

ELEVATOR WORLD **India**

The Premier Magazine for the Building Transportation Industry in India



MEDIA KIT 2011

www.elevatorworldindia.com

ELEVATOR WORLD India

The Premier Magazine for the Building Transportation Industry in India

Elevator World India is the official publication for the **International Elevator & Escalator Expo** held in India every two years and the first publication dedicated to the elevator/lift industry.

Published and Produced by Elevator World Inc. USA, the international publisher for the elevator/lift industry for over 57 years, in partnership with **Virgo Publications, India.**

Elevator World India is published 4 times per year.

- First Issue January-March 2011
- Second Issue April-June 2011
- Third Issue July-September 2011
- Fourth Issue October- December 2011

Elevator World India has a controlled circulation of **6,300** India specific readers from the elevator/ escalator industry, including: electrical engineers, builders, architects, hospitality and retail sector, government regulatory bodies, infrastructure companies, project management consultants, elevator consultants, etc.

Editorial consists of India specific projects, expositions, suppliers, products and this region's market details. To contribute editorial about this market and/or your products, please contact editorial@elevator-world.com.

Advertising consists of 4-color multiple sized display advertisements, India Source Directory listings and Marketplace Classified ads. See the following page for pricing and further details.

Subscriptions are free. To be added to the subscriber list, please contact the appropriate contacts below or log on to www.elevatorworldindia.com.

Elevator World India is published by Elevator World, Inc. USA, the publisher for ELEVATOR WORLD magazine, in partnership with Virgo Publications, India. ELEVATOR WORLD magazine has been published for over 57 years and is considered the world leader in news and information for the international building-transportation industry. For more information about ELEVATOR WORLD and our annual International SOURCE[®] directory, please visit our websites; www.elevator-world.com and www.elevatorbooks.com.

CONTACTS:

Commercial - India:

Virgo Publications - Bangalore, India

Office: +91 80 25567028

Fax: +91 80 25567028

info@virgopublications.com

G. Raghu Mobile: + 91 98450 95803

raghu@virgopublications.com

Anitha Raghunath Mobile: +91 9880110153

anitha@virgopublications.com

Editorial - India:

TAK Mathews Office: +91 22 3263 8551

Mobile: +91 98201 80551 (after hours and holidays)

tak.mathews@takconsulting.net

editorials@virgopublications.com

Commercial - All Other Countries:

T.Bruce MacKinnon

Elevator World Corporate Office
Mobile, Alabama USA

Mobile: 251-379-0564

Office: 251-479-4514 ext 20

Fax: 251-479-7043

tbruce@elevator-world.com

tbrucemackinnon@comcast.net

Editorial - All Other Countries:

editorial@elevator-world.com

Contribute to *ELEVATOR WORLD* India by simply sending us your industry news, technical articles, project reports, comments, pictures, product announcements and more. Please send inquiries to TAK Mathews at phone: +91 22 3263 8551, e-mail: tak.mathews@takconsulting.net or editorials@virgopublications.com.

2011 Deadlines / Editorial Calendar

2011 Elevator World India Deadlines

Issue (Months covered)	Editorial Materials Deadline	Advertising Insertion Deadline	Advertising Materials Deadline
Volume 4 Issue 1 (Jan-Mar)	Dec 30, 2010	Jan 3*	Jan 10
Volume 4 Issue 2 (April-June)	March 31	April 8	April 15
Volume 4 Issue 3 (July-Sept)	June 30	July 8	July 15
Volume 4 Issue 4 (Oct-Dec)	September 30	Oct 7	Oct 14

* All other dates fall in 2011

2011 Elevator World India Editorial Content Calendar

Volume 4 Issue 1 – published February 1, 2011

Primary topics:

Focus on maintenance

Inside India news columns

International news columns

Distributed at the IEE Tech Forum

Volume 4 Issue 3 – published August 15, 2011

Primary Topics:

Focus on hydraulics systems

Inside India news columns

International news columns

Volume 4 Issue 2 – published May 16, 2011

Primary Topics:

Focus on escalators / moving walks

Inside India news columns

International news columns

Volume 4 Issue 4 – published November 15, 2011

Primary Topics:

Focus on doors and cabs

Inside India news columns

International news columns

STAFF

Publishers – Elevator World, Inc.: Anitha Raghunath / Ricia Hendrick / T. Bruce MacKinnon

Exclusive Partner – Virgo Publications: Anitha Raghunath, G. Raghu (India)

