MEDIA PACK

www.agrospectrumindia.com
About AgroSpectrum

Agro Spectrum is a premier agriculture magazine, which provides updates on news and analysis on topical issues of national and international importance in agriculture. The magazine also analyses sectoral issues involving farming, farm mechanization, seeds, fertilizers, farm credit, crop protection, horticulture, animal husbandry, food processing, agribusiness, research and extension, marketing, high-tech agriculture, Agri biotechnology, Contract Farming etc. Agro Spectrum is widely circulated among the farmers, professionals of agriculture equipment manufacturers, policy makers, government officials, industry associations, research & academic institutions, embassies, extension agencies, Banks, financial and rural institutions, agriculture experts and other stakeholders in the agriculture sector.

Advantages

- AgroSpectrum India provides a unique platform to disseminate your message, showcase your products, services, achievements, future activities, partnership/extension plans or financial results to its core audience.

- AgroSpectrum India is the best medium to generate business leads, offer solutions and seek collaborations in the Agro and allied industry.

- AgroSpectrum India gives an opportunity to engage with discerning professionals in the industry.

- AgroSpectrum India has unmatched reach among policy makers, regulators and influencers.
Some Regular Features

1. Editorial (on highlight/s of the month)
2. Industry news & needs (corporate)
3. Interview of the month
4. Calendar of Events and Reports
5. Movement of key people (including Government postings)
6. News on S&T and innovation
7. IP issues (incl. new patents)
8. Union and State Governmental initiatives/policy/regulatory
9. News & views from overseas/Overseas markets
10. Market info (incl. highs & lows of listed cos)
11. Analysis of new business opportunities
12. Commodity market news & analysis
13. Issues & challenges that are common to industry
14. Story on Ingredients
15. Tracking companies
16. Academic Institute coverage
17. Career options news
18. Market news
Comprehensive Ecosystem Coverage
Spiraling Growth
<table>
<thead>
<tr>
<th>Issue</th>
<th>Cover Story</th>
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<tbody>
<tr>
<td>2021 January</td>
<td>Looking forward 2021 - status of agri industry in 2021</td>
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<tr>
<td>2021 February</td>
<td>Bio-Protection industry- Bio pesticides, herbicides-latest trends and technology, global market of bio pesticides</td>
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<tr>
<td>2021 March</td>
<td>Plant genome editing - way forward</td>
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<td>2021 April</td>
<td>Organic farming- new techniques like aquaponics, hydroponics- current market scenario and future of organic farming</td>
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<tr>
<td>2021 May</td>
<td>Sustainable Energy- Solar industry, use of sustainable energy in agriculture industry</td>
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<td>2021 June</td>
<td>Water Management In Agriculture- new Irrigation technologies, various models of water managements</td>
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<td>2021 July</td>
<td>Animal Health- vaccines, new technology in breeding, research and technology in prevention of common diseases in animals</td>
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<td>2021 August</td>
<td>Biofuels- research &amp; ethanol industry</td>
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<tr>
<td>2021 September</td>
<td>Poultry industry – market size, opportunities &amp; challenges, poultry management</td>
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<td>2021 October</td>
<td>Agri-tech start-ups</td>
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<td>2021 November</td>
<td>Agri- finance- various schemes by government, role of agritech start-ups and different global organisations in agri-finance</td>
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<td>2021 December</td>
<td>Floriculture industry- market size, latest trends and technologies in the floriculture industry.</td>
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## Ad Options

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<th>Ad Options</th>
<th>1x (INR)</th>
<th>Specification (w x h px)</th>
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<td>Standard Banner</td>
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<td>Footer Leader board</td>
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<td>Mid Page Unit (MPU)</td>
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<tr>
<td>Panel Ad</td>
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<tr>
<td>Videos (30 sec)</td>
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<tr>
<td>Sponsored Content (600 words)</td>
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## EDM

**Electronic Direct Mailer (EDM)**

1. EDM database 15000

2. EDM Width should be maximum 600px.

3. HTML file size should be maximum upto 28 kb.

4. HTML file should not contain any style sheet (CSS) or Javascript.

5. File format should be HTML.

6. Subject line is mandatory.

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Being a print advertiser, only 25% of the print advertisement value will be charged for the same digital advertisement.

Webinar - Rs. 100,000 plus taxes introductory offer.
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<th>6x</th>
<th>12x</th>
<th>Non-bleed (w x h)-cms</th>
<th>bleed (w x h)-cms</th>
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<tr>
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<td>72,000</td>
<td>68,000</td>
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<td>36,000</td>
<td>34,000</td>
<td>30,000</td>
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<tr>
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<td>1,36,000</td>
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<tr>
<td>Half double spread Horizontal</td>
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<table>
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<tr>
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Every AgroSpectrum India webinar is a full-service, turnkey marketing solution that generates leads, enhances your brand and identifies your company as a thought leader.

When we create an AgroSpectrum India webinar, we fuse your message with the current interests and needs of our audience (your targets!). And when all is said and done, you’ll have an online event that’s on target, expertly marketed, flawlessly produced and delivers a strong return on investment.

WEBINARS ARE ACCESSIBLE VIA DESKTOP AND VARIOUS MOBILE DEVICES.

**Traditional Webinars** Rs. 3,00,000
Live, hour-long educational sessions that feature some of the most renowned experts in printing. Sponsorship provides a unique opportunity to align your brand with our editorial content.

**Webinar Express** Rs. 2,00,000
Short, pre-recorded webinars available to busy professionals on-demand. Work with an editor to put your presentation together or provide your own content.

**Highlight Reel** Rs. 1,00,000
Work with our team to create a short video featuring the highlights of your event. This video will be posted on our site as content and used to encourage registrants who have not viewed the webinar to check out the full-length session!

**Whitepaper Spotlight**
Give us a resource to feature on the event console and in post-event emails.

**Webinar Recording**
Use these video files as content on your own site! Included in all webinar packages.

**Samples:** biospectrumasia.com/webinars
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