



CONSTRUCTION **TIMES**

India's most read construction business magazine



MEDIA KIT 2024-25



www.constructiontimes.co.in

About US

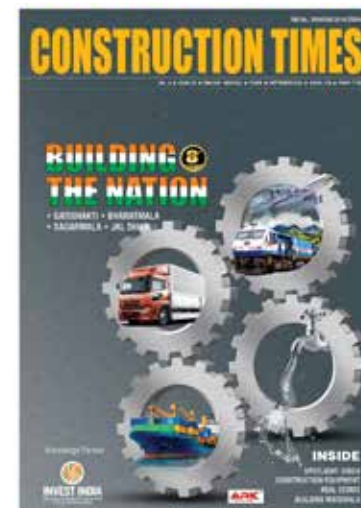
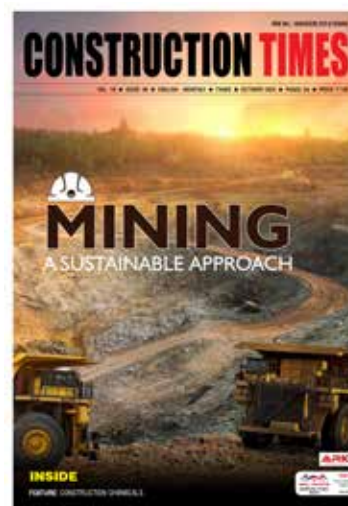
CONSTRUCTION TIMES, a leading Indian B2B magazine has already created a niche readership of 2,00,000 plus with its clear intent and focus on Construction and Infrastructure sector. It has been providing comprehensive coverage to different facets of the industry and has become one of the most sought-after Information Platform for decision makers and all stakeholders from Industry.

Each edition of Construction Times is a rich information source for valuable and relevant content backed by well-researched articles, critical inputs from Industry professionals, case studies and interactions with thought leaders from the Industry. The magazine also keeps a dedicated focus on vital segments of Industry - from Green Buildings to Building Materials, Construction Methodologies and Construction Equipment, Architecture & Interiors, Logistics to Banking & Finance, and Policies etc.

Construction Times Magazine (print and digital formats) forms an effective communication platform to project and promote new business concepts, showcasing their achievements, success stories as well as cementing the brand value.

READERSHIP PROFILE

Construction Times readership profile includes from Policy Makers from related ministries and Govt Implementing Agencies, Planners, Contractors, Infra and Real Estate Developers, Project consultants, Architects and Interior Designers, Building Material and Equipment Manufacturers and Suppliers, Technology solution providers, Financial Institutions and High Net Worth Investors.



Why Advertise with US

Connect with decision-makers and influences

Construction Times's readership includes thought leaders in the Construction industry, government representatives, regulators and supervisors in the Construction business complement your business development efforts and get deeper market penetration.

Maintain a healthy industry image

It's a competitive market. Get out there ahead of the competition to thwart off negative press. Aggressive advertising with Construction Times will maintain your prime position.

Gain first mover advantage and stay competitive

Take advantage of the opportunity to be seen by high profile industry leaders. You must advertise to keep your industry foothold or risk losing business to competitors.

Consistently develop business

Advertise with Construction Times and gain a long-term advantage over competitors. the more people who view your advertising in Construction Times, the more opportunities you have. The most successful businesses generally advertise consistently. Construction Times provides a medium to get your message out to the industry.

Showcase the strengths of your company

Reach out to various Infrastructure and Construction Industry sectors.



Who Reads

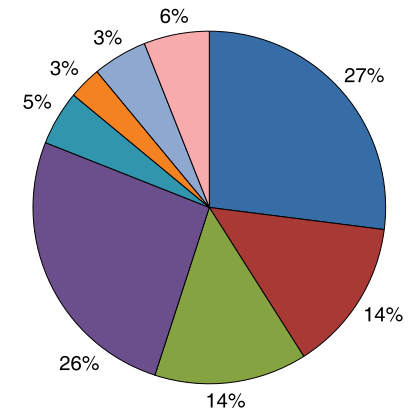


ZONE-WISE CIRCULATION

North	30.0%
South	26.0%
East	10.0%
West	34.0%

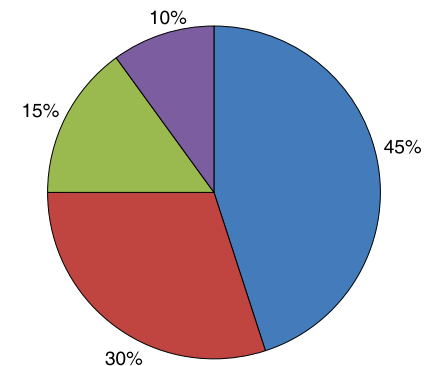
READERSHIP GRAPH:

• EPC & Engineering Company	27%
• Civil & Structural Contractors & Engineers	14%
• Equipment & Building Material Manufacturers & Suppliers	14%
• Architects & Builders	26%
• Government Agencies, Bureaucrats & Related Ministries	5%
• Financial Institutions & High Net worth Investors	3%
• Interior Designers	5%
• Consultants	6%



DESIGNATIONWISE BREAK UP:

• Company chiefs i.e. Chairman, Managing Director's, CEO's, Chief Investment officers, CFO's, CTO's	45%
• Heads of business development, Strategy planning units, Purchase Managers or Department head	30%
• Consultants (Projects, Risk and Financial)	15%
• High net worth individuals and investors	10%



Editorial Calendar 2024-25

MONTH	COVER STORY	FEATURE 1	FEATURE 2	REAL ESTATE	FEATURE 3	EVENTS
Jan-24	Infra Outlook 2024: Get, Set, Go	PSUs: Driving India's Infra Developments	Concrete Plants & Equipment (World of Concrete)	Commercial Buildings	Design Innovations: Building interiors and architecture	9th Smart Cities India Expo / World of Concrete, Las Vegas
Feb-24	Water Security: Challenges and Way Forward	TMT Steel Bars	Mobile Cranes	Green Buildings	Adhesives & Sealants	Fire SAFE BUILD India 2024, ACREX India / BAM Awards 2024
Mar-24	Budget 2024-25: Stepping Ahead	Construction Technologies	Excavators	Building Automation	Tiles & Floorings	IDAC
Apr-24	Roads & Highways: Connecting the Country	Roofing Systems	Crushing & Screening	Safety & Security in Buildings	HVAC	INTERMAT / SECUTECH / ROOF India
May-24	Railways: The Wheels of Modernisation	Scaffoldings & Form-works	Backhoe Loaders	Region Focus - North	Bathroom Fixtures	
Jun-24	Indian Construction Equipment Industry: Pushing Boundaries	Data Centers	Asphalt Plants & Pavers	Emerging Cities - Hyderabad	Doors & Windows	
Jul-24	Airports: Aiming a new high	PEBs	Concrete Equipment	Region Focus - East	Parking Systems	IGBC – GREEN PROPERTY SHOW / CCTV EXPO
Aug-24	Modernisation of ports infrastructure	Logistics & Warehousing	Road Equipment	Region Focus - South	Lighting & Switches	World of Concrete Show
Sep-24	COLLECTOR'S EDITION - 10TH ANNIVERSARY					
Oct-24	Water & Wastewater: Meeting the needs	Solid Waste Management	Mini Construction Equipment	Region Focus - West	Decorative Paints	IFAT 2024
Nov-24	New Moves in Renewable Energy	Precast Solutions	Mining Equipment	Tier 2 Cities	Elevators & Escalators	Municipalika 2024 / IMME 2024
Dec-24	Baum Conexpo India 2024	Cement & Concrete	Trucks & Tippers	Luxury Housing	Wires & Cables	Bauma Conexpo India
Jan-25	Infra Outlook 2025: Looking Ahead	Construction Chemicals	Wheel Loaders	Commercial Buildings	Pipes & Fittings	
Feb-25	Waste to Wealth: The Healthy Approach	TMT Steel Bars	Tower Cranes	Green Buildings	Adhesives & Sealants	
Mar-25	Budget 2024-25: Setting the Growth Path	Roofing Systems	Excavators	Building Automation	Tiles & Floorings	

EDITORIAL

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FOR ADVERTISING

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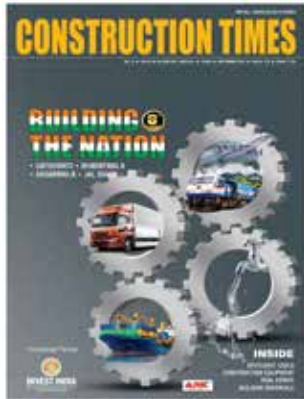
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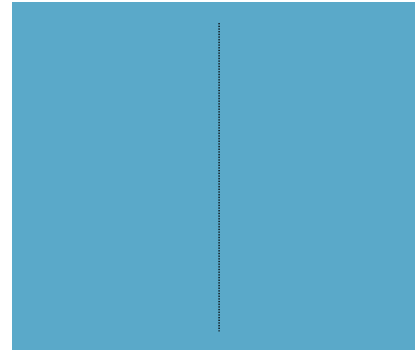
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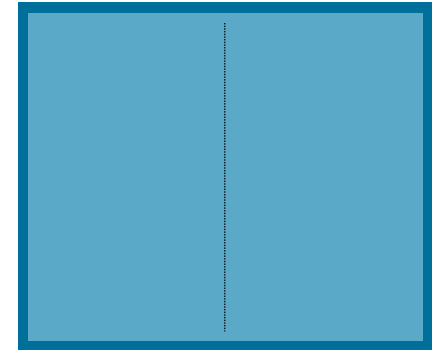
AD SIZES



