

BI-MONTHLY E MAGAZINE ON CONSTRUCTION INDUSTRY

Construction

Equipments Update



MEDIA PACK 2023



ABOUT CONSTRUCTION

CE Update Magazine is a Bi-monthly B2B magazine that focuses on the vital sectors of the industry such as cement, real-estate, building material, infrastructure, green buildings, equipment, electrical, logistics, automation, banking, architecture and interiors.

AUDIENCE FAST FACTS

Digital Circulation Individually mailed copies 60,000
Readership (Average 4 readers per copy) 2,40,000

DIGITAL

Advertising
online and in
the daily news
alert offers
numerous
commercial
benefits:



Readership Matters:

- Company Chiefs, CEO, COO, CTO & Head of Business Development
- Equipment & Building material Manufacturers & Suppliers
- Civil & Structural Contractors & Engineers
- Architects
- Builders
- Interior Designers
- Consultants

METRICS

Digital advertising packages include clickthrough reports that explain how visitors responded to your campaign, giving you full analysis of how many people it reached and the level of engagement.

FLEXIBILITY

Digital artwork can be changed, updated and rotated on a weekly or monthly basis, offering you a unique opportunity to customise your campaign, communicate multiple messages and promote different offers. With digital advertising you can drive traffic straight to your website.

BRANDING

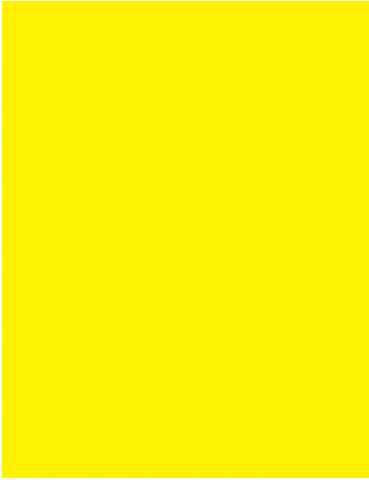
Your digital artwork on this 100% dedicated Construction magazine website will ensure your brand is at the forefront of buyers' minds, helping to increase awareness of your products and enhancing the profile of your company to the industry's most influential procurement specialists.

PROMOTIONS

Online campaigns take place in real time, so if you advertise digitally, buyers can immediately take advantage of your company's offers and promotions. With banners, wallpaper and MPU positions available on the website and daily news alert, we can help you choose the online medium that best delivers your message.

AD SIZES

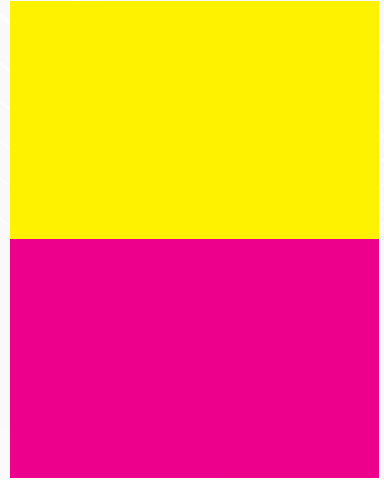
Magazine
Size



Full Page
(Trimmed size)



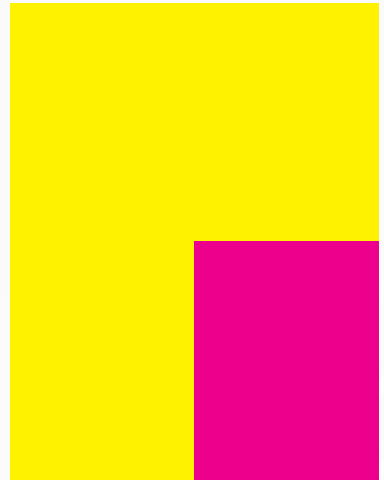
Half Page



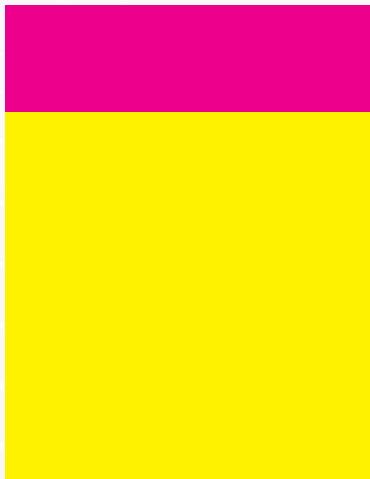
Double Page (Trimmed size)



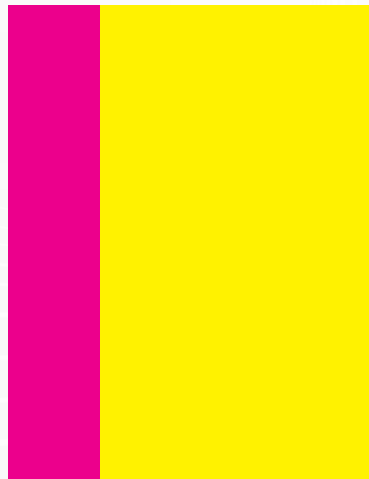
Quarter Page



Strip Ad
(Horizontal)



Strip
Ad (Vertical)





DIGITAL EDITION AD SPECS 2023

MECHANICAL DATA

Page	Width (Inches)		Height (Inches)
Magazine Size	8.5	X	11
Full Page (Trimmed size)	8.5	X	11
Double Page (Trimmed size)	17	X	11
Half Page	7.5	X	5
Quarter Page	3.75	X	5
Strip Ad (Horizontal)	7.5	X	2.5
Strip Ad (Vertical)	2.5	X	10
Artwork Requirement	JPEG / PDF		



ADVERTISING RATES CARD RATES ARE AS FOLLOWS

COVER	1 ISSUE INR	1 ISSUE USD	FREQUENCY DISCOUNT
BACK OUTSIDE COVER (BOC)	1,20,000	3500	2 - 4 INSERTS - 6%
FRONT INSIDE COVER (FIC)	1,20,000	2500	
BACK INSIDE COVER (BIC)	1,20,000	2500	4 - 6 INSERTS - 10%
DOUBLE SPREAD	1,50,000	2500	
FULL PAGE (INSIDE)	60,000	2000	6 - 9 INSERTS - 15%
HALF PAGE	45,000	1500	
QUARTER PAGE	20,000	1000	9 - 12 INSERTS - 20%
BANNER AD	20,000	1000	

ARTWORK REQUIREMENTS

Colour: CMYK colours only. No SPOT colours. Colour quality is not guaranteed if SPOT colour used.

Fonts: Outline or Embedded all fonts in the PDF
File Format: High-Resolution EPS, PS, TIFF & PDF

Resolution: Advertising materials must be at least 300 dpi and submitted at 100% size.

CE UPDATE magazine does not accept responsibility for the reproduction of materials when they do not meet these specifications.



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kartikeya@futureaviation.in | pranay@futureaviation.in

For All CE Update magazine Enquiries : Editorial / Advertisements
ceupdatemag@gmail.com | Mobile : +91 9444499221