The leading industrial trade magazine in India that offers a three-dimensional perspective on technology, markets and management aspects of Industrial Automation & Robotics.
A&D India

The leading industrial trade magazine on Industrial Automation & Drives, from publish-industry India Pvt Ltd, the 100% subsidiary of publish-industry Verlag GmbH, Germany.

The magazine is aimed at not only the top-decision-makers but also engineers and technocrats from the industrial automation & robotics segment, OEMs and the end-user manufacturing industry, covering both process & factory automation.

Frequency: Bi-monthly
A&D India

Comprehensive coverage on the latest technology and market trends, interesting & innovative applications, business opportunities, new products and solutions in the industrial automation and robotics area.

The contents have clear focus on editorial subjects, with in-depth and practical-oriented analysis. The magazine is highly competent in terms of presentation & quality of articles, and has close links to the technology community. It offers a better and broader platform facilitating effective interaction among key decision makers of automation, robotics and allied industry and user-fraternities.
A&D India

Its comprehensive editorial contents cover the following topics:

- Drives & Components
- Control & Regulation Technology
- Field Buses & Networks
- Sensors & Encoders
- Image Processing & Measuring Technology
- Industrial Computers & Peripheries
- Software & Engineering Tools
- Electrical Engineering & Energy Technology
- Robotics & Handling
- Gears & Motors and Mechanical Power Transmission
- Safety & Integration
- Wireless Automation
- Mechatronics
Salient Features

- A ready-reference for the decision-makers of senior & middle level management from industrial automation, robotics & allied industry segment in the manufacturing industry, covering process & factory automation
- Has been well-accepted and appreciated in the market by readers & advertisers, as a preferred media in the industrial automation, robotics & related areas
- Has a premium readership and advertising market in India
- Controlled circulation with a highly filtered database
- Covers technology, management as well as marketing aspects, with comprehensive contents attuned to the readers’ interest
- Has an Editorial Advisory Board - a good mix of experts from Industry, Associations, Consultants & Institutes
- Tie-ups with relevant associations and technology organisations

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<tr>
<td>P V Sivaram</td>
<td>MD – B&amp;R Automation, Member – AIA</td>
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<tr>
<td>Anant Maheshwari</td>
<td>President, Honeywell India</td>
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<td>Ganapathiraman G</td>
<td>Vice President &amp; GM, (South and South-East Asian operations), ARC Advisory Group</td>
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<td>Ravi Agarwal</td>
<td>Director, Pepperl+Fuchs, (Factory Automation)</td>
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<td>Anup Wadhwa</td>
<td>Director – AIA (Automation Industry Association)</td>
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<td>Thampy Mathew</td>
<td>Chairman, Fieldbus Foundation India, Regional Sales Director, Pepperl+Fuchs, (Process Automation)</td>
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<tr>
<td>Raj Singh Rathee</td>
<td>Managing Director, Kuka Robotics India</td>
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<td>Dr KLS Sharma</td>
<td>Automation Consultant &amp; Former Professor, International Institute of Information Technology, Bangalore</td>
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<tr>
<td>Mandar Phadke</td>
<td>CEO, Abhisam Software, Former Head – Process Control, Lanxess India Pvt Ltd</td>
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<td>Arcot Rajabahadur</td>
<td>Automation Consultant</td>
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<tr>
<td>Jasbir Singh</td>
<td>Vice President – Electrical &amp; Instrument, Essar Project Management Consultants</td>
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Readers

- User Group…Who Buys
  - Automation & Robotics users in manufacturing industry
- Target industry: Chemical & process, refinery, food processing, pharmaceuticals, packaging, automotive, machine tools, metal & steel, oil & gas, power & energy

Advertisers

- Supplier Group…Who Sells
  - Automation & Robotics solution providers & equipment/component manufacturers
READERSHIP BREAK-UP

Industry Break-up

- Oil & Gas: 2%
- Engineering & Technical Consulting: 3%
- Steel & Metal Production: 5%
- Food & Beverage, Packaging: 7%
- IT - Embedded Systems, Electronics, Hardware: 7%
- Machine Tools: 8%
- Power & Energy: 9%
- Pharmaceuticals, Packaging: 11%
- Industrial Machinery: 12%
- Chemical & Process Industry: 16%
- Automotive & Related Manufacturing: 20%

Readers Break-up

- Production/Technical Heads: 36%
- CEO/MD: 30%
- Engineers/Operators: 29%
- Sales/Marketing: 5%

Region Break-up

- West, 34%
- [CATEGORY NAME], 33%
- [CATEGORY NAME], 28%
- East, 5%
OUR PARTNERS IN SUCCESS
<table>
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<tr>
<th>ISSUES</th>
<th>PUBLICATION DATE</th>
<th>EDITORIAL DEADLINE</th>
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<th>TECHNOLOGY FOCUS</th>
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ADVERTISEMENT FORMATS (STANDARD)

1/1 page

130 (W) mm x 190 (H) mm
Without bleed

136 (W) mm x 196 (H) mm
With bleed

Junior page

105 (W) mm x 279 (H) mm
With bleed

136 (W) mm x 196 (H) mm
With bleed

1/2 page vertical

1/2 page horizontal

216 (W) x 279 (H) mm
With bleed

210 (W) x 135 (H) mm
Without bleed

1/3 page vertical

1/3 page horizontal

54 (W) mm x 279 (H) mm

216 (W) x 71 (H) mm

1/4 page square
(Quarter page)

216 (W) x 138 (H) mm
With bleed

210 (W) x 135 (H) mm
Without bleed

File Format: Press-Ready PDF (Preferred)
High Resolution PDF, InDesign CS3, Illustrator CS3 Photoshop CS3.
Color: File color must match CMYK colors.
Images: must be CMYK, not RGB.
4 color jobs must only contain CMYK
Cyan, Magenta, Yellow, and Black inks.
Bleed: If your artwork goes to the edge of
the document, an 1/8” (.125”) bleed is
required.
Safety: All critical elements (text, images,
logs, etc.) must be kept at least 1/16”
(.0625”) inside the edge. Anything too close
to the edge may be cut off during trimming.
# ADVERTISEMENT RATES

**STANDARD ADVT**

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<th>Advt Format</th>
<th>INR</th>
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**PREMIUM ADVT POSITIONS**

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**SPECIAL ADVT PRODUCTS**

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**INSERTS**

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