Editorial

International Editor – Bob Caporale

India Editor – TAK Mathews

India Editorial Assistant – Neeta Deole

Correspondents – Mohamed Iqbal

EW Editorial Staff (US) – Terri Wagner, Lee Freeland, David Clothier, Dee Browder, Elizabeth Pate

Printing and Circulation

Commercial Directors – Anitha Raghunath, G. Raghu (India), Tricia Cartee, Michelle Hanks (US)

Advertising, Sales and Marketing

Anitha Raghunath, G. Raghu (India), T. Bruce MacKinnon, Lesley K. Hicks, Scott O. Brown, Cleo Brazile (International), Brad O'Guynn (Marketing), Robin Lawley (Educational Products) (US)

Print Production and Internet

EW staff (U.S.) – Lillie McWilliams, Jessica Trippe, Brad O'Guynn, Brett Mouron, Bambi Springer

Administration

Anitha Raghunath (India), Linda Williams, Jeanna Kenny (US)

ELEVATOR WORLD India

The Premier Magazine for the Building Transportation Industry in India

DIRECTORY AND MARKETPLACE

Advertising Options

ELEVATOR WORLD India (EWI) offers two low-cost options to those companies who wish to promote their products and/or services within the Indian market and surrounding regions.

ELEVATOR WORLD INDIA **Source Directory**

This section is in the back of each issue and serves as a resource for the industry and consists of company profiles. Company profiles include: company name, address, telephone, fax, e-mail, website, key contacts and products supplied or manufactured.

SOURCE DIRECTORY RATES

Free to Display Advertisers

\$50 US/2,177INR per issue

\$195 US/8,491INR per year (4 issues)

Download Listing Application at <http://www.elevatorworldindia.com/PDFs/listingapp.pdf>

Company Profile Sample

JOHNSON LIFTS PVT. LTD.

NO. 1, EAST MAIN ROAD,
ANNA NAGAR, WESTERN EXTENSION
CHENNAI - 600 101

Telephone: 044 26152200

Fax Number:+91 44 2615 1614

E-Mail: vj@johnsonliftsltd.com

Web Site: www.johnsonliftsltd.com

Contact: Mr. V. Jagannathan, Executive Director

Products Manufactured/Supplied:

Manufacturers of Elevators of various capacity - Passenger Lifts, Good Lifts, Passenger cum Bed Lifts, Gearless Type & Escalators.



ELEVATOR WORLD **India Marketplace**

This is a classified section for recruitment, businesses for sale, and products and services offered. It consists of boxed advertisements sized in business card, 9x5 cm.

MARKETPLACE RATES

Business Card (1/8th page)

\$50.00 US/2,177 INR per issue

\$150.00 US/8,491 INR per year (4 issues)

Color and black and white available.

Elevator World India Marketplace

MARKETPLACE RATES Business Card (1/8th page) \$50.00 US/2,177 INR Color and black and white available. To advertise, please contact sales@elevator-world.com	View Your Market. Use the Web.  Marketplace
Color and black and white available.	For just: \$50.00 US/2,177 INR your advertisement could be here!
Used in 80 countries worldwide, the ELEVATOR WORLD SOURCE 2011 directory can help you reach your customers around the corner, or around the world.	Visit us for <ul style="list-style-type: none">• Weekly Industry News• Video and Photo Galleries• Subscription and Advertising• Editorial Calendar www.elevatorworldindia.com
To advertise, please contact sales@elevator-world.com	Features from ELEVATOR WORLD India ELEVATOR WORLD India (EWI) is excited to announce two features in the quarterly magazine which offers low cost options to those companies who wish to promote their products and/or services within the Indian market and surrounding regions. ELEVATOR WORLD India Source Directory and ELEVATOR WORLD India Marketplace

"History has proven, companies that maintain or increase their advertising investments in periods of economic downturn increase their sales and share of market, both during and after the downturn."

American Business Media

Advertising Rates

Elevator World India is published by Elevator World, Inc. USA, the publisher for **ELEVATOR WORLD** magazine, in partnership with Virgo Publications, India. **ELEVATOR WORLD** magazine has been published for over 57 years and is considered the world leader in news and information for the international building-transportation industry. For more information about **ELEVATOR WORLD** and our annual International SOURCE[©] directory, please visit our websites; www.elevator-world.com and www.elevatorbooks.com.

