

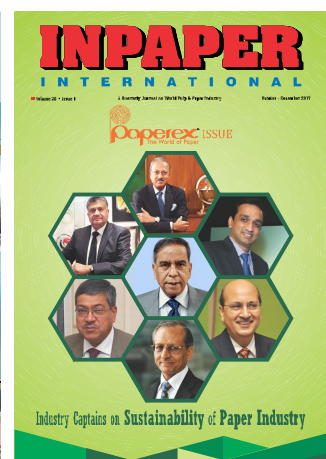
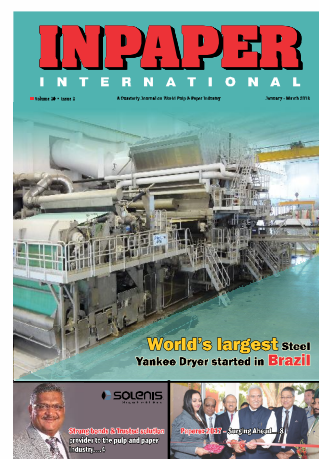
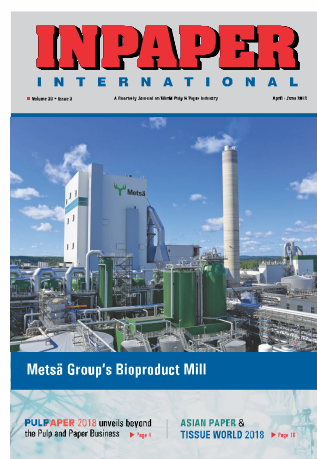
MEDIA PLAN

An Ideal Medium of Advertisement
for Pulp, Paper & Allied Industry



Branding Through INPAPER
Carry your impression far and wide!

A Quarterly Journal on World Pulp & Paper Industry



A Journal of Industry
by the Industry &
for the Industry

www.inpaper.com

Indian Paper Industry – an Outlook

Indian paper Industry comprising of more than 779 paper units is highly fragmented and dominated by small and medium scale units with capacity ranges from 20-50 metric tonnes to 3000 metric tonnes per day. With the globalization of Indian economy, foreign equity participation has become attractive. Today India produces a wide range of paper and paper boards using a variety of raw materials such as wood, agro residues and recycled fibre (wastepaper). Some interesting information on Indian paper Industry is furnished as hereunder:-

- Population - 1.33 billion
- Total installed capacity - 29 million tonnes
- Capacity in Operation - 25 million tonnes
- Per capita consumption - 16.5 Kg
- Percentage of growth - 6.5 to 7.0 CAGR
- Total Number of pulp, paper, board mills - 779+
- Mills in Operation - 545

Mission and Objective

Inpaper International, a quarterly journal is being brought out by the Indian Agro & Recycled Paper Mills Association (IARPMA) to highlight the Indian Paper Industry worldwide. The journal will cover the techno-commercial aspects of the Paper Mills in the world irrespective of the size and raw materials used by the Paper Mills on a global basis. INPAPER is the only publication brought out by the Indian Paper Industry directly.

Inpaper International is the only publication on pulp and paper industry, which have country representatives all over the world. Inpaper is a well reputed and professional journal serving high-level management teams of pulp, paper, conversion and allied industry.

Inpaper believes the informative, insightful and well-researched & structured reports, as well as professional and market oriented review from experts, scholars and well known industrialists clubbed with information of international associates, organizations, and industry policy of local government, presented in a mind capturing & refreshing manner, which will make our readers well informed on the day to-day affairs of Indian Paper Industry with a thrust on world Pulp, Paper and Allied Industry.

The main focused reporting areas of Inpaper International is global scenario of paper industry, international market updates, market and industry updates, international trade information, international price fluctuation, business activities, as well as latest products, technology and research findings, etc.

Inpaper International being the industry publication is garnering supports and co-operations from Pulp and Paper Industry Associations and Allied Industries. Inpaper International jointly with Hyve (previously known as International Trade & Exhibitions India Pvt. Ltd. (ITEI) is organizing Paperex-An International Trade Fair and Conference on Pulp, Paper and Allied Industry. Paperex has been conceived primarily as a technology show. It aims to provide a forum to exhibit and gain exposure to further innovations in technology, equipment and services in the field of Pulp and Paper and Conversion Industry. Bilateral discussions between Indian and Overseas machinery manufacturers would lead to foreign collaborations which will help in technological up-gradation of indigenously made machinery which would ultimately prove to be beneficial to our neighbouring countries. Coupled with the Exhibition, the International Conference focuses specially on latest technological advancement in the Paper Industry around the World and deliberates the possibility of adapting the same in the Indian context.

