



®

# CONSTRUCTION OPPORTUNITIES

Connecting People to Business

Winner of 7<sup>th</sup> & 10<sup>th</sup>  
CIDC VISHWAKARMA AWARD 2015 & 2018  
for BEST NEWS MAGAZINE

## Media Kit

Winner of 9<sup>th</sup> & 11<sup>th</sup>  
CIDC VISHWAKARMA AWARD 2017 & 2019  
for BEST ONLINE MAGAZINE





**Highland Media** is a dynamic and young publishing house specialising in collation and dissemination of quality business information on all industries across India with an **special emphasis on Construction, Infrastructure & Projects space.**

An estimated \$1 trillion of investments will be required for developing India's infrastructure during the 12th Plan period.

Hence, there will be plenty of **business opportunities** for all players connected to the Construction and Infrastructure industry.

**CONSTRUCTION OPPORTUNITIES**, a monthly magazine provides readers a wealth of up-to-date, intelligent, well researched and critical information needed to keep pace in today's competitive landscape and to connect with the who's who of the industry.

The magazine covers the entire gamut spanning: **Construction, Infrastructure, Power, Projects, Finance, Engineering, Technology, Construction Equipment, Interiors, Building Materials, Project Update, Tenders, Contracts Awarded, International News, New Product Launches and lots more .....**



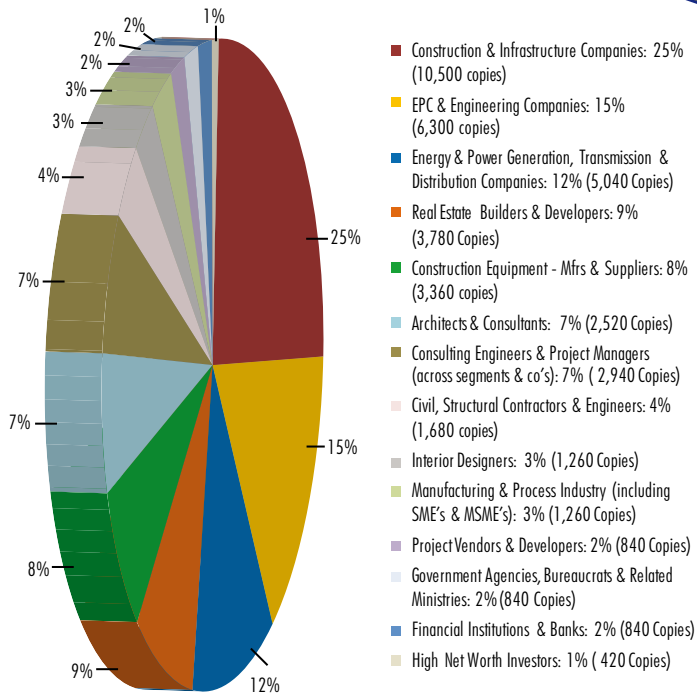
#### Why **Construction Opportunities**:

- **Circulation:** Having a controlled **PAN INDIA** circulation of 42,000 copies a month, provides Real value to advertisers as it connects directly to those involved in the entire process of decision-making.
- **Readership Profile:** with a readership of **1,60,000 per month** consisting of Consultants, Contractors, Civil and Structural Engineers, Real Estate Builders and Developers, Manufacturers and Suppliers of Building Materials, Construction and Infrastructure Companies, Manufacturers and Suppliers of Construction Equipment, Architects, Interior Designers and more, is read by decision makers who refer to the magazine for the latest Updates, Data, News, Views, Policies, Events and latest happenings in the Construction and Allied Sector
- **Format & Distribution:** Available in Print as well as Digital format.  
To provide our advertisers extended **Reach and O.T.S. (Opportunity to be Seen)**, the print edition is circulated at relevant exhibitions and events apart from our regular circulation. The **digital edition** is mailed to a **select database of over 80,000 contacts.**
- **Online Media:** [www.constructionopportunities.in](http://www.constructionopportunities.in) is a dynamic website providing the latest happenings and current updates on the industry, Government policies and all other important, up to date relevant information. Our advertisers get maximum visibility as their advertisements are displayed on the **Home page** of our **website** in the **Advertiser's Gallery** Section. Also if one clicks on the thumbnail image, the advertisement is displayed in the original size with an option to request a quote or free information from the advertiser.
- **Editorial Coverage:** can be provided to enhance and keep your company/product/brand on **Top of the Mind Recall.**

