



2,98,719  
TOTAL  
READERSHIP

86%\*  
OF READERS HAVE USED  
CONSTRUCTION WEEK  
TO MAKE PURCHASING  
DECISIONS

98.3%\*  
OF READERS CONSIDER CONSTRUCTION  
WEEK EDITORIAL TO BE GOOD OR BETTER  
THAN OTHER CONSTRUCTION PUBLICATIONS

Construction  
Week  
MEDIA PACK 2023



## READERSHIP PROFILE

TOTAL BRAND REACH

3,34,679

EDITORIAL

98.3%\*

of readers consider  
**CONSTRUCTION WEEK** editorial  
to be good or better than other  
construction publications

PURCHASING DECISIONS

86%\*

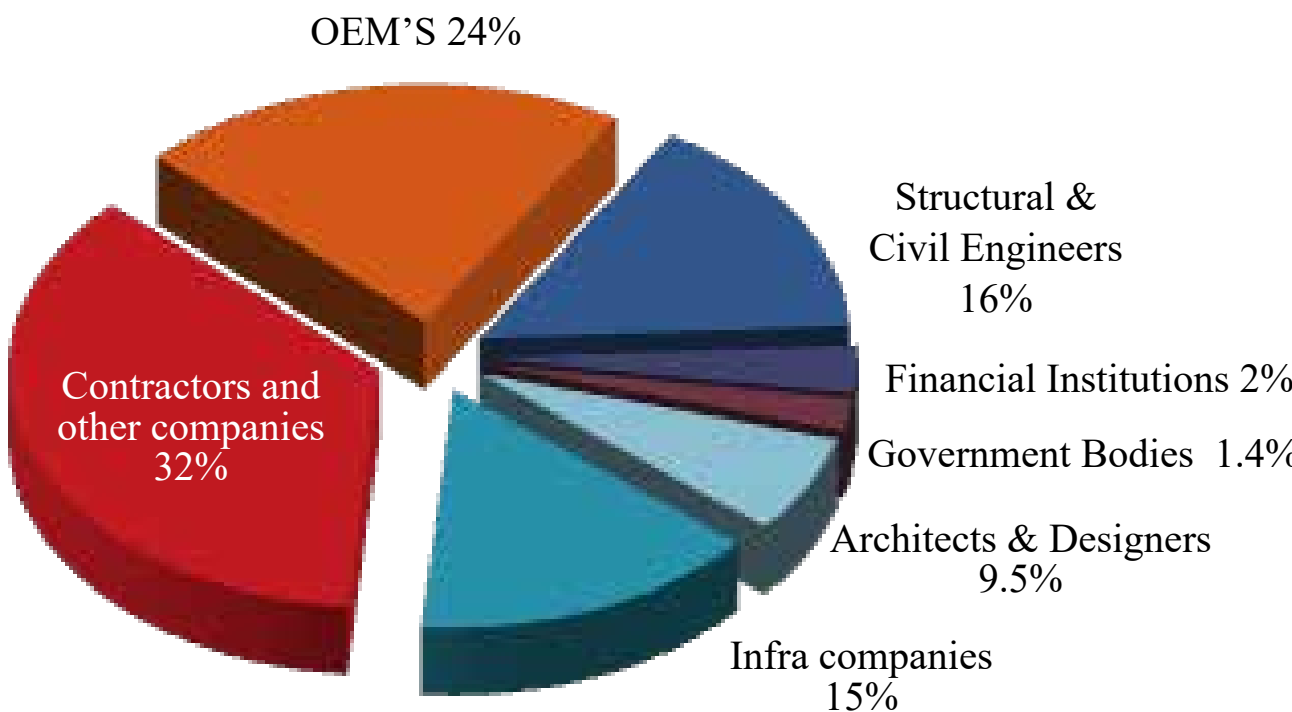
of our readers have at some point  
used **CONSTRUCTION WEEK** to make  
purchasing decisions based on its  
editorial and advertising content.

READER PROFILE

88%\*

of **CONSTRUCTION WEEK**  
readers are decision makers,  
are responsible for purchasing  
decisions, or influence  
purchasing decisions.

