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Divya Media
PUBLICATIONS PVT. LTD.

YEARS OF PUBLISHING EXCELLENCE

THE BRIDGE TO YOUR
GROWTH!

MEDIA KIT



USPs

360 Degree marketing solutions: Video, Print, Digital & PR centric approach which ensures ROI through lead generation from right decision makers & Influencers.

The publications and portals offer updated industry info and other details of the decision-makers to serve as a value-added service to its customers.

In a short period, the company has grown with premium brand publications and portals - Engineering Review, Machine Tools World, Industrial Safety Review, Industrial Automation Review, Powertech Review, Bearing Review, Cutting Tools World, Metal Forming World, Construction & Material Handling Equipment Review .

It provides a highly customizable approach altering and amending approaches for all niches.

The highly-qualified, well-trained, and experienced team has grown great growth year by year with its diversified approach.



Mr. Shirish Dongre
Publisher & Director

Publishing is an arduous business embracing multifarious operations demanding not just domain knowledge but also discerning business acumen. Shirish Dongre, 47, helming Divya Media, which has been churning out a chain of industrial magazines for over two decades, is curated to fit the profession that puts tremendous pressure on time and faculties. A chemistry graduate from Mumbai, who has also done his masters in management studies, Shirish Dongre is well poised to steer the publishing house which is in the vanguard of dissemination of knowledge and technology information across industries and disciplines.



Mrs. Shilpa Dongre
Publisher & Director

Shilpa Dongre, Publisher & Director at Divya Media is a Commerce Graduate from Mumbai. She has also undergone an Advanced Course in Journalism. Shilpa is a charismatic leader and a team maker par excellence. One who believes that 'work is worship', she appreciates good work done by anyone instantaneously. Having been with the company from inception, Shilpa knows the dynamics of the publishing business and what it takes to nurture a company which is in the service industry. Shilpa is the face of Divya Media in seminars and conferences discussing trends in technology.

TEAM @ WORK



OUR PUBLICATIONS

ENGINEERING REVIEW

India's Leading Industrial B2B Magazine

MACHINE TOOLS WORLD

Monthly Magazine on Machine Tools & Allied Industry

INDUSTRIAL SAFETY REVIEW

India's Leading Monthly Magazine on Fire | Safety | Security Industry

PTR POWERTECH REVIEW

B Monthly Magazine on Electrical Equipments & Power Sector

IAR INDUSTRIAL AUTOMATION REVIEW

B Monthly Magazine on Automation Industry

Bearing Review

Quarterly Magazine On Bearing Industry

CUTTING TOOLS WORLD

Dedicated Magazine On Cutting Tools Industry

ENGINEERING REVIEW

India's Leading Industrial B2B Magazine



PRINT FACTS

1,000+
Happy Advertisers

60,000
Print Copies

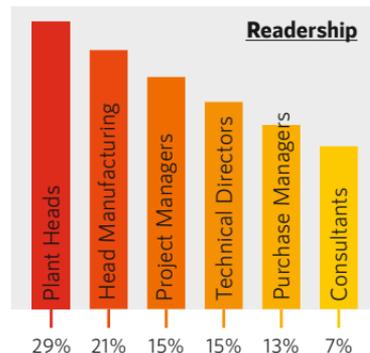
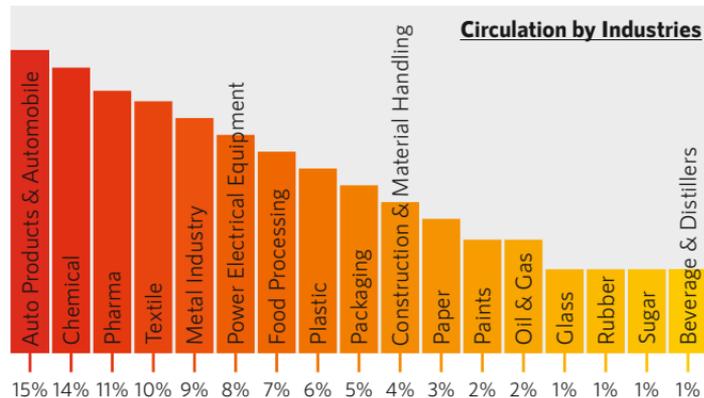
20,000
Print Subscribers

1,20,000
Readership

ENGINEERING REVIEW is India's leading industrial magazine on engineering & allied industry, published by Divya Media Publications Pvt. Ltd. which is consistent in delivering quality & authentic content to the manufacturing industry.