Rates in Indian Rupees

Display Advertising

SPACE	4x	1x
Full Page	44,000	56,000
2/3 Page	35,000	44,000
1/2 Page	26,000	35,000
1/2 Island	35,000	44,000
1/3 Page	22,000	26,000
1/3 Island	24,000	30,000
1/4 Page	18,000	22,000
Double Pg.	82,000	94,000
Inside Front Cover	94,000	107,000
Inside Back Cover	94,000	107,000
Back Cover	120,000	129,000

Special Positions	4x	1x
Page 1 (Full Page)	94,000	107,000
Page 5 (Full Page)	51,000	65,000
Page 7 (Full Page)	51,000	65,000
Two Full pages in different sections of the magazine on right hand pages	80,000	101,000

India Marketplace

Business Card (1/8th pg) — 4,280
2,177INR per issue. 8,491INR per year (4 issues)

India SOURCE Directory

2,177INR per issue. 8,491INR per year (4 issues)
(Listings free for display advertisers.)

Rates in US Dollars

Display Advertising

SPACE	4x	1x
Full Page	\$1000	\$1300
2/3 Page	\$800	\$1000
1/2 Page	\$600	\$800
1/2 Island	\$800	\$1000
1/3 Page	\$500	\$600
1/3 Island	\$550	\$700
1/4 Page	\$400	\$500
Double Pg.	\$1900	\$2200
Inside Front Cover	\$2200	\$2500
Inside Back Cover	\$2200	\$2500
Back Cover	\$2800	\$3000

Special Positions	4x	1x
Page 1 (Full Page)	\$2200	\$2500
Page 5 (Full Page)	\$1150	\$1495
Page 7 (Full Page)	\$1150	\$1495
Two Full pages in different sections of the magazine on right hand pages	\$1,800	\$2350

India Marketplace

Business Card (1/8th pg) — \$100
\$50 per issue. \$150 per year (4 issues)

India SOURCE Directory

\$50 per issue. \$150 per year (4 issues)
(Listings free for display advertisers.)

To calculate Black and White rates for display advertisements, deduct 10% (not applicable on covers or double page spreads)

ELEVATOR WORLD **India**

The Premier Magazine for the Building Transportation Industry in India

Specifications

Mechanical Requirements

To insure the quality and correctness of your advertisement, follow the below requirements. For assistance, contact the advertising department.

Accepted File Formats:

QUARKXPRESS 8.12 or earlier versions

Send all fonts required for the document – screen and printer fonts. Send all artwork used to produce your ad. Use only TIFFs and/or EPSs created in Illustrator or PhotoShop (Quark EPSs are not acceptable). Colors used in a document must be named consistently between Quark and Illustrator. Use 4-color separation for ads that are 4-color. Include 1/8-inch bleed when required.

PHOTOSHOP 11.0.2 or earlier versions

Create PhotoShop files at 300 dpi (200 dpi minimum). Do not change the resolution of your photographs if they are not 300 dpi. Photoshop files should be CMYK or grayscale. Save your files as TIFFs or EPSs. Do not use LZW compression or JPGs. Clipping paths should be created by hand using as few points as possible to ensure proper RIP by the printer. Total Ink Density should not exceed 305%.

ILLUSTRATOR 14 or earlier versions

Colors used in a document must be named consistently between Quark and Illustrator. Use 4-color separation for ads that are 4-color and Pantone® Coated colors for ads that have spot color. Total Ink Density should not exceed 305%.

PDFs

Adobe Acrobat 9.3.3 and Adobe Acrobat Distiller (9.3.3). If sending high resolution PDF files, all fonts and images must be embedded, all elements must be encoded as CMYK or spot, the file must be identified as trapped or not trapped. We can not change or alter any PDF files. Total Ink Density should not exceed 305%. **PDF files will be printed as is.**

PROOFS

All materials must be submitted on CD or via email (files no larger than 3 mb) or ftp site – ALL advertisements MUST be accompanied by a Kodak approval or dot proof. ELEVATOR WORLD will NOT guarantee quality or color correctness of any advertisement submitted with any other types of proofs or if digital materials are sent in unapproved software/format.

PRINTING/BINDING

Binding: Perfect. Method of printing: Web Press.

Material Storage: If no instructions are received with material, materials will be destroyed.

MATERIAL DEADLINE

Material deadline for new and revised ads are Issue 1- Jan 10, Issue 2 – April 15, Issue 3 – July 15, Issue 4 – Oct 14. Any materials received after the scheduled due date will be assessed a US \$200 late penalty, appearing on the advertisers invoice.