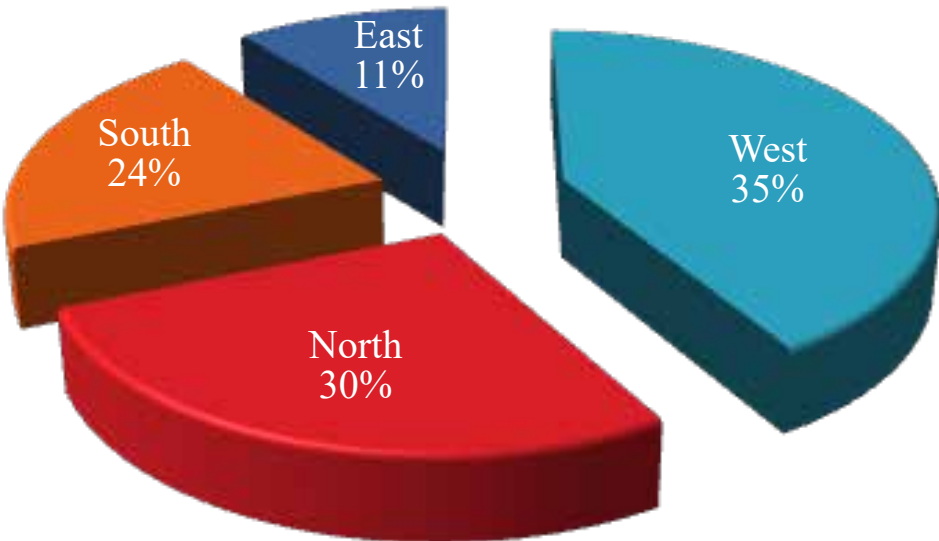
## READERSHIP BY SECTOR



### 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.

## READERSHIP BY REGION



### 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.

## 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.



## 14<sup>TH</sup> CONSTRUCTION WEEK AWARDS - SEPT 2023

## CONSTRUCTION WEEK INDIA AWARDS 2023

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 35 lakh  
Associate partner: Rs 25 lakh  
Gold partner: Rs 15 lakh  
Silver partner: Rs 10 lakh  
Category partner: Rs 8 lakh



## 12<sup>TH</sup> METRO RAIL INDIA SUMMIT - OCTOBER 2023



A MUST-ATTEND ANNUAL KNOWLEDGE SHARING AND NETWORKING PLATFORM FOR ALL METRO RAIL PROFESSIONALS

[www.metrorailindiasummit.com](http://www.metrorailindiasummit.com)



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.

### SPONSORSHIP DETAILS

Presenting partner: Rs 25 lakh  
Associate partner: Rs 16 lakh  
Gold partner: Rs 10 lakh  
Silver partner: Rs 5 lakh  
Category partner: Rs 3 lakh

## WOMEN IN CONSTRUCTION - MARCH 2023



### SPONSORSHIP DETAILS

Presenting partner: Rs 22 lakh  
Associate partner: Rs 14 lakh  
Gold partner: Rs 9 lakh  
Silver partner: Rs 5 lakh  
Category partner: Rs 3 lakh



DIGITAL



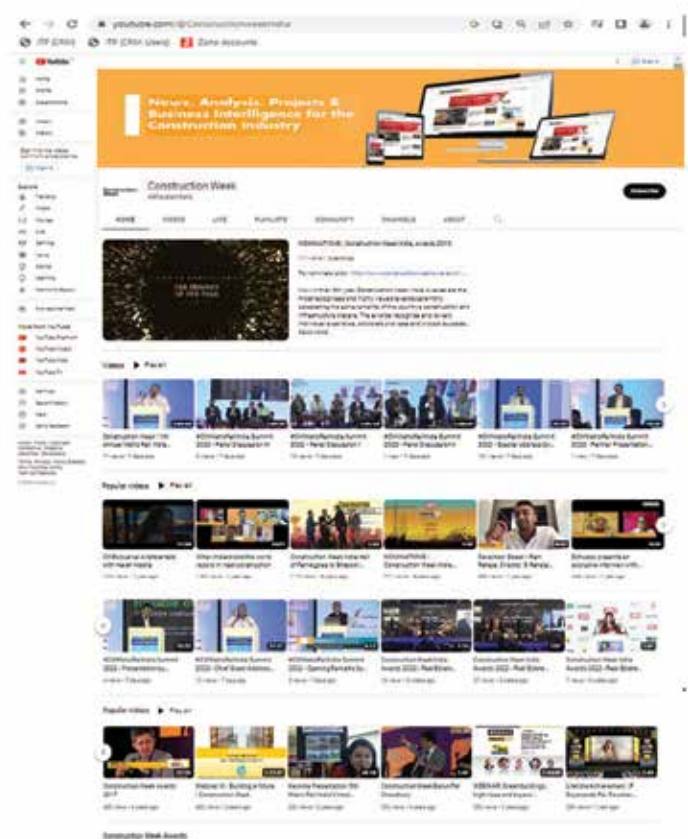
WEBSITE

Regular daily updates of what is happening in the real estate and infrastructure industry, Construction Week Online does not forget to give you a regular lowdown of industry news. Besides, illustrious articles by industry heads also illumine the state of the sector in its various forms, be it airports, warehousing, PEB, real estate finance, home loans, and such articles and news pieces that will definitely help improve awareness.