Magazine Focus

Power | Machine Tools | Automation | Chemical & Process Instrumentation & Control | Gears & Motors | Pumps & Valves Construction & Material Handling | Hydraulic & Pneumatics Industrial Cleaning | Metal Industry | Industrial Safety



Geographical Reach:

South: 32%

West: 28%

North: 24%

East: 16%

Website
www.engmag.in

**ENGINEERING
REVIEW**
India's Leading Industrial B2B Magazine



www.engmag.in is a digital platform of ENGINEERING REVIEW magazine for the manufacturing professionals to keep them updated about the latest trends of the manufacturing industry on a real-time basis.

www.engmag.in
DIGITAL FACTS

Total Monthly Engagement

3,30,000
Monthly Page
Views

f
5,428
Followers

42,000
Monthly Unique
Visitors

in
1593
Followers

3 Mins.
Average Time
Spent Per Visit

▶
969
Subscribers

Visitors

Plant Heads | Operations Heads | Head Manufacturing
Consultants | Technical Directors | Project Managers
Purchase Managers | GM, VP, President

Our Online Advertising Programs Include

- ▶ Online Banners
- ▶ Email Marketing with Customized mailers
- ▶ Newsletter Banner Advertisements

MACHINE TOOLS WORLD

Monthly Magazine on Machine Tools & Allied Industry



PRINT FACTS

1,000+
Happy Advertisers

30,000
Print Copies

15,000
Print Subscribers

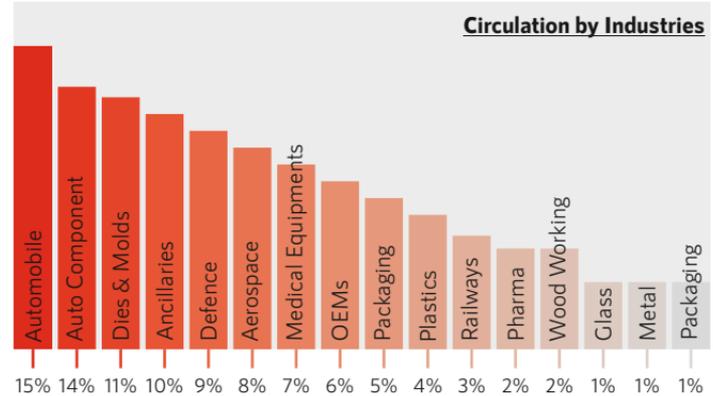
1,00,000
Readership

MACHINE TOOLS WORLD is India's leading industrial magazine on machine tools & allied industry, published by Divya Media Publications Pvt. Ltd. which is consistent in delivering quality & authentic content to the machine tools & allied industry.

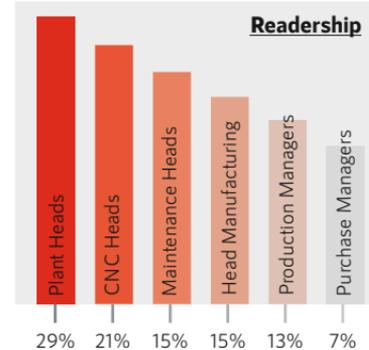
Magazine Focus

Metal Cutting | Automation | Metal Forming | Metrology Precision Tools | Cutting Tools | Machine Peripherals Production Systems & SPMs

Circulation by Industries



Readership



Geographical Reach:

