



ExhiBits

INDIAN EXHIBITION INDUSTRY COMMUNIQUE

**MEDIA
DATA
2024**

**PRINT
&
DIGITAL ADVERTISEMENT**

**INDIAN EXHIBITION INDUSTRY ASSOCIATION'S
NEWSROOM COMMUNIQUE**



INTRODUCTION

ExhiBits is the flagship magazine published by the Indian Exhibition Industry Association (IEIA).

India is one of the leading countries in the exhibitions domain and fastest emerging MICE destination. It is home to more 550 exhibitions conducted annually in the organized sector with 25 purpose built venues and a large segment of International, National and Regional Exhibition Organisers operating in the country. The high purchasing power of Indian and the demographic advantage of a young population make India a huge market that attracts the global buyers. **ExhiBits** is your one stop source to reach out to this huge market with your offerings and expand your business to another level.

CIRCULATION

The magazine is circulated to all major stakeholders in the exhibition industry, along with trade bodies, associations, government bodies, ministries, embassies and consulates. Being the only exhibition industry publication run by the industry association, ExhiBits is the mark of credibility and authenticity.

With the increasing outreach and credibility, the magazine's coverage is expanding across additional target audience comprising top notch corporates and their marketing heads in the country.

We invite you to promote your organization and its offerings across the right target audiences through this publication.

Why Choose ExhiBits for Marketing?

- ◆ Ensures maximum reach and longevity of your advertisement in one of the India's leading exhibition industry magazines.
- ◆ 12,000 digital copies circulated to carefully screened target audiences including international and national industry players from the exhibition and allied domain.
- ◆ Helps in building brand awareness and leveraging your position in the market and also educate the market about your products and services.
- ◆ Introduces you to the vast market of exhibition industry that is growing exponentially in India.





Advertisements Packages

Ad Position	Tariffs for Non- Member (INR)		Tariffs for Member (INR)	
	Print & Digital	Digital version	Print & Digital	Digital version
Regular Positions				
Full Page inside	40,000	20,000	32,000	15,000
Half Page inside	25,000	10,000	20,000	8,000
Quarter Page inside	15,000	8,000	12,000	5,000
Premium Positions				
Back Cover	90,000	40,000	72,000	30,000
Inside Front Cover	60,000	25,000	48,000	22,000
Back Inside Cover	60,000	25,000	48,000	22,000
Page Facing Inside Front Cover	42,000	20,000	35,000	18,000
Page Facing Inside Back Cover	36,000	18,000	30,000	16,000
Double Spread	70,000	42,000	56,000	32,000
Page Facing Editor's Message	46,000	18,000	30,000	16,000
Strip Ad Upcoming Events	15,000	8,000	12,000	6,000

Feature your events/ company offerings in our Classified section at the most nominal tariffs !!

Ad Position	Print & Digital	Digital version	Print & Digital	Digital version
Classified ads	3,000	1,500	3,000	1,500

ExhiBits Exclusive Packages

Advertisement for ExhiBits Dashboard

- ✦ One insertion- Rs. 1500 + taxes
- ✦ Ad Dimensions - 600px X 600 px
- ✦ Monthly package- 10 % discount on total invoice as per number of insertions (goes out on week days only)

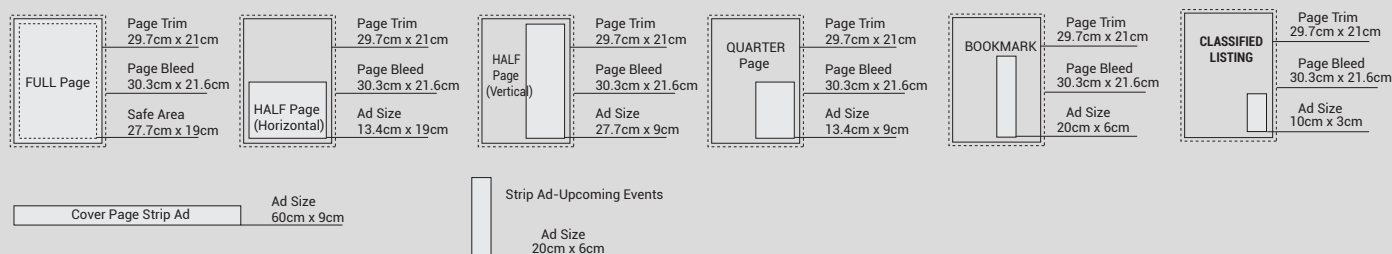
Digital Publication Package

- ✦ One insertion Rs. 40,000 + taxes
- ✦ One Full page Advertisement in ExhiBits digital magazine
- ✦ Complementary 15 days Advertisement on IEIA website
- ✦ Complementary 5 days Advertisement on ExhiBits Dashboard size 600px X 600px, mail to be sent to 12,000 database.
- ✦ 10% discount on 3 months package
- ✦ 10% Discount for IEIA Members

Advertisement tariffs for IEIA Website

- ✦ One Ad Rs. 10,000 + taxes per month
- ✦ Ad Dimensions - 374px (wd) X 266px(ht)

Advertisement Technical Specifications (height x width)



Digital Ad Specifications

- Ad layout in Adobe InDesign or Adobe Illustrator with all fonts and high-resolution CMYK images at 300dpi in Adobe Photoshop EPS or TIFF format included.
- Full page non-bleed artwork should have additional 3mm colour bleed on all four sides of the artwork.
- We do not accept ads built in Microsoft Publisher, Microsoft Word or Adobe Pagemaker. Nor do we accept files with lab color, RGB or Pantone Colors.
- Adobe Illustrator EPS files must have all linked images. Fonts must be converted to Outlines.
- All materials must be accompanied by a color proof and clearly marked with issue/date.



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A publication of
Indian Exhibition Industry Association
4Th Floor, PHD House,
4/2 Siri Institutional Area, August
Kranti Marg New Delhi – 110016
Telefax: + 91 11 41045481
Email : ed@ieia.in
Website : www.ieia.in

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