NEWSLETTER

Our daily newsletter comprise some of the top news that is on the website and offers a succinct and quick view to read at a faster glance. With over 64,000 subscribers, our newsletter is popular in its format and widely read throughout the industry. All you need to do is visit our website and scroll to the bottom of the page to subscribe. Believe us, you won't be disappointed. Do remember to write to us and tell us what you think.



MULTIMEDIA

Construction Week India has carved its own niche in the multimedia space. Our EDMs and marketing team has put together a neat package that will send out information on what is happening in and around the real estate and infra space. We have planned mediums of disseminating information to our vast database of more than 3 lakh who then are willing participants for our events, articles and stories. Do have a look to stay updated.



SOCIAL MEDIA

The Construction Week India social media is buzzing with a vibrant sense of animation from followers and online readers. Regular updates of online stories, upcoming events, and any other information that needs to be circulated is put up there. We follow the norms of going all out to keep readers updated on trends, opportunities, challenges if any, and motivational write-ups. Follow us on LinkedIn, Facebook, Twitter and Instagram.

ON THE WEBSITE  
www.constructionweekonline.in

RATES WEB ONLY ADVERTISEMENT (PER MONTH)	
Advt Size	Price in Rupees
Leaderboard	1,20,000
Skyscraper	97,500
MPU1	65,000
MPU2	52,000
Small MPU	32,500

\*Taxes as applicable

SPECIFICATIONS FOR WEB	
File formats for web: JPG, GIF, animted 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
<b>NB:</b> All advertising is based on a shared tenancy basis whereby adverts will rotate on the web site, maximum of 3 adverts per positions.	

OTHER DIGITAL PROPERTIES

RATES ONLY ADVERTISEMENT (PER ROUND)	
Type	Price in Rupees
Email Blast	1,35,000
e-Newsletter	1,15,000
Microsites	2,50,000

