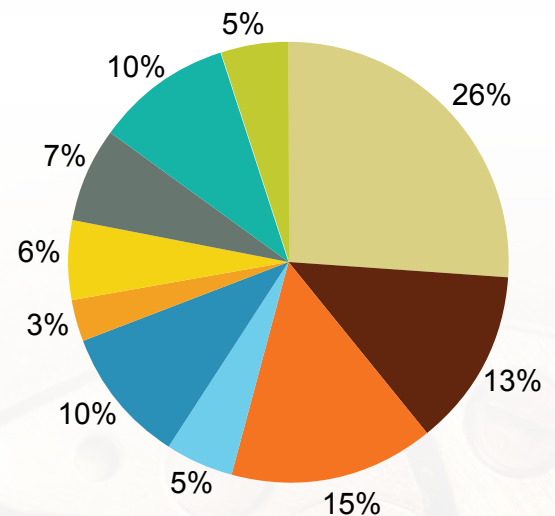
"Our association with IPF for more than 20 years has surely helped us to reach more number of our product user . The magazine is well known in electrical industries & widely read & referred across India. Our best wishes to IPF for future & we wish the growth continues & reach new horizon."

MR GIRISH M. VAIDYA
GM Marketing, Minilec Group

Top 5 Reasons Why IPF?

- Widest geographical reach, PAN India Presence
- Most preferred purchase tool of decision makers
- Benefit of most trusted platform over 4 decades
- Content Expanse - Each Issue is sought after with over 200 new products profiles every month
- Dual Benefit - Enjoy the benefit of being automatically present on IPF online portal with each issue ads hosted on portal

GEOGRAPHICAL REACH



- Maharashtra
- Kerala, Karnataka & Goa
- Gujarat
- UP, Bihar, Jharkhand, Orisa, Chattisgarh
- AP & Telangana
- West Bengal & North East
- Tamil Nadu & Pondicherry
- Punjab & Haryana, Himachal, J&K
- New Delhi
- Madhya Pradesh & Rajasthan

EDIT CALENDER

JANUARY 2019 - MARCH 2020

Month	Focus 1	Focus 2	Focus 3	Special Focus	Supplement
Jan' 2019	IMTEX 2019 Special				
Feb' 2019	Hydraulics & Pneumatics	Material Handling Equipments (includes Logistics & Warehousing)	Oil & Lubricants/ Lubrication Systems		
Mar' 2019	Power Equipment Industry (including transformers, switchgear, electronic meters, control panels, etc)	Gears & Bearings, Motors & Drives	Welding & Fabrication		
April' 2019	Fasteners, Adhesives & Sealants	Castings & Forgings/ Dies & Moulds		Country Focus - Germany	Hannover 2019/ India Next
May' 2019	Boilers, Furnaces & Heat Exchangers	Industrial Safety Equipment	Industrial Cleaning Equipment & Services		
June' 2019	Machine & Cutting Tools	Auto Components & Accessories	Aerospace & Avionics		Intec 2019
July' 2019	Material Handling Equipments (includes Logistics & Warehousing)	Construction, Earthmoving & Mining Equipment	Test & Measuring Instruments		
Aug' 2019	Electrical & Eletronics (Power Generation, Switchgear & Control Panel)	Batteries & UPS Systems			
Sept' 2019	Pumps & Valves	Chemical, Pharma and Food Processing Equipment	Paints & Varnishes	Welding & Fabrication	
Oct' 2019	Pollution Control Equipment	Corrosion Protection (Surface Treatment)	Gears & Bearings, Motors & Drives		
Nov' 2019	Mechanical Power Transmission/Fluid Power	Renewable Energy (wind, solar, waste-to-energy, etc)	Plastics, Packaging, printing & labelling machinery		
Annual Issue	IPF Special Edition				
Dec' 2019	Industrial Automation & Robotics	Test & Measuring Instruments		Delhi-NCR Region Special	IPF Awards Showtime
Jan' 2020	Welding & Fabrication	Machine Tools	IMTEX Forming 2020 Special		
Feb' 2020	Hydraulics & Pneumatics	Material Handling Equipments (includes Logistics & Warehousing)	Oils & Lubricants/ Filters & Filtration		
Mar' 2020	Power Equipment Industry (including transformers, switchgear, electronic meters, control panels, etc)	ELECRAMA 2020 Special			ELECRAMA 2020 supplement

Note:

*The topics mentioned are tentative and liable to changes.

ADVERTISING RATES

ADVERTISING RATES **INR**

ADVERTISING RATES ART CARD (220 GSM)

SPACE	DIMENSIONS		RATE
	NON-BLEED (In mm.)	BLEED (In mm.) (Extra Bleed 5mm.)	
Solus	120 X 85		94000
Cover 2	250 X 190	272 X 200	1,06,000
Cover 3	250 X 190	272 X 200	88000
Cover 4	250 X 190	272 X 200	1,25,000
Front Gatefold (2F/P)	250 X 360	272 X 380	1,67,000
Back Gatefold (2F/P)	250 X 360	272 X 380	1,42,000
Inside Gatefold (2F/P)	250 X 360	272 X 385	1,34,000
PROCESS FOUR COLOR LWC PAPER (80 GSM)			
Full Page	240 X 180	272 X 200	55000
Double-Spread	250 X 380	272 X 400	1,00,000
Half Page	120 X 180		32000
Quarter Page	120 X 85		20000
Strip Ad**	180 X 40		22000

W.E.F. January 2018

*Only Quarter page advertisement is accepted for Solus

** Strip advertisements are accepted only for the Index Pages and Sections Dividers.

TOP ADVERTISERS



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CNP



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