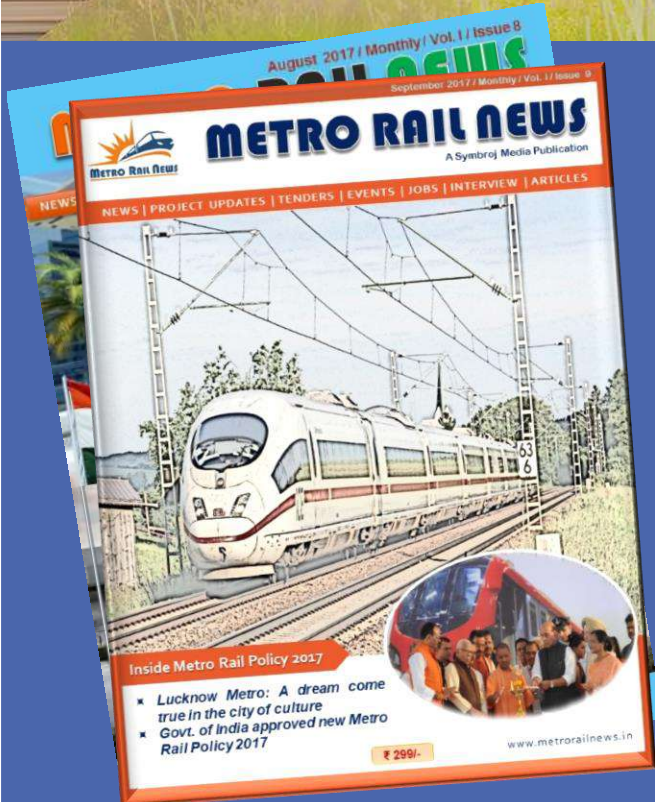




# MEDIA KIT 2017-18



“If you want good things said about you, it's best not to say them yourself.”



[WWW.METRO RAIL NEWS.IN](http://WWW.METRO RAIL NEWS.IN)



Metro Rail News is an exclusive and leading news portal and monthly journal which provides complete and up to date information like project updates, tender, events, jobs, business opportunities, corporate news, passenger information, media interviews, industry updates etc. from various mass rapid transit systems, metro rail projects, smart public transportations, high speed rail projects, smart cities, rail coach factories, Government departments and associated industries in India and worldwide. Metro Rail News offers business, advertisement and media partnership opportunities to the individuals, business organizations, event planners, metro railways, OEMs, coach factories and other industries worldwide. Metro Rail News is owned and being published by a renowned PR, Media & Advertising company Symbroj Media Pvt. Ltd., New Delhi.

## WEBSITE AUDIENCE STATISTICS



**200000+**  
Monthly Visitors



**100000+**  
Social Media Reach



**55 : 45**  
Gender Ratio



**425000+**  
Monthly Pageviews



**3500000+**  
Metro Commuters



**55%** Bachelors  
**33%** Masters  
**12%** Under Graduates



**450%**  
Yearly Traffic Growth



**55000+**  
Metro & Rail Professionals



**30.5%**  
Returning Visitors



**10000+**  
Corporates & Industries



**52%** 18-34  
**26%** 35-54  
**17%** 55-64  
**5%** 55-64



**8.95 M**  
Average Time



**91+**  
Countries

### ❖ Do you know ?

Our news portal and magazines are read by 90% decision makers and these are best place to promote your business & brand worldwide for rapid growth.

# ADVERTISING RATES 2017-18

## METRO RAIL NEWS MAGAZINE : PRINT ADVERTISING RATES (18% GST Extra)

Advertisement type	Location	Advertisement Rates/Issue		
		Rupee ₹	Doller \$	Euro €
Full Page	Inside Front Cover	100000.00	2000.00	1800.00
	Back Cover	100000.00	2000.00	1800.00
	Inside Back Cover	100000.00	2000.00	1800.00
	First Opening Page	100000.00	2000.00	1800.00
	First 15 pages	75000.00	1500.00	1350.00
	Middle 16-35 pages	60000.00	1200.00	1080.00
	Last 36-60 pages	50000.00	1000.00	900.00
Full Page	Middle (Centre Spread)	125000.00	2500.00	2250.00
Half Page (Horizontal/Vertical)	First 15 pages	35000.00	700.00	630.00
	Middle 16-35 pages	30000.00	600.00	540.00
	Last 36-60 pages	25000.00	500.00	450.00
Half Page	Middle (Horizontal Spread)	75000.00	1500.00	1350.00
1/3 Page (Horizontal/Vertical)	First 15 pages	25000.00	500.00	450.00
	Middle 16-35 pages	20000.00	400.00	360.00
	Last 36-60 pages	15000.00	300.00	270.00
1/3 Page	Middle (Horizontal Spread)	50000.00	1000.00	900.00
2/3 Page (Vertical)	First 15 pages	30000.00	600.00	540.00
	Middle 16-35 pages	25000.00	500.00	450.00
	Last 36-60 pages	20000.00	400.00	360.00
1/4 Page (Square)	First 15 pages	15000.00	300.00	270.00
	Middle 16-35 pages	12500.00	250.00	225.00
	Last 36-60 pages	10000.00	200.00	180.00
Digest	First 15 pages	10000.00	200.00	180.00
	Middle 16-35 pages	8000.00	160.00	144.00
	Last 36-60 pages	5000.00	100.00	90.00

