

advertise in

India's elegant trade publication for furniture, lighting and design accessory operators.

index furniture journal
the indian review of world furniture & design

in

What is
what is
what is
what is
what is

what is ifj?

an elegant trade publication with
a strong business focus, bridging
the gap between India and the
global community



A BI-MONTHLY TRADE PUBLICATION PROVIDING THE
UNIFYING PLATFORM BETWEEN THE ALLIED SECTORS OF
THE INDUSTRY

- Furniture
- Lighting
- Interior products and accessories (including bath and hardware)
- Design

SUBJECT MATTER

- Industry news and trade events
- Product information
- Project profiles
- Architect and designer interviews
- Data and statistics
- International products
- Design news
- Tradefair and event planner
- Government policy
- Information on duties, taxes and tariffs

VISUALS AND LAYOUT

- Stunning professional visuals
- Designer layout
- International look

the
best
platform
for
serious
business

TARGET SEGMENTS :

IFJ HAS A GUARANTEED CIRCULATION WITHIN THE FOLLOWING TARGET SEGMENTS

- Trade—manufacturers, retailers/wholesalers, dealers/distributors, importers/exporters

RELEVANT INDUSTRIES

9350 copies

- Residential Furniture
- Kitchens, Bathroom Furniture and Sanitary ware
- Office and Contract Furniture
- Lighting
- Furniture Hardware and Intermediates
- Interior Accessories and Art



SPECIFIERS

11300 copies

- Architects
- Interior Designers
- Builders
- Project Managers
(real estate/hospitality)
- Star Trading Houses

7100 copies

2550 copies

1250 copies

350 copies

500 copies

CORPORATE AND INSTITUTIONAL BUYERS

3850 copies

RELEVANT INDUSTRIES

- Hotels
- Banks/Financial Institutions
- Tourism
- MNC's/Blue Chip Companies
- Government

SEC 1A CATEGORY INDIVIDUALS (HIGH NET WORTH)

1000 copies

INTERNATIONAL AND FACILITATORS

1000 copies

- Chambers of Commerce
- Industry Trade Associations
- Schools and Colleges of Architecture

IFJ reaches everyone who's anyone. ifj

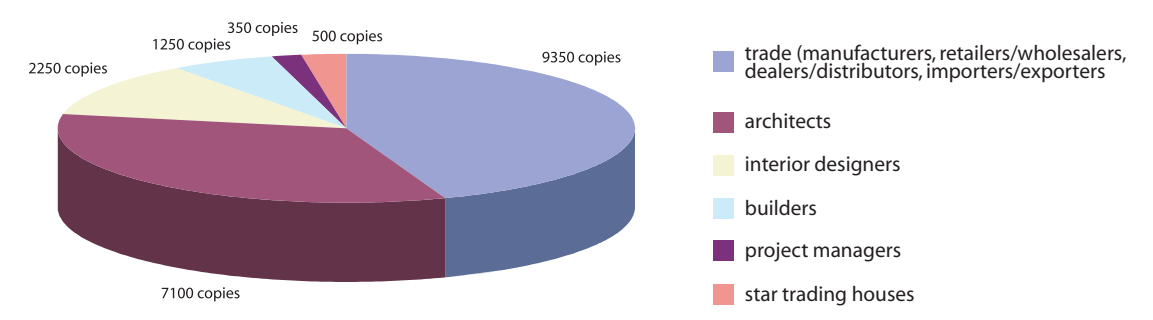
ifj reaches every_one who's anyone

IFJ REACHES EVERYONE who's ANYONE

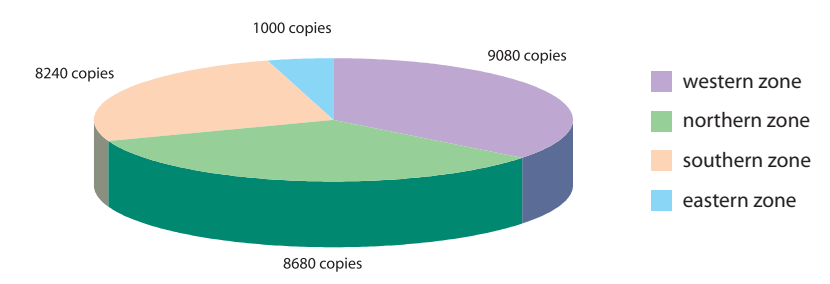
DISTRIBUTION

Average distribution per issue : 27,000 copies (excluding subscriptions)