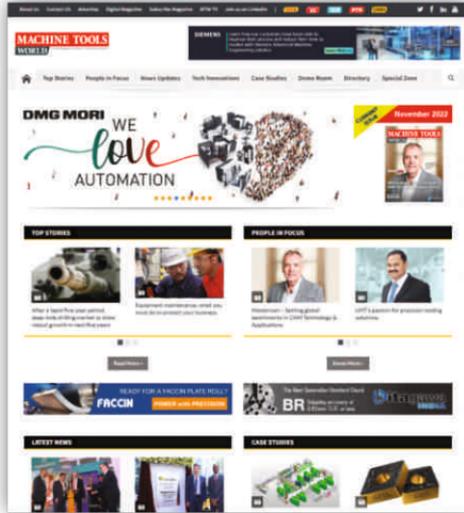
South:
35%

West:
33%

North:
24%

East:
8%

Website
www.mtwwmag.com



www.mtwwmag.com is a digital platform of MACHINE TOOLS WORLD magazine for the machine tools professionals to keep them updated about latest trends of machine tools industry on real-time basis.

www.mtwwmag.com

DIGITAL FACTS

Total Monthly Engagement

2,40,000
Monthly Page Views


3,136
Followers

33,000
Monthly Unique Visitors


1,809
Followers

4.2 Mins.
Average Time Spent Per Visit


511
Subscribers

Visitors

Plant Heads | Operations Heads | Head Manufacturing Consultants | Technical Directors | Project Managers | Purchase Managers | GM, VP, President

Our Online Advertising Programs Include

- ▶ Online Banners
- ▶ Email Marketing with Customized mailers
- ▶ Newsletter Banner Advertisements

INDUSTRIAL SAFETY REVIEW

India's Leading Monthly Magazine on Fire | Safety | Security Industry



PRINT FACTS

1,000+
Happy Advertisers

30,000
Print Copies

16,000
Print Subscribers

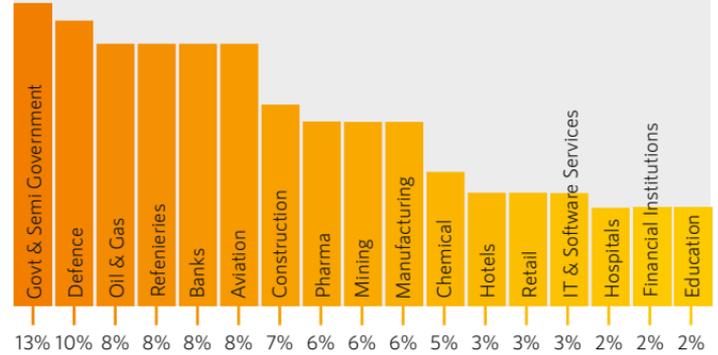
1,10,000
Readership

INDUSTRIAL SAFETY REVIEW is India's leading monthly magazine on health, safety, fire & security industry, published by Divya Media Publications Pvt. Ltd. which is consistent in delivering quality & authentic contents of health, safety, fire & security industry.

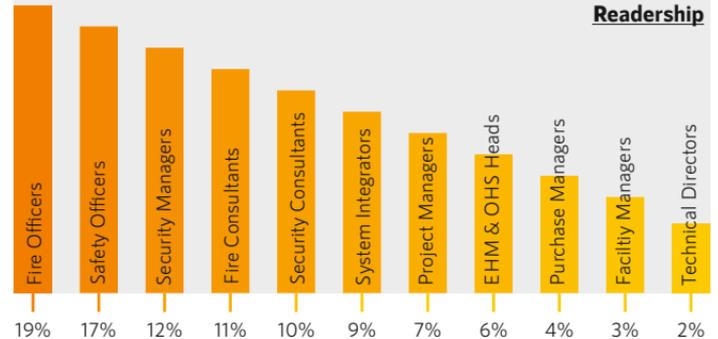
Magazine Focus

Electronic Security | Fire Safety & Protection | Gas Detection & Monitoring | Fire Alarm Systems & Smoke Detectors | Access Control Systems | Building Automation | Surveillance & IP Video Monitoring
Electrical Safety | Machine Safety | Personal Protective Equipment (PPE) | Industrial Protection

Circulation by Industries



Readership



Geographical Reach:

South:
24%

West:
32%

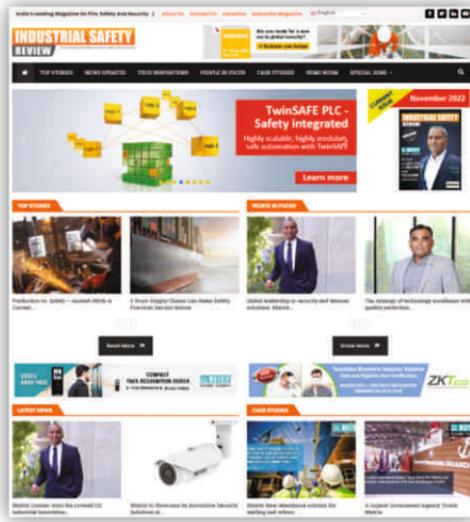
North:
30%

East:
14%

Website
www.isrmag.com

INDUSTRIAL SAFETY REVIEW

India's Leading Month Magazine on Fire | Safety | Security Industry



www.isrmag.com is a digital platform of INDUSTRIAL SAFETY REVIEW magazine for the Fire | Safety | Security professionals to keep them updated about latest trends of Fire | Safety | Security industry on real-time basis.

www.isrmag.com

DIGITAL FACTS

Total Monthly Engagement

2,10,000
Monthly Page
Views

f
3,922
Followers

37,000
Monthly Unique
Visitors

in
1,066
Followers

3.5 Mins.
Average Time
Spent Per Visit

▶
371
Subscribers

Visitors

Fire Consultants | Security Consultants | Fire Officers
Safety Officers | Security Managers | System Integrators
Project Managers | EHM & OHS Heads | Purchase Managers
Facility Managers | Technical Directors

Our Online Advertising Programs Include

- ▶ Online Banners
- ▶ Email Marketing with Customized mailers
- ▶ Newsletter Banner Advertisements



PRINT FACTS

1,000+
Happy Advertisers

30,000
Print Copies

10,000
Print Subscribers

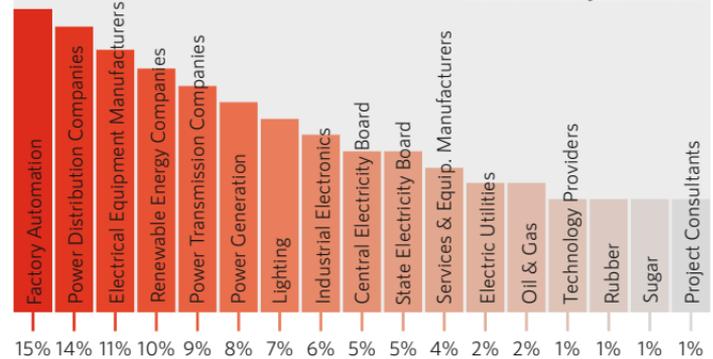
90,000
Readership

POWERTECH REVIEW is India's leading industrial magazine on electrical & allied industry, published by Divya Media Publications Pvt. Ltd. which is consistent in delivering quality & authentic content to the electrical & allied industry.

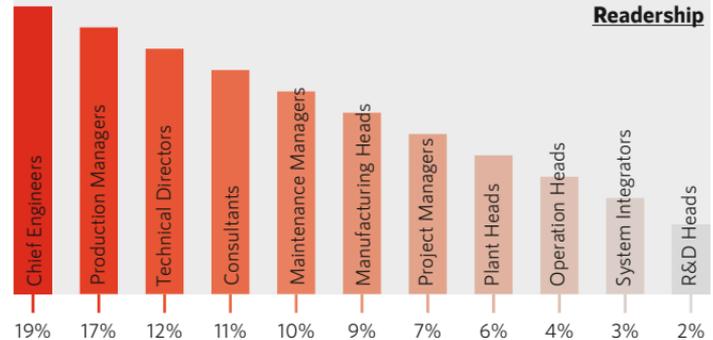
Magazine Focus

Test & Measurement Equipment | Building Automation
Energy Resource | Electrical Equipment | Distribution Automation
Electrical Fire Safety

Circulation by Industries



Readership



Geographical Reach:

South: 22%

West: 26%

North: 29%

East: 23%

Website
www.powertechreview.com



www.powertechreview.com is a digital platform of POWERTECH REVIEW magazine for power industry professionals to keep them updated about the latest trends of electrical & allied industry on a real-time basis.

www.powertechreview.com

DIGITAL FACTS

Total Monthly Engagement

1,50,000
Monthly Page Views

f
2,915
Followers

24,000
Monthly Unique Visitors

in
281
Followers

3.3 Mins.
Average Time Spent Per Visit

Visitors
Chief Engineers | R&D Heads | Plant Heads | Technical Directors
Production Managers | Operations Heads | System Integrators
Consultants | Electrical Inspectorates | Electrical Contractors
Engineering Institutions EPC, Project Developers | OEMs | Public & Private Sector Utilities (DISCOMS) | State Electrical Boards | System Integrators | Test Institutions | Electrical Engineers | Electrical Traders

Our Online Advertising Programs Include

- ▶ Online Banners
- ▶ Email Marketing with Customized mailers
- ▶ Newsletter Banner Advertisements



PRINT FACTS

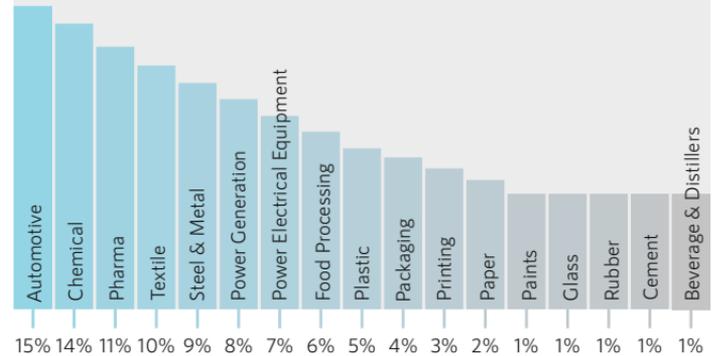
- 1,000+ Happy Advertisers
- 30,000 Print Copies
- 10,000 Print Subscribers
- 90,000 Readership

INDUSTRIAL AUTOMATION REVIEW is India's leading industrial magazine on the automation industry, published by Divya Media Publications Pvt. Ltd. which is consistent in delivering quality & authentic content to the automation industry.

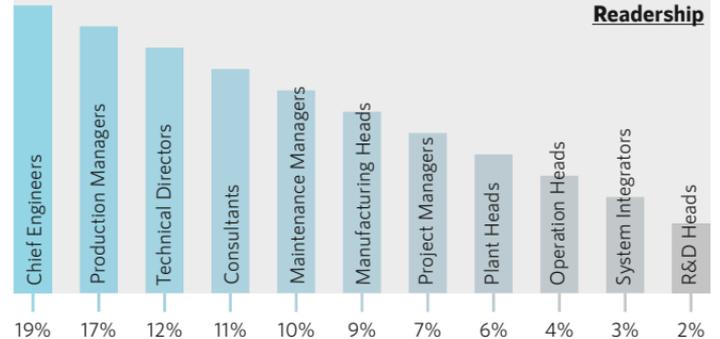
Magazine Focus

Process Automation | Factory Automation | Robotics
 Instrumentation & Control Engineering | Building Automation
 Hydraulics & Pneumatics (Fluid Power)

Circulation by Industries



Readership



Geographical Reach:

South: 33%

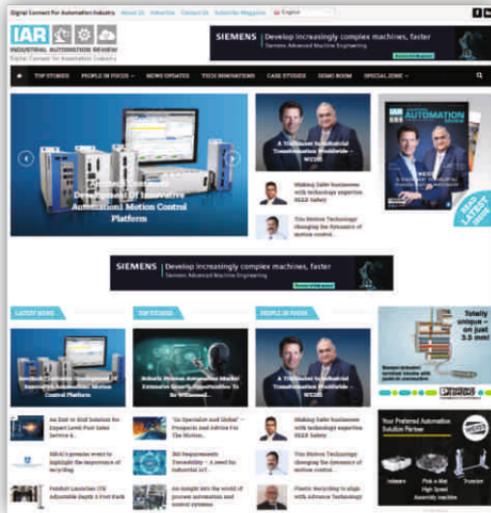
West: 35%

North: 24%

East: 8%

Website

www.industrialautomationreview.com



www.industrialautomationreview.com is a digital platform of INDUSTRIAL AUTOMATION REVIEW magazine for the Automation industry professionals to keep them updated about the latest trends of Automation industry on a real-time basis.