\*Taxes as applicable

WWW.CONSTRUCTIONWEEKONLINE.IN



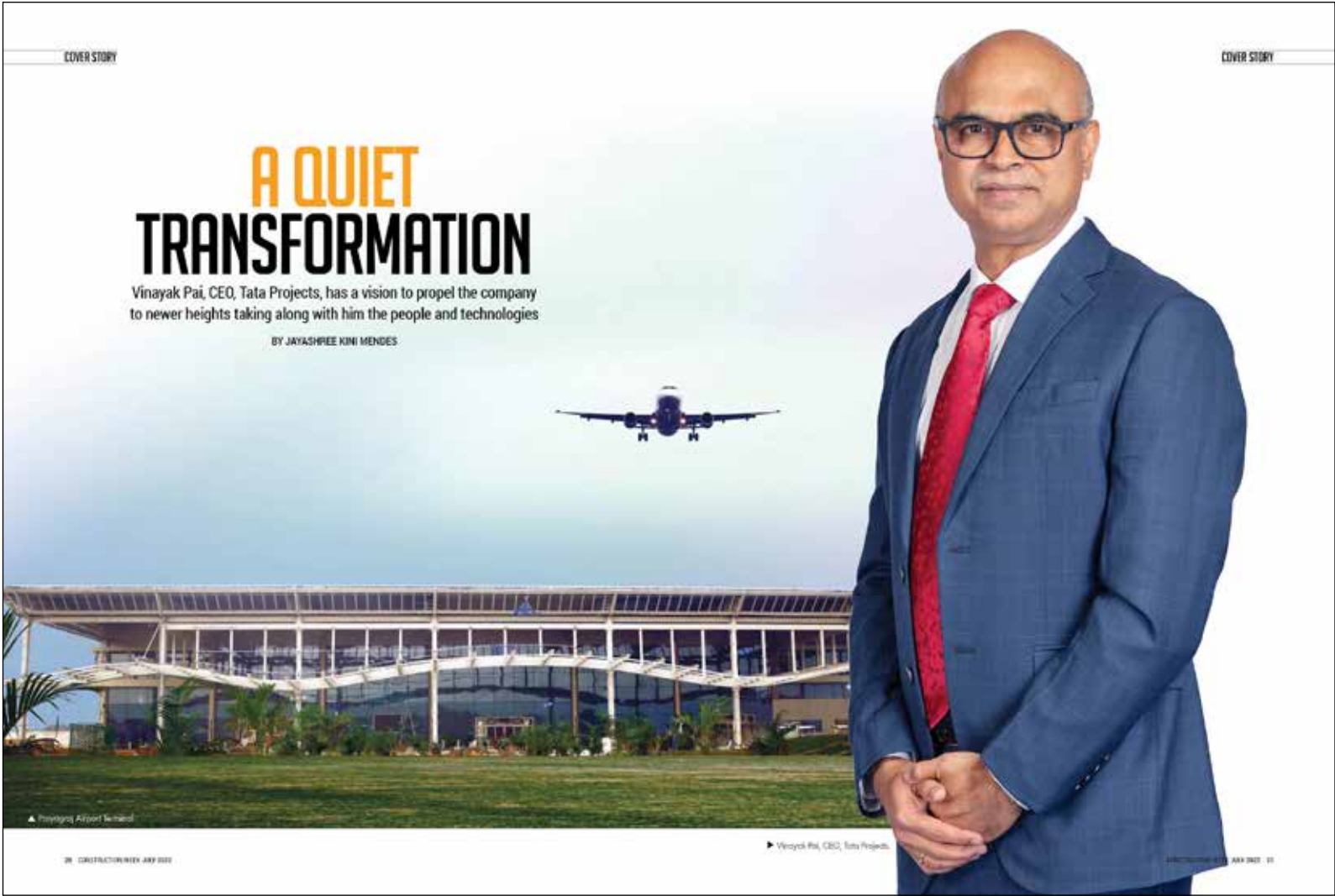
PRINT



While many consider print to be passe, ITP Media (India) continues to believe in it. While there may be a surge for online stories, our magazine is our flagship and there is much demand for hard copies. We continue our tryst with featuring compelling stories - be it the cover story, or the various industry features that change with each month. By the end of the year, we would have covered much ground in offering you a holistic view of the industry.



EXCLUSIVE COLUMNS



FEATURES



INDUSTRY-LEADING RANKINGS



INDUSTRY EVENT COVERAGE



EDITORIAL CALENDAR 2023					
MONTH	HIGHLIGHT	SPECIAL STORY	PRODUCT FOCUS	PRODUCT FEATURE	EVENTS
January	BC India - Curtain Raiser	Infra Development	OTR		BC India
February	BC India - Curtain Raiser		Gensets	Lubricants	
March	Post BC India	Innovation in Façade Design	Elevators & Escalators	High-rises ( Product Focus)	
April	Roof India - pre-event	RE & Infra Procurement Heads	Boom & Concrete Pumps	Women in Construction	Roof india-Mumbai
May	Construction Chemicals & Waterproofing	Construction Software	Backhoes	Cranes	
June	Warehousing and MHE	HVAC	Road Compacting & Repair Equipment		India Warehousing Show
July	Best & Innovative Façade Projects	Airports	Excavators	Demolition Equipment	
August	Smart Cities	Road Building Equipment		Paints & Coatings	
September	High-rises	PEB	Cement/RCC	Motor Graders	
October	CW Awards 2023	Commercial Vehicles	Road Pavers	Batching Plant	
November	Anniversary issue	Metro Rail Event Coverage	Mining		IME
December	Bridges & Flyovers	Pre-Event - Excon 2023	Steel		EXCON

## ADVERTISING

Indrajeet Saoji  
Group Publishing Director  
T: +91 22 6154 6024  
M: +91 93202 85997  
E-mail: indrajeet.saoji@itp.com

Tarun Ledwani  
Senior Manager - Sales and Marketing  
M: +91 98200 83958  
E-mail: tarun.ledwani@itp.com

ADVERTISING RATES & SIZES			
	TRIM (WxH in mm)	BLEED (WxH in mm)	NON-BLEED (WxH in mm)
DOUBLE PAGE	410 x 275	420 x 285	400 x 265
FULL PAGE	205 x 275	215 x 285	195 x 265

POSITION	SPECIFICATIONS	RUPEES
FC DPS	410 x 275 mm	2,95,000
IFC SINGLE PAGE	205 x 275 mm	1,90,000
IBC	205 x 275 mm	1,75,000
OBC	205 x 275 mm	2,25,000
DPS	410 x 275 mm	2,65,000

POSITION	SPECIFICATIONS	RUPEES
GATEFOLD	410 X 275 mm	3,15,000
FULL PAGE, 1ST HALF	205 x 275 mm	1,50,000
FULL PAGE	205 x 275 mm	1,20,000
HALF PAGE HORIZONTAL: FIRST HALF	175 x 115 mm	65,000
HALF PAGE VERTICAL: FIRST HALF	88 x 235 mm	72,000

**FORMAT REQUIRED:**  
 I Artwork Format – PDF/ EPS I Colour Format - CMYK  
 I Creatives – High resolution (300 dpi)

## EDITORIAL

Jayashree Mendes  
Editor  
T: +91 98905 33061  
E-mail: jayashree.mendes@itp.com