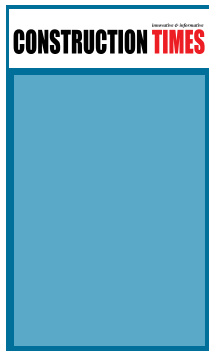
Our Magazine Size
(W) 210mm X (H) 297mm



Double Spread Bleed- ad
with 5mm extra bleed
(W) 420mm X (H) 297mm



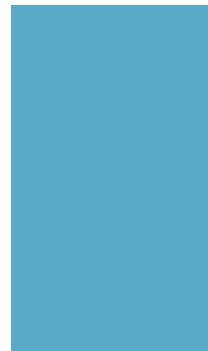
Double Spread Non Bleed- ad
(W) 394mm X (H) 272mm



Dummy Cover non bleed ad
(W) 200mm X (H) 243mm



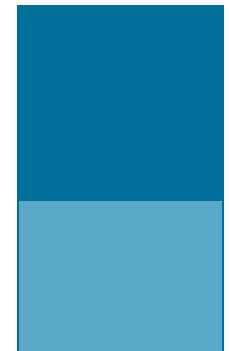
Dummy Cover bleed ad
(W) 200mm X (H) 243mm
with 5mm extra bleed



Full pg ad Bleed ad
(W) 210mm X (H) 297mm
with 5mm extra bleed



Full page Non Bleed ad
(W) 185mm X (H) 272mm



Half page ad
(W) 190mm X (H) 125mm

Advertising Rates

Ad Size	Dimension (W x H in cm)		Amount (Rs)
	Non-Bleed	Bleed	
Full Page	18.5 x 27.2	21 x 29.7	75,000
Full Page (TAG ad)	18.5 x 27.2	21 x 29.7	1,00,000
Opening Page	18.5 x 27.2	21 x 29.7	95,000
Double Spread	39.4 x 27.2	42 x 29.7	1,40,000
Front Gate Fold	39.4 x 27.2	42 x 29.7	2,25,000
Back Gate Fold	39.4 x 27.2	42 x 29.7	1,75,000
Back Cover	18.5 x 27.2	21 x 29.7	2,00,000
Front Inside Cover	18.5 x 27.2	21 x 29.7	1,60,000
Back Inside Cover	18.5 x 27.2	21 x 29.7	1,30,000
Dummy Cover	20 x 24.3	20 x 24.3	2,00,000

Note: For Bleed ad: Keep 5mm Extra from all the sides.

Premium Positions: 25% Extra | Any specified Position: 25% extra

Sponsorship-Commercial Per Issue

Issue Sponsorship: 5,00,000 | Co-sponsorship :3,00,000

Please find below details.

Note: Kindly use 300 lpi Screen. Kindly keep 5mm extra bleed.

Material Deadlines: All advertisement material has to be received by 30th of the previous month for the next month issue.

Material Format: Art work should be sent in high resolution EPS/PDF/TIFF/CDR (with fonts curved)

Payment Terms: Against bill within 15 days with the release of Advertisement.

Details for Payments: Payable to: ARK EVENTS & MEDIA PVT. LTD.

Website Banners

Digital Advertising Options:

Banner Advert/Product Videos/Sponsored features/Customized E-mailers.

Construction Times magazine online portal is a huge source for news and information dedicated to Infrastructure and Construction sectors.

Construction Times Website:

- Leading Website in Construction Segment
- Dedicated updated News and Media (For latest announcements and press releases from Industry) section
- Dedicated Story section on Cover Stories of Construction Times.
- Dedicated Interviews from Top Notch Industry Professionals
- Comprehensive Event Section.

Product Videos on Website Home Page **INR 75,000** Per Month

Banner advertisement Options on Website Home Page starting from **INR 75,000** Per Month.

Customized Direct Mailers options to a relevant database of 60,000 Executives in Infrastructure and Construction Industry **@INR 40,000/eDM**.

Visit us: www.constructiontimes.co.in

Page view
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