www.industrialautomationreview.com

DIGITAL FACTS

Total Monthly Engagement

1,20,000
Monthly Page
Views

f
4,600
Followers

21,000
Monthly Unique
Visitors

in
420
Followers

2.8 Mins.
Average Time
Spent Per Visit

Visitors

Manufacturing Heads | Maintenance Managers | Project Managers
Chief Engineers | R&D Heads | Plant Heads | Technical Directors
Production Managers | Operations Heads | System Integrators
Consultants

Our Online Advertising Programs Include

- ▶ Online Banners
- ▶ Email Marketing with Customized mailers
- ▶ Newsletter Banner Advertisements



PRINT FACTS

1,000+
Happy Advertisers

30,000
Print Copies

12,000
Print Subscribers

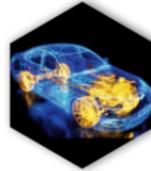
1,00,000
Readership

BEARING REVIEW is a quarterly magazine exclusive on bearing & allied industry, published by Divya Media Publications Pvt. Ltd. which is consistent in delivering quality & authentic content to the manufacturing industry.

Magazine Focus

Power | Machine Tools | Automation | Chemical & Process Instrumentation & Control | Gears & Motors | Pumps & Valves Construction & Material Handling | Hydraulic & Pneumatics Industrial Cleaning | Metal Industry | Industrial Safety

Circulation by Industries



AUTOMOTIVE

Agriculture • Electric Vehicles
Passenger Cars • Two-Wheeler
Three-Wheeler • Commercial Vehicles
Automotive Aftermarket



INDUSTRIAL

Pump • Paper Mills • Chemical
Cement Plants • Construction •
Electric Motor • Conveyor Belt
Power Plants • Oil & Gas
Steel Manufacturers • Textile & Handloom
Industrial Aftermarket



AEROSPACE

Engine Main Shaft • Transmission
Landing Gear • Flight Control System



RAILWAYS

Loco • Wagon Wheel • Traction Motor
Suspension • Freight Carriers

Geographical Reach

South:
32%

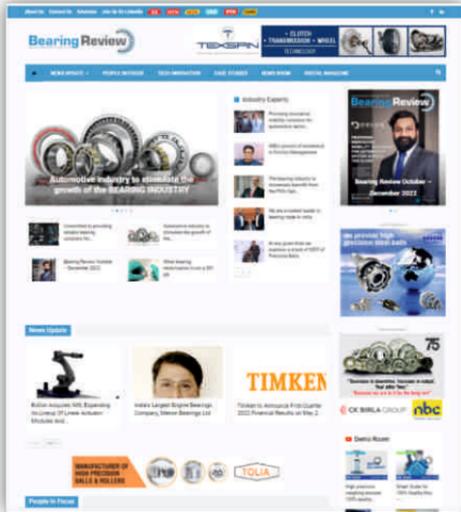
West:
28%

North:
24%

East:
16%

Website

www.bearingreview.com



www.bearingreview.com is a digital platform of BEARING REVIEW magazine for the bearing industry professionals to keep them updated about the latest trends of the industry on a real-time basis.

www.bearingreview.com

DIGITAL FACTS

Total Monthly Engagement

1,10,000
Monthly Page
Views


1,800
Followers

20,000
Monthly Unique
Visitors

2.8 Mins.
Average Time
Spent Per Visit

Visitors

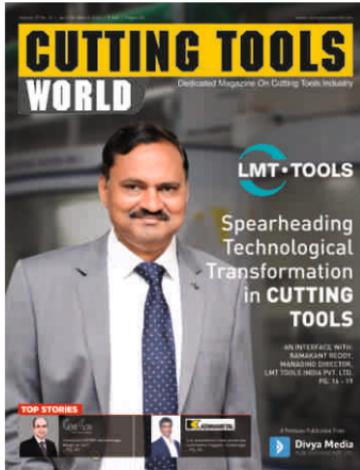
Manufacturing Heads | Maintenance Managers
Project Managers | Chief Engineers | R&D Heads | Plant Heads
Technical Directors | Production Managers | Operations Heads
System Integrators | Consultants

