TOTAL READERSHIP
2,98,719

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 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.

**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**

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*CW Readership Survey 2016*
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.

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.

**14TH CONSTRUCTION WEEK AWARDS - SEPT 2023**

**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

**12TH METRO RAIL INDIA SUMMIT - OCTOBER 2023**

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

**WOMEN IN CONSTRUCTION - MARCH 2023**

**SPONSORSHIP DETAILS**

- Presenting partner: Rs 22 lakh
- Associate partner: Rs 14 lakh
- Gold partner: Rs 8 lakh
- Silver partner: Rs 5 lakh
- Category partner: Rs 3 lakh

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**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)**

<table>
<thead>
<tr>
<th>Advt Size</th>
<th>Price in Rupees</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard</td>
<td>1,20,000</td>
</tr>
<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>
<td>52,000</td>
</tr>
<tr>
<td>Small MPU</td>
<td>32,500</td>
</tr>
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</table>

*Taxes as applicable

**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
MPU2 300 x 100 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.

**OTHER DIGITAL PROPERTIES**

**RATES ONLY ADVERTISEMENT (PER ROUND)**

<table>
<thead>
<tr>
<th>Type</th>
<th>Price in Rupees</th>
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<tbody>
<tr>
<td>Email Blast</td>
<td>1,35,000</td>
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<tr>
<td>e-Newsletter</td>
<td>1,15,000</td>
</tr>
<tr>
<td>Microsites</td>
<td>2,50,000</td>
</tr>
</tbody>
</table>

*Taxes as applicable
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.
### Editorial Calendar 2023

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

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<th>POSITION</th>
<th>TRIM (WxH in mm)</th>
<th>BLEED (WxH in mm)</th>
<th>NON-BLEED (WxH in mm)</th>
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<td>400 x 265</td>
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<tr>
<td>FULL PAGE</td>
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<tr>
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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>2,65,000</td>
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### Advertising Rates & Sizes - Position Specifications

<table>
<thead>
<tr>
<th>POSITION</th>
<th>SPECIFICATIONS</th>
<th>RUPEES</th>
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<tbody>
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<tr>
<td>FULL PAGE, 1ST HALF</td>
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<tr>
<td>FULL PAGE</td>
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<td>1,20,000</td>
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<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>
<td>88 x 235 mm</td>
<td>72,000</td>
</tr>
</tbody>
</table>

### Format Required:
- Artwork Format – PDF/ EPS
- Colour Format - CMYK
- Creatives – High resolution (300 dpi)

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**Advertising**

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