Double-Page Spread – 16" x 9-5/8" (406.4 x 244.48mm);
17-1/4" x 11-1/8" for trim bleed (438.15 x 282.58mm)
allow 1/8" (.58mm) for gutter



Full Page
7-1/2" x 9-3/4" (190.5x247.65mm)
Bleed page: at least 8.632" x 11-1/8"
(215.9 x 282.58mm) to allow for trim



2/3 Vertical
4-7/8" x 9-3/4"
(123.87x247.65mm)



2/3 Horizontal
7-1/2" x 6-3/8"
(190.5x161.93mm)



1/2 Vertical
3-5/8" x 9-3/4"
(92.08x247.65mm)



1/2 Horizontal
7-1/2" x 4-3/4"
(190.5x120.65mm)



1/2 Island
4-7/8" x 7-1/4"
(123.82x184.15mm)



1/3 Vertical
2-5/16" x 9-3/4"
(58.74x247.65mm)



1/3 Horizontal
7-1/2" x 3-1/8"
(190.5x79.375mm)



1/3 Island
4-7/8" x 4-3/4"
(123.83x120.65mm)



1/4 Vertical
3-5/8" x 4-3/4"
(92.08x120.65mm)



1/4 Horizontal
7-1/2" x 2-1/4"
(190.5x57.15mm)

ELEVATOR WORLD **India**

Advertising Contract



India: Virgo Publications - Bangalore, India
Office: +91 80 25567028
Fax: +91 80 25567028
info@virgopublications.com
G. Raghu Mobile: + 91 98450 95803
raghu@virgopublications.com
Anitha Raghunath Mobile: +91 9880110153
anitha@virgopublications.com

All Other Countries: Elevator World
Corporate Office - Mobile, Alabama USA
T.Bruce MacKinnon
Mobile: 251-379-0564
Office: 251-479-4514 ext 20
Fax: 251-479-7043
tbruce@elevator-world.com
tbrucemackinnon@comcast.net

Elevator World India is published by Elevator World, Inc. USA, the publisher for **ELEVATOR WORLD** magazine, in partnership with Virgo Publications, India. **ELEVATOR WORLD** magazine has been published for over 57 years and is considered the world leader in news and information for the international building-transportation industry. For more information about **ELEVATOR WORLD** and our annual International SOURCE[®] directory, please visit our websites; www.elevator-world.com and www.elevatorbooks.com.

Elevator World India is hereby authorized to insert our advertising under the terms and conditions listed in this Contract:

Advertiser: _____
Agency: _____
Address: _____
City: _____ **State:** _____ **Zip:** _____
Country: _____ **Advertising Contact:** _____
Phone: _____ **Fax:** _____
Email: _____ **Web Address:** _____

SOURCE LISTING: ()

FREQUENCY RATE: () 1x; () 4x;

DISPLAY SIZE: () Double-Page Spread; () Full Page; () 2/3 Page; () 1/2 Page; () 1/2 Island;
() 1/3 Page; () 1/3 Island; () 1/4 Page;

CLASSIFIED: () Business Card

FORMAT: () Vertical; () Horizontal **COLOR:** () Black & White; () 4-Color

SPECIAL POSITION OR BLEED (ADDITIONAL 15%): Includes any special positions _____

SCHEDULE (Insert Year - Check Month of Issue Below):
ELEVATOR WORLD India is published 4 times per year

YEAR _____ **YEAR** _____

- JANUARY - MARCH
 APRIL - JUNE
 JULY- SEPTEMBER
 OCTOBER - DECEMBER

- JANUARY - MARCH
 APRIL - JUNE
 JULY- SEPTEMBER
 OCTOBER - DECEMBER

Contract Details:

MATERIALS MUST BE SUBMITTED ON DISK/CD/ZIP - NO FILMS ACCEPTED. ADVERTISING MATERIAL DEADLINE FOR NEW AND REVISED DISK/CD/ZIP OR NOTIFICATION OF PICK-UP ISSUE IS the 15th of the month preceding the month of publication. Any material(s) received after THE DEADLINE will be assessed a US \$200.00 late penalty, appearing on the advertiser's invoice. A KODAK APPROVAL PROOF or DOT proof MUST ACCOMPANY new and revised materials.

ELEVATOR WORLD India will NOT guarantee quality or color correctness of any advertisement submitted with any other types of proofs or if digital materials are sent in unapproved software/format. These materials could incur production charges at a rate of \$125.00 US per hour.