Our Online Advertising Programs Include

- ▶ Online Banners
- ▶ Email Marketing with Customized mailers
- ▶ Newsletter Banner Advertisements

CUTTING TOOLS WORLD

Dedicated Magazine On Cutting Tools Industry



PRINT FACTS

1,000+
Happy Advertisers

30,000
Print Copies

10,000
Print Subscribers

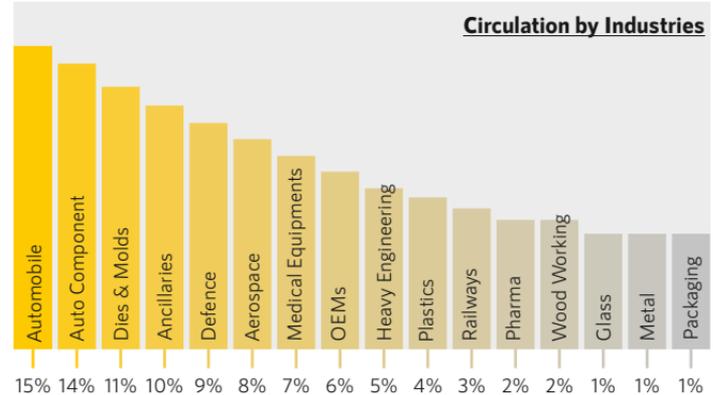
1,00,000
Readership

CUTTING TOOLS WORLD magazine is Exclusively Dedicated to the latest technologies & trends cutting tools industry, published by Divya Media Publications Pvt. Ltd. which is consistent in delivering quality & authentic content to the manufacturing industry.

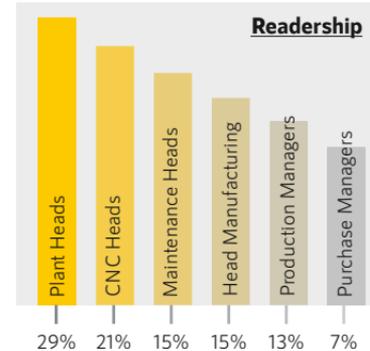
Magazine Focus

Metal Cutting | Automation | Metal Forming | Metrology Precision Tools | Cutting Tools | Machine Peripherals Production Systems & SPMs

Circulation by Industries



Readership



Geographical Reach:

South:
32%

West:
30%

North:
27%

East:
11%

EXHIBITION PARTICIPATION



INDUSTRY AWARDS



PRINT RATES

Page Advertisement Rates

Ad Size	(width)	(height)
Full Page		
Bleed	21.59 cm	27.94 cm
Text Area	19.59 cm	25.95 cm
Non Bleed	19 cm	25 cm
₹ 50,000		

Ad Size	(width)	(height)
Half Page		
Horizontal	19 cm	12 cm
Vertical	12 cm	19 cm
₹ 25,000		

Ad Size	(width)	(height)
Strip Advt.		
Horizontal	19 cm	5 cm
Vertical	5 cm	19 cm
₹ 15,000		

PREMIUM POSITIONS

Front Gatefold	Back Page
₹ 1,20,000	₹ 75,000

Inside Front Cover	Inside Back Cover
₹ 60,000	₹ 55,000

ONLINE RATES

Banner Advertisement Rates

Banner Name	Position	Size	Rate per month
Home Page			
Leader Board	Header of the website	728 X 90	₹ 35,000
Topic Banner	Below every category on home page	600 X 90	₹ 25,000
Floating Banner	Floating on page	728 X 90	₹ 20,000
Inside Pages			
Content Banner	Below every article	600 X 90	₹ 10,000
Sky scraper	Inside category page	300 X 250	₹ 15,000



Divya Media

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