OCCUPATIONAL ANALYSIS

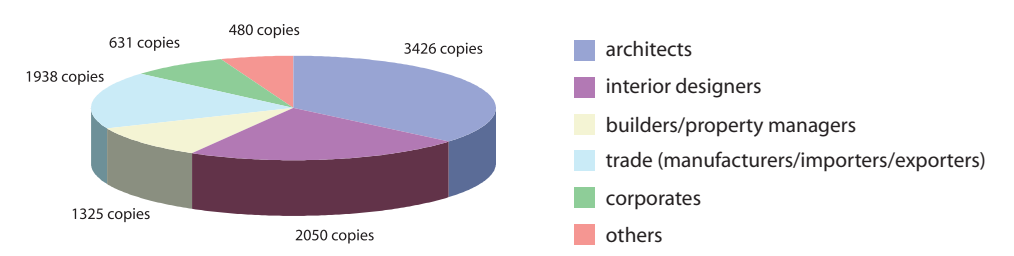


REGIONWISE CIRCULATION ANALYSIS (INDIA)



SUBSCRIPTIONS

Total No: 9850 (last update on 1st April 2008)



w o r l d w i d e **visibility**



PROMOTIONS

- Participation in industry trade fairs and focused events such as Index Fairs India and India Wood.
- Participation in architectural college meets to tap future trade professionals .
- Advertising in publications of trade associations, e.g. Journal of Indian Institute of Architects (JIIA).
- Presence in events of trade associations, i.e Indian Institute of Architects (IIA) and Indian Institute of Interior Designers (IIID).
- Guaranteed circulation through complimentary mailing to target readers.
- Organize IFJ seminars and design workshops at Index Fairs in India.

advertising

standard

number of insertions	single			X 2			X 4			X 6		
	INR	USD	EURO	INR	USD	EURO	INR	USD	EURO	INR	USD	EURO
FULL PAGE COLOR AD 241mm x 330mm	1,15,000	2,600	2,128	2,18,500	4,940	4,045	4,14,000	9,360	7,661	6,03,750	13,650	11,172
HALF PAGE COLOR AD 201 mm x 135mm	85,000	1,900	1,555	1,61,500	3,572	2,955	3,06,000	6,768	5,598	4,46,250	9,975	8,164
VERTICAL STRIP (half page) 114mm x 330mm	90,000	2,000	1,637	1,71,000	3,800	3,111	3,24,000	7,200	5,894	4,72,500	10,500	8,594
INSIDE COVER 241mm x 330mm	1,60,000	3,600	2,946	3,04,000	6,840	5,598	5,76,000	12,960	10,606	8,40,000	18,900	15,467
BACK COVER 241mm x 330mm	2,00,000	4,500	3,682	3,80,000	8,550	6,996	7,20,000	16,200	13,256	10,50,000	23,625	19,331
DOUBLE SPREAD 482mm x 330mm	2,00,000	4,500	3,682	3,80,000	8,550	6,996	7,20,000	16,200	13,256	10,50,000	23,625	19,331
GATE FOLD (back cover) Cover : 241mm x 330mm Fold : 241mm x 330mm	3,15,000	7,000	5,728	5,98,000	13,300	10,884	11,34,000	25,200	20,621	16,53,750	36,750	30,072
BOOKMARK 2" x 6"	1,71,000	3,800	3,110	3,25,000	7,220	5,909	6,16,000	13,680	11,196	8,97,750	19,950	16,328
ADVERTORIAL	1,50,000	3,333	2727	2,85,000	6,365	5182	5,40,000	12,060	9,818	7,87,500	17,489	14,317

options

customized

IFJ provides customized options to tap focused clientele from target segments of its focused readership.

- Branding through visibility on specific editorial pages
Company Logo/Contiguous Ad Locations/Sponsorship Credit
 - Furniture
 - Lighting
 - Hardware and Accessories
 - Design
 - Trade Fair News/Events
- Branding through visibility on IFJ packaging
Company Logo/Sponsorship Credit on packaging
- Branding via routed subscriptions
- Gift subscriptions to a target trade segment
- IFJ seminars at Index Fairs 2008 (Bangalore, Mumbai and New Delhi)

WANT AN OPTION CUSTOMIZED FOR YOU?

Contact us for this or more information on advertising at
marketing@indexmediaindia.com



index furniture journal
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a member of



IAFP member publications :

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China Furniture, China
Le Courier Du Meuble, France
Mobelmarkt, Germany
GDA, Italy
Index Furniture Journal, India
The Home Living, Japan
GaGu, Korea
Moblaje, Mexico
Mobila, Romania
Furniture & Furnishing, Singapore
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