SIGNED: _____ **DATE:** _____

ELEVATOR WORLD **India**

Advertising Contract (continued)



GENERAL

ELEVATOR WORLD India will not be bound by any conditions, printed or otherwise, appearing on any insertion order or contract when they conflict with terms and conditions of this contract.

- (a) Advertisers and their advertising agencies assume liability for all content (including text, representation and illustration) of advertisements printed and also assume responsibility for any claims arising therefrom made against the Publication. The Publisher reserves the right to reject any advertising deemed not in keeping with the publication's standards.
- (b) **The Publisher has the privilege to reject any advertising for non-compliance with payment terms. Both advertisers and advertising agencies are EQUALLY responsible for payment of advertising appearing in this Publication. Default by either party does not remove the burden of payment by remaining party.**
- (c) **The Publication is not liable for any errors in advertising copy received in ANY format. It is the Advertiser/Agency's responsibility to ensure material sent to the Publication is correct and ready to print. All advertising material MUST be accompanied with a proof.**
- (d) **The Publication is not required to submit proofs when copy requiring production work is received after the 1st of the month preceding publication.**
- (e) The Advertiser and agencies are to receive the Publication in which their display advertising appears, plus two tear sheets with an invoice mailed on the day of publication.
- (f) **Insertion schedules can be cancelled only with written notice when received 10 days prior to issue closing date. When new copy is not received by final closing date, the Publisher reserves the right to repeat the advertiser's last previous advertisement.**
- (g) Contracts – Contract periods are 12 months beginning with the month of 1st insertion. Advertisers will be billed or credited at the lowest rate earned by advertisements actually inserted during the contract period. Advertising rates are protected for 12 months from the date of contract. There are no multi-year contracts.

COMMISSIONS, CASH DISCOUNTS, PENALTIES

- (a) **Agency Commission:** Commissions available to recognized advertising agencies only. 15% off space rate and color for the print publication. Agency commission is not available after 45 days from date of invoice and will be charged back if taken. ELEVATOR WORLD India reserves the right to contact the client directly when any account is 60 days past due. If an account is 60 days past due, all advertising will be discontinued until the account is brought current. Payment terms for approved credit accounts are net 30 days.
- (b) **Credit:** All advertisers/agencies must establish credit with the Publisher either through history or application. All one-time and/or first-time contracted advertisers must prepay until credit is established.
- (c) **Net amount of invoice** is due by the 11th day. Please pay by invoice – cash discounts cannot be taken if we send a statement. A 3% discount is available for prepayment of advertising – anytime prior to the 1st of the month of publication. Advertisers who pay for a full time contract in advance are allowed a 5% discount.
- (d) **Penalties, Short Rates/Rebates: Any advertiser not fulfilling their signed contract agreement will be short-rate billed for any outstanding insertions. Advertising material received after deadline will be charged a US\$200.00 minimum late penalty that will be reflected on monthly invoice. The Publication can not guarantee customer satisfaction nor will be held liable for quality, color or printing of advertisement when material is received after deadline. Advertiser/Agency will be responsible for full payment of insertion if there is a discrepancy in the published advertisement.**

IN THE EVENT OF NON-PAYMENT, THE PUBLISHER RESERVES THE RIGHT TO HOLD THE ADVERTISER AND/OR AGENCY JOINTLY AND SEVERALLY LIABLE FOR SUCH MONIES AS ARE DUE AND PAYABLE TO THE PUBLISHER, INCLUDING ANY AND ALL LEGAL FEES WHICH MAY BE INCURRED IN THE COLLECTION PROCESS.

Indian Advertisers: Remit funds to Virgo Publications, Axis Bank, Bangalore. Account No. 194010200009829

US and International Advertisers: Remit funds in US dollars only, by bank draft (check) drawn on a prime U.S. bank direct to our address: 356 Morgan Avenue, Mobile, Alabama 36606 USA or via S.W.I.F.T. to RBC Centura, 3250 Airport Blvd., F-4, Mobile, Alabama 36606 USA, Acct. No. 519-0086994, Sort Code 053100850, ABBA/Swift Code: CNTAUS33, or credit card (VISA, MasterCard or American Express).

NOTE: ELEVATOR WORLD India reserves the right to discontinue advertising for which it is not paid promptly, under conditions stated above.

SIGNED: _____ **DATE:** _____

BY SIGNING THIS PAGE, YOU AGREE TO AND UNDERSTAND THE TERMS AND CONDITIONS THAT APPLY TO THIS CONTRACT.