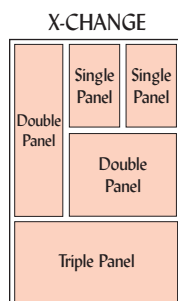
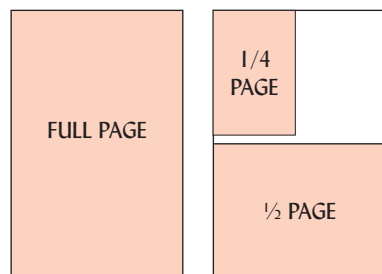


# MAKE AN INDELIBLE IMPACT WITH SOUTH ASIA'S HOT, NEW INGREDIENTS NEWS MAGAZINE.

## STANDARD SIZES & TARIFFS



Advertisement Type	Dimensions (cm)	INR *	
		Colour	B & W
FRONT COVER	20h x 20w	25,000	-
BACK COVER	24h x 20w	25,000	-
INSIDE FRONT / BACK COVER	24h x 20w	22,500	-
FULL PAGE	24h x 20w	20,000	7,000
1/2 PAGE	12h x 20w	17,000	5,500
1/4 PAGE	12h x 10w	13,500	3,500
ISA X-Change	8h x 6w	-	1,600

RATE PER INSERTION \* Price applicable only to advertisers from India, Bangladesh, Pakistan, Nepal & Sri Lanka  
## Conditions apply.

## SPECIFICATIONS

### ADVERTISING INFORMATION

**FREQUENCY:** Fortnightly (On stands 1st & 16th of every month)

**EDITORIAL MIX** include special focus articles, features, interviews, analyses, updates, event and conference updates from across South Asia and the world.

**DISTRIBUTION** of over 35,000 copies to readers in India, Bangladesh, Pakistan, Nepal & Sri Lanka.

**BONUS DISTRIBUTION** at all major international and domestic ingredients shows.

**Total Print Area:** 24 cm height x 20 cm width

**Compatible File formats:** Corel Draw - Open File with fonts and images; Quark Express & Adobe Illustrator, Acrobat Reader Files.

**Colour Separation:** CMYK format, 300 dpi at the correct size.

**Images:** (Pictures, photos, logos & illustrations) TIF or EPS format with a minimum resolution of 300 dpi at size to be used.

In case of DoubleSpread advertisements wherein the text matter runs across the pages, a gutter space of 5 mm on the inside of each page is recommended.

Mail Advertising Material to: saffronmedia@gmail.com

**Advertising Deadline: 5 days prior to issue date.**

### ABOUT ISA

- **Ingredients South Asia (ISA)** is India's only B2B fortnightly that is devoted to three key ingredients sectors of **pharma, food and cosmetics**.
- The content of the magazine includes news, interviews, guest articles, features and updates on R&D, processing, manufacturing and use of ingredients in pharma, food, functional food, cosmetics, cosmeceuticals, nutraceuticals, ayurveda & herbals and dietary supplements industry.
- The publication is **the most authentic reference on pharma, food and cosmetic ingredients** in the entire South Asia – India, Bangladesh, Bhutan, Pakistan, Nepal, Maldives and Sri Lanka.
- ISA has a circulation of **more than 35000** and its **e-magazine** has

worldwide viewership.

- Its unique profile – pharma, food and cosmetics ingredients – and its **presence at all major national as well as international events like CPhI, Chemspec, Fi, Vita foods and In Cosmetics** – gives it a definite edge in all the three key sectors.
- Added to its strong presence across the three sectors, the magazine's features – **credible contents, authentic reporting, top writers, excellent presentation and style** – all make it indispensable for the industry.
- These factors make the publication a **strategic marketing partner** for all major companies to showcase their products to their target audience the world over.

### TARGET SEGMENTS

**PRIMARY:** Classical Pharma Manufacturing • Generics / API Manufacturing • Food & Beverage Manufacturing • Cosmetics Manufacturing • Nutraceuticals • Health Ingredients • Fine & Speciality Chemicals

**SECONDARY:** Traders • Distributors • Indenting Agents • Government & Independent Research Labs • Universities & Colleges • Trade Associations • Allied Suppliers

### READERSHIP PROFILE:

- CEOs
- Heads of
  - Research & Development
  - Process Development
  - Product Development
  - Regulatory Affairs
  - Legislation
- QA / QC / Validation
- Production / Manufacturing
- Purchase
- Government Officials
- Consultants
- Lab Technicians

All Your Ingredients In One Magazine  
**Ingredients**  
**SOUTH ASIA**

To advertise, please contact, Jackey Kankeshwar: +91 98197 04305 Direct: 4220 2803  
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