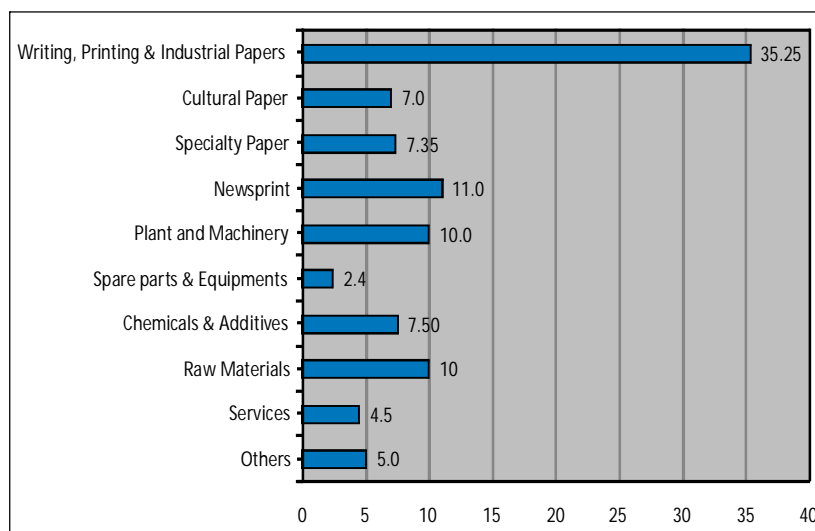
Profiles of Readers

Target readers include high-level management team of pulp, paper and allied industries like entrepreneurs, senior managers, purchasing managers, importing and exporting executives, marketing and sales experts, consultants, senior technocrats, all grades of scientists, Researchers, opinion makers, industry surveyors, educationalist, Research Institutes and its faculties as well as high level government Officials/bureaucrats, policy / decision makers of Central / State Governments, etc.

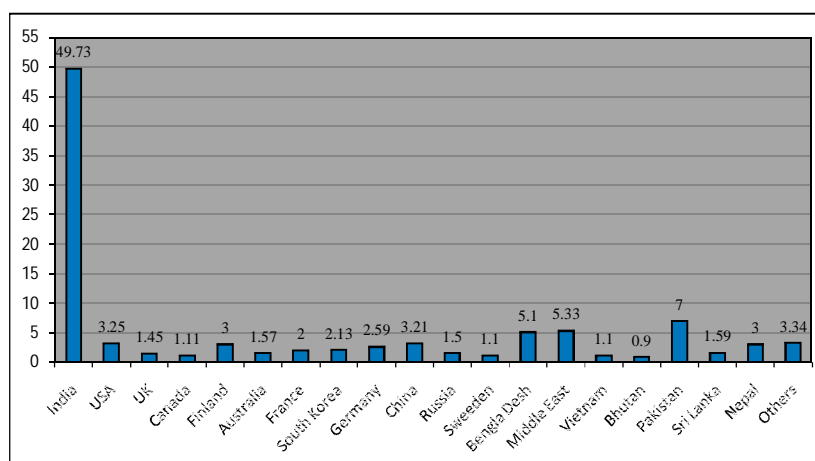
Circulation Profile

Inpaper International, the only recognized quarterly publication from India, had crossed many horizons and have a wide circulation of more than 18000 copies and readership of more than 100,000 world wide mainly among the direct associates/constituents of paper industry such as manufacturers of Paper, Kraft, Duplex etc., Machinery Manufacturers & suppliers, Raw material suppliers, Chemical Manufactures and Suppliers, Importers, Traders/ Distributors, Printers & Publishers, Research and Educational Institutions, Govt. Ministries, Technical Libraries, etc.

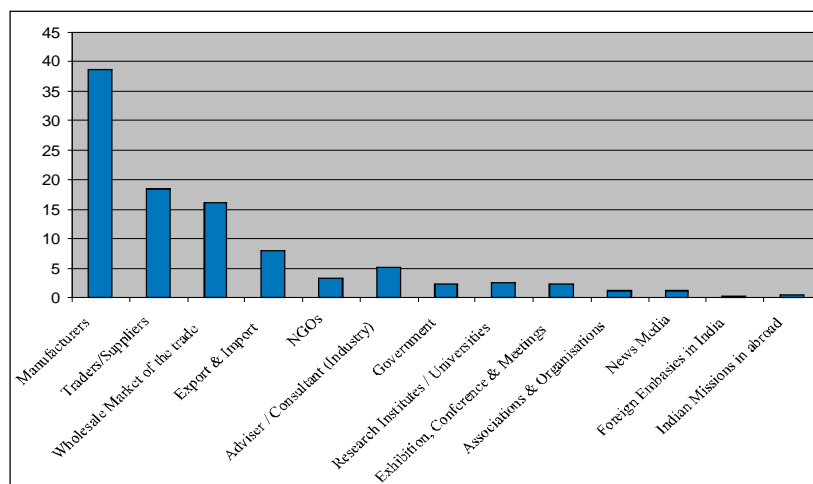
Analysis of Readers Industry Involved (%) - worldwide