Magazine : General Information	
Frequency	Monthly
Pages	60-80
Size (mm)	209.5 x 273
Paper (Glossy)	100 gsm
Editorial/Ads Ratio	60 : 40
Color	4 Color
Material Required	Text, JPEG
Date of Publication	First Week
Cover Price	₹ 299.00

Special Discount on Term Booking	
3 Issues	5%
4-6 Issues	10%
7-9 Issues	15%
All 12 Issues	25%

Company Legal Information	
Name:	Symbroj Media Pvt. Ltd.
CIN:	U74999DL2016PTC306074
IT-PAN:	AAXCS5852Q
IT-TAN:	DELS64420G
GSTIN:	07AAXCS5852Q1Z4

## PORTAL WWW.METRORAILNEWS.IN : DIGITAL ADVERTISING RATES (18% GST EXTRA)

Page Name	Banner Size (Pixel)	Advertisement Rates/Months		
		Rupee ₹	Doller \$	Euro €
Home	715 x 160	50000.00	1000.00	800.00
	650 x 100	20000.00	400.00	325.00
	160 x 600	50000.00	1000.00	800.00
	250 x 250	25000.00	500.00	400.00
	250 x 250	20000.00	400.00	325.00
	250 x 500	15000.00	270.00	250.00
	728 x 90	12500.00	225.00	200.00
Route Maps/Corporate Info/Public Info/ Metro	250 x 250	20000.00	400.00	325.00
	250 x 250	15000.00	270.00	250.00
Rail Directory	250 x 500	12500.00	225.00	200.00
Rest of Pages	250 x 250	17500.00	325.00	300.00
	250 x 250	15000.00	270.00	250.00
	250 x 500	12500.00	225.00	200.00
Sponsored Post	<1500 words	5000.00	100.00	75.00
Sponsored E-mail	<1000 words	5000.00	100.00	75.00
Newsletter (Top)	650x100	20000.00	400	325.00
	(Bottom)	650x100	15000.00	300

Special Discount on Term Booking	
3 Months	5%
4-6 Months	10%
7-9 Months	15%
One Year	25%

Our Banker's Information	
Account No.	135105000291
A/c Name:	Symbroj Media Private Limited
Banker Name:	ICICI Bank Ltd.
IFS Code:	ICIC0001351
Swift Code:	ICICINBB007
<b>Payment Mode Accepted:</b>	
- Online/NEFT/RTGS/Wire Transfer	
- Credit / Debit Cards	
- PayTM Payment 9990454505	
- Cheque/Demand Draft/Pay Order	

## SPECIAL COMBO PLANS

Deliverables	Diamond - ₹ 20 Lakh	Gold - ₹ 10 Lakh	Silver - ₹ 3 Lakh
Full Page Print Advertisement (including Promotional Articles + Media Interview)	All 12 issues	8 Issues	4 Issues
Digital Advertisement – 250x500 (One Year)	Home Page	Corporate Info Page	Directory Page
Free Print + Digital Magazine Subscription	36 Issues	24 Issues	12 Issues
Free Digital Magazine distribution to Clients	Up to 5000 e-mails + 150 Print Magazine	Up to 2500 e-mails + 75 Print Magazine	Up to 1000 e-mails + 25 Print Magazine
Free Entry Passes for National Conferences partnered by Metro Rail News or Symbroj Media	25	15	5

# METRO RAIL NEWS MAGAZINE

Metro Rail News is monthly publication of Symbroj Media Pvt. Ltd., New Delhi with focus on Urban Mobility scenarios in Indian Cities, Metro Rail Project Developments, High Speed & Bullet Trains, Metro, Railways and Smart Public Transportation under Smart Cities Projects. The concept of the magazine signifies the importance of having rail based public transportation for Urban Population and captures various developments related to Urban Mobility issues and how it is being addressed by various metropolitan and sub-urban city development authorities in India and the world.



SUBSCRIPTION	ANNUAL (DIGITAL)	ANNUAL (PRINT)	
₹ 299.00 Cover Price	₹ 1200.00	₹ 3600.00 + ₹ 600.00 Subscription + Shipping Cost	₹ 4200.00

## CIRCULATION INFORMATION

Metro Railways/Urban Development Deptt.	2000+
Railways/Construction Companies	3500+
Contractors/Suppliers	10000+
Railways/Engineering Professionals	25000+
Financial Institutions	1500+
Ministries/Govt. Departments	2000+
Research & Planning Organizations	1000+
General Consultants	5000+
<b>Total</b>	<b>50000+</b>

## KNOWLEDGE PARTNERS



## SOME ADVERTISERS AND SUPPORTERS



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