



# INDIAN / INTERNATIONAL RUBBER JOURNAL MEDIA KIT 2010 (FOREIGN)

## Advertisement Tariff \*

Full page (Colour)	US \$ 2500
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## PROMINENT PAGES\*

Back Cover	US \$ 4950..reserved
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Page 6	US \$ 4500
Right hand page immediately after the interview	US \$ 4500

## Subscription\*

Annual Subscription	US \$ 275
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(7 issues) by airmail

*\* All rates are nett, exclusive of advertising agency commission*

## Circulation

As of February 2009: 32,000

**Circulated in:** India, Sri Lanka, Bangladesh, Pakistan, Malaysia, Indonesia, Philippines, Thailand, Japan, China, Taiwan, Singapore, USA, Canada, Latin America, Western Europe, Russia, Poland, Hungary, Czech Republic, Romania, South Korea, Australia, New Zealand, Africa, Turkey, Iran, Greece and the Middle East

**Global Reach:** The IRJ reaches corporations, consultants, rubber planters, rubber related institutions and organisations worldwide. It is considered essential reading material by industry decision makers, and keeps them abreast of changes and events in this dynamic industry: from technical innovations and product development, to in-depth features on prominent newsmakers and companies, to corporate results, analysis and forecasting.

## Technical Specifications

**Ad Material:** Soft version by email or on CD Rom in high resolution (300 dpi) PDF, TIFF or EPS format,

## Advertisement Print Area

**Single page bleed size :** 21.0 cms (width) X 28.0 cms (height)  
**Single page trim size :** 18.5 cms (width) X 24.5 cms (height)  
**Double page bleed size :** 42.0 cms (width) X 28.0 cms (height)  
**Double page trim size :** 38.0 cms (width) X 24.5 cms (height)  
**Cutter space :** Kindly add 4 mm cutter space on all 4 sides to the above mentioned bleed and trim sizes  
**Half page horizontal: Bleed:** 21.5cms(w) X 13.5cms (h) 5mm cutter space included  
**Half page horizontal: Trim :** 17.5cms(w) X 11.0cms (h) 5mm cutter space to be added  
**Half page vertical:** 9.3 cms (w) X 27.4 cms (h)  
**Screen size :** 133 lines screen  
**Emulsion Side :** Emulsion should be on the non-readable side or reverse side for offset printing

## 2010 Calendar / Schedule of Publication

Issue	Volume	Editorial Material Deadline	Ad Booking Deadline	Ad Material Deadline	Publication Date
January-February TIRE EXPO AFRICA 2010 (04-06 MARCH) IN JOHANNESBURG, SOUTH AFRICA	131	15 January	20 January	25 January	03 February
March-April IRSG WORLD RUBBER SUMMIT & CHINA RUBBER CONFERENCE 2010 (15-20 MARCH) IN QINGDAO, CHINA IISRP'S 51ST AGM (12-15 APRIL) IN DUBAI, UAE / CHINAPLAS 2010 (19-22 APRIL) IN SHANGHAI, CHINA	132	19 February	24 February	01 March	09 March
May-June REIFEN 2010 (01-04 JUNE) IN MESSE ESSEN, GERMANY	133	13 April	19 April	23 April	03 May
17 <sup>th</sup> Anniversary – June	134	10 June	16 June	21 June	29 June
July-August IRGCE 2010 (28-30 SEPT) IN KUALA LUMPUR, MALAYSIA / BRITEX INTERNATIONAL (5-7 OCT), MANCHESTER, ENGLAND	135	29 July	09 August	16 August	25 August
September-October K 2010 (27 OCT - 03 NOV) IN DUSSELDORF, GERMANY RUBBERTECH CHINA 2010 & REIFEN CHINA 2010 (NOVEMBER) IN SHANGHAI, CHINA	136	23 September	04 October	09 October	18 October
November-December	137	12 November	18 November	23 November	30 November

*Dates subject to revision*  
26-Oct-2009