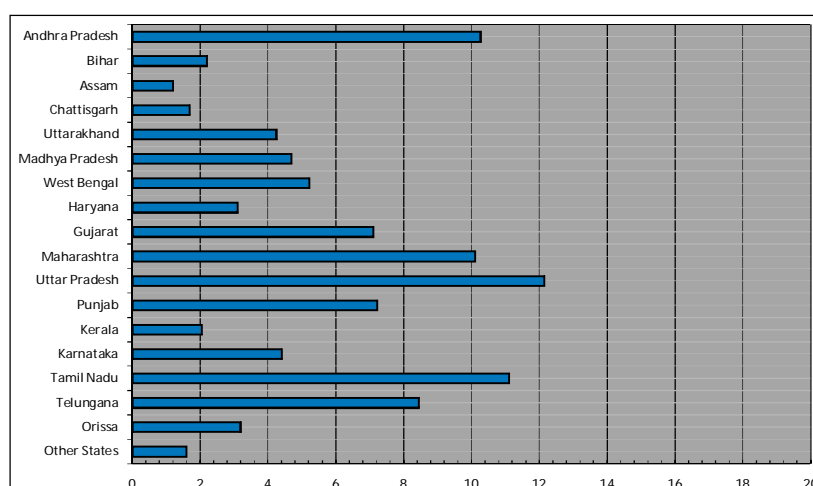
Analysis of Countrywise distributions (%)



Analysis of readers' attribute (%)



Analysis of readers' in India area wise distribution (%)



Coverage Plan

Main coverage of India & International Paper Industry: -

Cover Story: Report on companies or successful personality in the Pulp, Paper and Allied Industry.

Editorial: Burning issues of Pulp and Paper Industry.

Special Report/Column: Review by famous consultants / technocrats, discussing on international pulp & paper movements/Trade/outlooks on new trends of technologies etc.

Industry Watch: Report / Articles on investments, project implementations, Raw material sourcing, New plants & Technologies.

Business News: Government policies and regulations, trends of business etc.

Tech Watch: Focused technical discussions/articles on latest technologies by International technocrats/consultants, Senior Executives of Industry houses, etc.

Country News: Focused Indian Pulp, Paper and Allied industry news

Around the Globe: Focused worldwide Paper Industry News/ Technical Articles, etc.

Movements: Latest updation on Top-level Executives Movements taking place world wide in International paper and allied industry.

Upcoming Events: Information on the events of International Paper Industry.

Inpaper International Distribution and promotion schedule

- Channel 1** : Distributing through post office/Shipment and International courier services to direct subscribers
- Channel 2** : Deliver directly with the support of huge reader data base to the senior executives and equipment buyers of the Indian Paper Industry, Indian office of foreign cooperation, acclaimed institutions and administrative staff of Pulp, Paper and Allied Industry, National and International Organizations, etc.
- Channel 3** : Present through exhibition stalls and conferences on Pulp and paper industry world wide. Present the participants of all kinds of professional exhibitions/conferences, meetings, etc.,
- Channel 4** : Present the editorial members, the reporters, advertisers, Government officials, and Foreign Embassy officials.

Besides the traditional ways to distribute the Publication, we are attending Exhibitors in India as well as overseas to promote the journal, which is one of our features.

Nature of Inpaper International

- Language** : English
- Circulation** : 18,000+ (printed copies)
- Coverage** : Indian Pulp and Paper Industry with a thrust to world Paper Industry
- Magazine Size** : 210 x 297 mm Din A4, Saddle Stitched
- Size of issue** : Quarterly (4 issues in a year)

Deadline for material submission

- January/March** : February 15
- April/June** : May 15
- July/September** : August 15
- October/December** : November 15

INPAPER

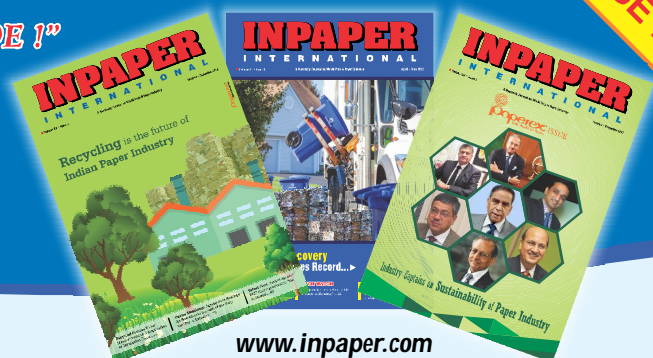
I N T E R N A T I O N A L

A Publication on World Pulp & Paper Industry

"WE CARRY YOUR IMPRESSION FAR AND WIDE !"

...Maximum Reach Out

**...Maximum Advertisement
for your Products and Services**



www.inpaper.com

**READ !
SUBSCRIBE !!
ADVERTISE !!!**



INDIAN AGRO & RECYCLED PAPER MILLS ASSOCIATION
– Nurturing Eco-friendly Paper Since 1987

For more details on advertisement, please contact :-

Jayaprakash T.
Mobile: +91-9818675398

INPAPER International
(IARPMA Publication Division)

Indian Agro & Recycled Paper Mills Association (IARPMA),
404, Vikrant Tower, 4 Rajendra Place, New Delhi 110 008, India
Tel.: +91-11-25862301, Fax: +91-11-25768639
E-mail: iarpma@inpaper.com
Website: www.inpaper.com