

It is often said that the progress of any nation can be gauged by the development of its Infrastructure, and the amount of money invested in construction activities in the country. The importance of infrastructure for sustained economic development is already well recognized in India. The country has made considerable progress in the last decade, attracting considerable investment into the construction and infrastructure sectors – be it highways, airports, ports, railways, telecommunications, technology and construction of roads and bridges.

**EPC & I** strives to provide construction professionals with national news coverage affecting the future of their industry. The combination of insight and analysis of the top news stories, all the latest industry news, in-depth features and special reports PLUS access to breaking news and personalized content.

And, it only augurs well that this potential is acknowledged through a magazine, Featuring thought-provoking and well-researched articles and features written by the top and middle-management professionals associated with the industry from not just within the country, But also from across the Asia-Pacific region.

**Northern Lights Communications** is proud to bring an all-new perspective to the Infrastructure and Construction Community.

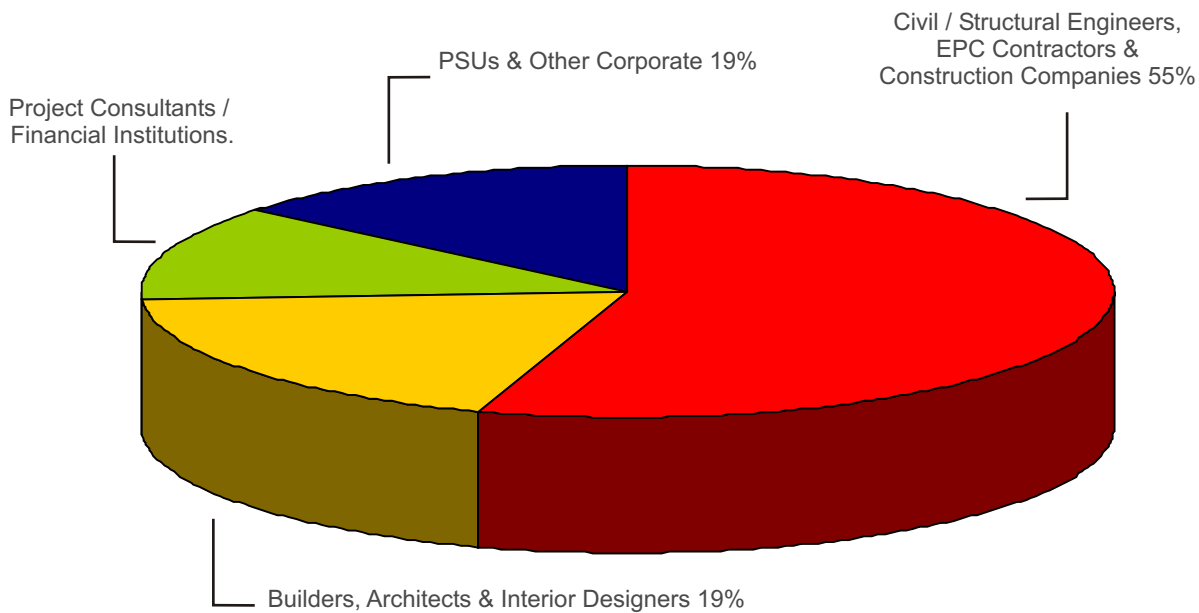
With a clean, contemporary design, high quality printing and intelligent, incisive editorial, the pages of **EPC & I** are both attractive and accessible, thereby providing the perfect medium for product promotion. Its dynamic presence acts as a comprehensive sourcebook for consumers, retailers and manufacturers, giving thousands of buyer's immediate access to your business.

