


FORTNIGHTLY
**ENGINEERING
REVIEW**
The voice of engineers



ADVERTISEMENT TARIFF

Effective January 2024

FORTNIGHTLY
**ENGINEERING
REVIEW**
The voice of engineers

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Advertisement Tariff



Effective January 2024

DISPLAY ADS (COLOUR)

INSIDE PAGES

Per col.cm

Casual Rates: -----Rs. 425

From 10 column cm to 460 column cm

Contract Rate: If you agree to consume over

460 column cms in 12 months-----Rs. 415

SUPPLEMENTS

Per col.cm

Supplements, Special Reports and
Advertisement Features

Rs. 425

SPONSORED SUPPLEMENTS

An exclusive supplement on a special event / achivevment of your
company minimum two pages.

Space to be charged-----60 percent

Space gifted free for editorial requirements-----40 percent

ANNOUNCEMENTS*

Colour
Per col.cm

Situation Wanted-----Rs. 325

Situation Vacant-----Rs. 360

Tenders/ Pre-qualification and Public Notices

Machinery for Sale/ Purchase,-----Rs. 390

*Payment on booking



BOOKS & MAGAZINES

To promote knowledge, we offer a large discount of 50% on the ads of books and magazines.

ENGINEERING BAZAR*

Engineering Bazar consists of

● Bijli Ghar, ● Automation Park and ● Engineering Bazar.

Division of small ads into three categories makes it easier for the advertiser to address its audience and readers will also find it easy to locate required products.

Tarrif is same for all sections but is lower, as compared to display ads outside Engineering Bazar. There are three standard sizes of ads in all sections of Engineering Bazar.

Prices of three sizes are:

No. of Ads & Period	Colour		
	10 Col cm	15 Col cm	20 Col cm
24---1 year	Rs. 75,000	Rs.112,000	Rs.149,000
12---6 months	Rs. 38,500	Rs. 57,000	Rs. 76,500
6---3 months (minimum ads)	Rs. 26,500	Rs. 40,000	Rs. 53,000

*Payment on booking.

PROFESSIONAL CLUB*

It is a scheme for business cards of consulting engineers, architects and other professionals.

Prices of three standard sizes are:

No. of Ads	Period	Colour		
		4cm x 6 cm <i>Height x Width</i>	8 cm x 6 cm <i>Height x Width</i>	8cm x 12 cm <i>Height x Width</i>
24-----	1 year	Rs. 35,000	Rs. 69,000	Rs.137,500
12-----	6 months	Rs. 18,000	Rs. 36,000	Rs. 70,500
6-----	3 months (minimum ads)	Rs. 12,000	Rs. 21,000	Rs. 40,000



CALCULATED COSTS OF 3 POPULAR SIZES

	Casual	Contract	Supplement
Per col cm	Rs. 425	Rs. 415	Rs. 425
Full Page 240 col cm	Rs. 102,000	Rs. 99,600	Rs. 102,000
Half page 120 col cm	Rs. 51,000	Rs. 49,800	Rs. 51,000
Qtr Page 60 col cm	Rs. 25,500	Rs. 24,900	Rs. 25,500

SPECIAL POSITION EXTRAS

Front Page-----100% Extra

Min. size: 30 col cm (5 cm x 6 col)

Max. size: 60 col cm (10 cm x 6 col)

Back Page-----50% Extra

Min.Size: 30 col cm (15 cm x 2 col; or 10 cm x 3 col; or 5 cm x 6 col)

Max.Size: 60 col cm (20 cm x 6 col; 27 cm x 4 col; or 18 cm x 6 col)

Other guaranteed positions-----35% Extra

Any size between 10 col cm to full page.

FREE INSERTIONS

Ads in 11 consecutive issues will qualify for the 12th ad to be published FREE. Size of 12th, FREE, insertion shall be the average of 11 paid ads.



EAR PANELS

It's a prestigious position for ads. We have panels on English and Urdu Front Pages and on Page 3

	English Front page 6 cm x 6 cm <i>Height x Width</i>	Page-03 5 cm x 6 cm <i>Height x Width</i>	Urdu Front page 5 cm x 6 cm <i>Height x Width</i>
24 ads	Rs.145,000	Rs.132,000	Rs. 120,000
12 ads	Rs. 79,000	Rs. 71,500	Rs. 66,000

Minimum booking -----12 Ear Panels
Three months notice will be required for canceling the booking.

PRODUCT DISPLAYS

In this scheme of advertorial coverage, products with photograph/s can be described in detail. Space consumed will be billed @ Rs. 350/- per column cm.

YOUR OWN PAGE / COMPANY FEATURE

You can talk about your company, describe its services and products in your own words. When you plan to do so, a page can be reserved for you and it will be called COMPANY PAGE

For COMPANY PAGES to be consumed in one year, rates are as under:

01 COMPANY PAGE-----	Rs. 99,000/-
2-3 COMPANY PAGES -----	Rs. 97,000/- per page
5-6 COMPANY PAGES -----	Rs. 95,000/- per page
Over 6 COMPANY PAGES-----	Rs. 93,000/- per page



ANNUAL SUBSCRIPTION

1 copy

Rs. 2,400

TECHNICAL DATA

Size of page -----	46 cm x 28 cm
Printed Area -----	40 cm x 25 cm (40 cm x 6 cols)
Frequency -----	Fortnightly
Languages -----	English, Urdu
Height of column -----	40 cm
Number of columns/ page -----	6
Width of column -----	4 cm
Printing process -----	Offset
Paper used -----	Mechanical/ Newsprint

Advertisement

Material-----	Digital Data
Program-----	FreeHand, CorelDraw, Photoshop etc.
Formats-----	PSD, TIFF, JPEG,
Colour Mode-----	CMYK
Resolution-----	300 DPI
Closing dates for Ad Material	14th and 29th of the Month.



TERMS

1. All advertising rates and discounts shall be valid for one year starting from the publication of your first advertisement.
2. Contract rates are valid for 12 months. In case of shortfalls, supplementary bill for the difference will be raised.
3. Minimum size of display ads should be 10 column cm.
4. Every care shall be taken, but we accept no responsibility for mistakes in composed ads.
5. Advertisement's colors cannot be guaranteed unless a color proof of the advertisement is provided on newsprint.
6. Advertorials are subject to approval.
7. No deductions will be allowed from bills on account of alleged defective insertions. Make - good claims received within 15 days, if admitted, will be met by free insertion to be published at Engineering Review's convenience.
8. Engineering Review's management has the right to refuse or suspend publication of any advertisement without stating reasons.
9. All rates are subject to change without notice.



Engineering Review Advertisement Tariff Effective January 2024



Is a strong niche publication

Provides focused audience

Provides good network of professionals
in high income brackets

It is mainly a manly (man appeal) publication

Matches prestige and status of your company

*It is a good medium for
high value premium products and services*


***Its circulation is large in numbers
and rich in quality.***

Our advertising rates are economical

Place your ads with confidence.



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 www.youtube.com/engineeringreviewER