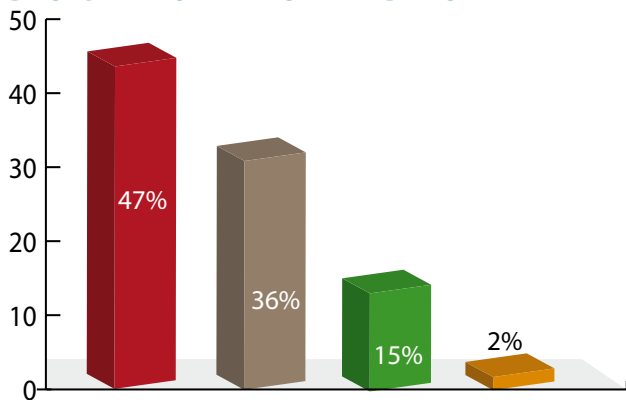
The above potent mix of **Print, Digital & Online media** makes **Construction Opportunities** an **I.C.S. (Integrated Communication Solution)** for your sales and marketing needs!



## CATEGORY - WISE READERSHIP & DISTRIBUTION PERCENTAGE



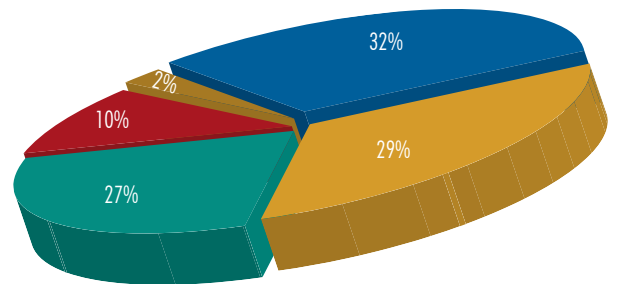
## GRAPHICAL REPRESENTATION OF DESIGNATION - WISE READERSHIP



- Company Chiefs i.e. Chairman, Managing Director's, CEO's, Chief Investment Officers, CFO's, CTO' : 47% (19,740 Copies)
- Heads - Projects, Business Development, Strategy Planning, Purchase and other Departments : 36% (15,120 Copies)
- Consultants (Engineers, Projects, Risk and Financial), Financial Institutions, Investors & High Net Worth Individuals: 15% ( 6300 Copies)
- Government Agencies, Bureaucrats & Related Ministries: 2% (420 copies)



## REGION - WISE CIRCULATION BREAK-UP (in percentage)



West - 32%	(13,440 Copies)
North - 29%	(12,180 Copies)
South - 27%	(11,340 Copies)
East - 10%	(4,200 Copies)
International: 2%	(840 Copies)



## ADVT. TYPES / POSITIONS / DIMENSIONS/ RATE PER ISSUE

Ad Type	Dimensions- H X W (cms)- Bleed	Rate per Insertion (Net)
Full Page	27.5 x 20.0	₹ 65,000
Full Page with TAB	27.5 x 20.0	₹ 85,000
Double Spread Colour	27.5 x 40.0	₹ 1,25,000
Front Cover Gate Fold	27.5 x 40.0	₹ 2,00,000
Front Inside Cover	27.5 x 20.0	₹ 95,000
Front Cover	21.60 x 20.0	₹ 1,50,000
Front Cover Reverse Gate	27.5 x 40.0	₹ 1,75,000
Opening Page Inno-vision	27.5 x 20.0	₹ 1,15,000
2nd Front Inside Cover	27.5 x 20.0	₹ 85,000
Back Inside Cover	27.5 x 20.0	₹ 80,000
Back Cover	27.5 x 20.0	₹ 1,10,000
Back Gate Fold	27.2 x 40.0	₹ 1,60,000
<b>* Non- Bleed Size.</b>		

## AD SPECIFICATIONS:

- All advt dimensions mentioned above are for Bleed advts. You are requested to provide 3 mm extra from all 4 sides. For Double Spread Advts pl provide 8 mm gutter space.
- Full Page Colour-Non Bleed Advt** Dimension: 24 cms (H) x 18 cms (W)
- Material Format:** Art work in PDF / TIFF to be provided in minimum 300 dpi resolution in **cdr/eps/pdf** format (with fonts curved)
- Material Deadline:** All advertisement material to be provided by **20th of the previous month for the next month's issue.**
- Payment Terms:** All payments to be made in advance

Payable by Cheque / Demand Draft in favor of: **"HIGHLAND MEDIA PUBLISHERS PVT LTD."**

### Advertising Contact:

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