### Readership Profile

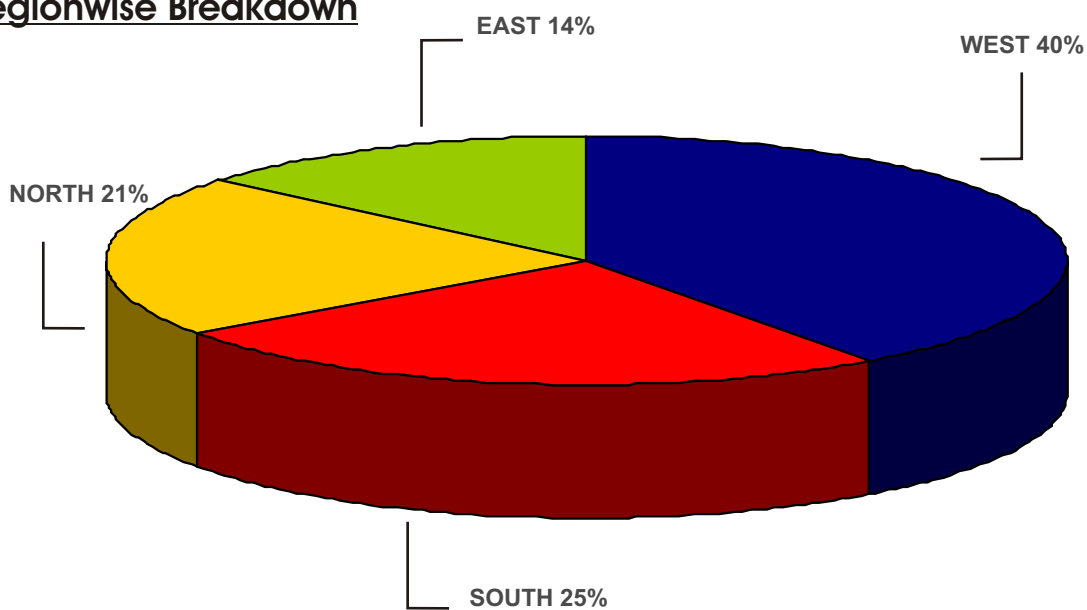
**EPC & I** will reach out to industry leaders and opinion – makers, who are at the forefront of infrastructure development in the country, and policy crafters who pave the way for a better infrastructure through industry-friendly policies. It will act as an effective platform to reach out to important Corporate, Engineering & Construction companies, Civil contractors, Electrical Contractors, Structural Engineering, Architects, OEMs, Project consultants, Building / Construction contractors, Site engineers, Interior designers etc.

We have a wealth of innovative promotional opportunities, including sponsorship and advertorial, to help generate the response you deserve. To discuss your requirements, simply mail us [epcandi@gmail.com](mailto:epcandi@gmail.com) or call us at **9820131960 / 9221200122**

## Circulation Breakdown



## Regionwise Breakdown



In addition to our normal circulation, EPC & I magazine is distributed at major trade shows.



# Rate Card - 2010

## ADVERTISEMENT RATES

<b>Premium</b>	<b>Price In Rs.</b>	<b>Half Page - Vertical</b>	<b>Strip Ads Horizontal</b>
Back Cover	80,000	Colour	25,000
Inside Front Cover	75,000	B/W	18,000
Inside Back Cover	75,000		
<b>Inside Pages</b>		<b>Half Page - Horizontal</b>	<b>Appointment Ads</b>
Double Spread Colour	80,000	Colour	25,000
Double Spread B/W	55,000	B/W	18,000
Full Page Colour	45,000	<b>Quarter Page</b>	<b>Classified Ads</b>
Full Page B/W	30,000	Colour	15,000
		B/W	10,000
<b>Special Positions</b>		<b>Single Column</b>	
Double Spread Half Page		Colour	13,000
Colour	50,000	B/W	9,000
B/W	36,000		
			<b>Screen Frequency</b>
			• COLOUR 133 lines per inch (lpi)
			• BW 120 lines per inch (lpi)

## ADVERTISEMENT SPECIFICATIONS

<p><b>DOUBLE SPREAD BLEED</b> Width: 40.0 cms Height: 27.0 cms Bleed: 3mm on all sides</p> <p><b>DOUBLE SPREAD NON BLEED</b> Width: 39.0 cms Height: 25.0 cms</p> <p>Text along the spine must be 1 cm</p>	<p><b>FULL PAGE BLEED</b> Width: 20.0 cms Height: 27.0 cms Bleed: 3mm on all sides</p> <p><b>FULL PAGE NON BLEED</b> Width: 18.0 cms Height: 25.0 cms</p>	<p><b>DOUBLE SPREAD HALF PAGE</b> Width: 42.0 cms Height: 13.5 cms Bleed: 3mm on all sides</p> <p><b>DOUBLE SPREAD NON BLEED</b> Width: 39.0 cms Height: 12.0 cms</p> <p>Text along the spine must be 1 cm</p>		
<p><b>HALF PAGE HORIZONTAL</b> Width: 18.0 cms Height: 12.0 cms</p>	<p><b>STRIP AD</b> Width: 18.0 cms Height: 5.0 cms</p>	<p><b>STRIP AD</b> Width: 6.0 cms Height: 25.0 cms</p>	<p><b>HALF PAGE</b> Width: 9.0 cms Height: 25.0 cms</p>	<p><b>QUARTER PAGE</b> Width: 8.0 cms Height: 12.0 cms</p>