

www.agrospectrumasia.com

AgroSpectrum
Envisaging Future | Updating Present

MEDIA KIT 2024

Dive deep and discover
Asian agriculture in full circle



PRINT

AgroSpectrum Asia is the premier agriculture magazine, which updates news and analysis on topical issues of national and international importance in agriculture. The magazine also analyses sectoral issues involving farming, farm mechanization, seeds, fertilizers, farm credit, crop protection, horticulture, animal husbandry, food processing, agribusiness, research and extension, marketing, high-tech agriculture, Agri biotechnology, Contract Farming, etc. AgroSpectrum is widely read by farmers, industry professionals from agricultural equipment manufacturers, policymakers, government officials, industry associations, research & academic institutions, embassies, extension agencies, banks, financial and rural institutions, agriculture experts, and other stakeholders in the agricultural sector.



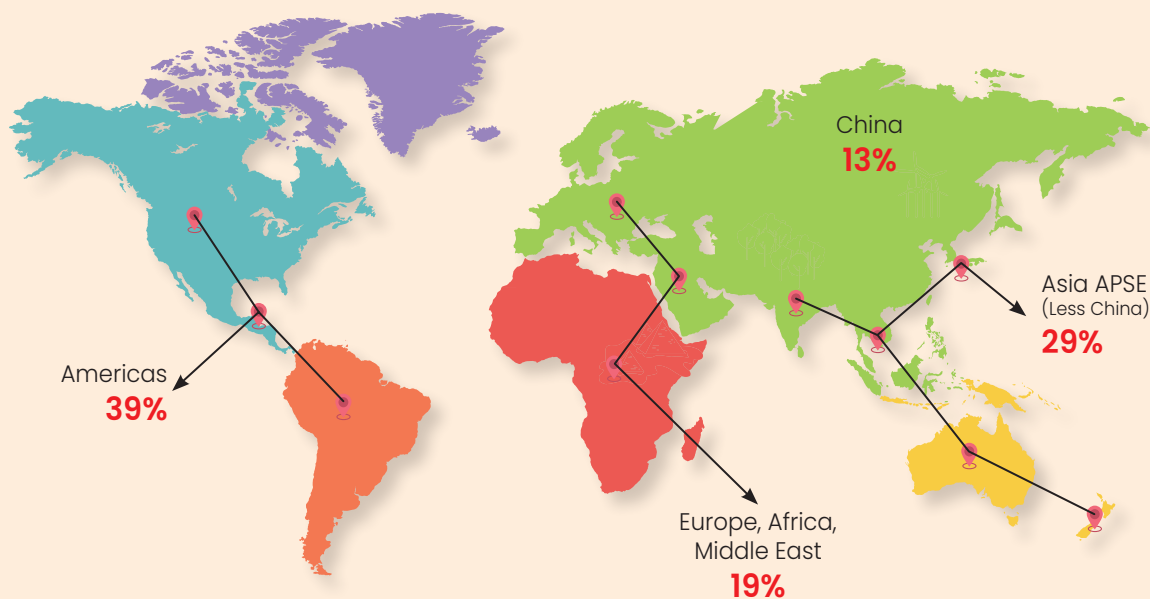
ONLINE

The AgroSpectrum Asia portal provides regular industry updates while highlighting innovation across the board. It provides a comprehensive online experience by including news, trends, analysis, business insights, investment opportunities, technical breakthroughs, product highlights, expert webcasts, engaging blogs, and innovative social networking aspects.

READERSHIP BY JOB PROFILE

Distributors, Importers	30%
Retailers, or Co-ops of Crop Inputs and Technology	25%
Suppliers of Crop Inputs / Technology	20%
Allied to the Field	07%
Formulators	18%

READERSHIP BY REGION



50,000+

Readers of Print

65,000+

Readers of Magazine

75,000

Page Views

30,000+

Newsletters/EDMs Weekly

AUDIENCE

MEDIA PROPERTIES



WEBINARS

Each AgroSpectrum Asia webinar is a comprehensive and seamless marketing solution that generates leads, enhances your brand presence, and establishes your company as a visionary authority.

AgroSpectrum Envisaging Future Updating Present

www.agrospectrumasia.com



CUSTOM PUBLISHING & INTEGRATED PROGRAMS

The AgroSpectrum Custom Publishing Division collaborates with each client to create a customized advertorial, special supplement, microsite, webcast, and events. To reach the intended demographic, custom programmes might focus on any of the AgroSpectrum media properties or span several channels.

RATE CARD

Regular Advertisements	Size (W x H) Bleed	Size (W x H) Non-Bleed	1 x \$
Full Page Color	204 x 275	196 x 267	2750
Half Page Color	115 x 204	172 x 115	1650
Back Cover	204 x 275	196 x 267	4400
Inside Front Cover	204 x 275	196 x 267	3850
Inside Back Cover	204 x 275	196 x 267	3300
Premium Pages (First 10 RHP)	204 x 275	196 x 267	3050
Page Facing IFC	204 x 275	196 x 267	3300
Double Spread	400 x 275	392 x 267	5250
Centre Double Spread	400 x 275	392 x 267	5750
Cover on Cover (Front + Inside Front)	204 x 275	196 x 267	8500
Advertorial per Page			2500
Belly Band			3300
Reverse Gate Fold			7150
Post Card on Cover			6050
Business Reply Card	144 x 210	144 x 210	6050

Note

** Special/Innovative advertisements are also available on request

Advertisement Instructions

- Trim size of the magazine = 196 mm x 267 mm for a single page and 392 mm x 267 mm for double spread.
- For bleed advertisements, allow 5 mm extra one each side.
- Live matter should be well within 5 mm from the cutmarks.
- 10 mm gutter margin is required for double spread ads

Creative Requirement

- High Resolution PDF (300dpi) file in process color (CMYK)
- Black color text should be in single color black & not in four color black *Ad material deadline - 15th of every previous month for

RATE CARD

Ad Options	Size (wxh)	1x \$
Header Leaderboard	728 x 90	4000
Exclusive Slider Leaderboard	650 x 60	3500
Mid Page Unit (MPU)	300 x 250	2750
Panel Ad	300 x 100	1750
Footer Leaderboard	728 x 90	750
Videos	300 x 250	3300
Sponsored Content	NA	2000
Animated Ads	NA	2200
Classified Section	NA	300

EDM

Regular Advertisements	Size	1 x \$
EDM	NA	2,750

- EDM database 15,000
- EDM Width should be maximum 600px.
- HTML file should be maximum upto 28 kb.
- HTML file should be containing any style sheet (CSS) or JavaScript.
- File format should be HTML.
- Subject line is mandatory.

NEWSLETTER

Ad Options	Size (W x H)	1 x \$	3 x \$	6 x \$	12 x \$
Header Leaderboard	728 x 90	1400	1150	1050	800
Exclusive Newsletter Sponsor		1750			

- 30k+ Subscribers
- Subscribe to our Newsletter from our website [agrospectrumasia.com](http://www.agrospectrumasia.com)



WEBINARS

WEBINARS

- Lead Generation |
- Thought Leadership |
- Brand Awareness |

Every BioSpectrum Asia webinar is a full-service, turnkey marketing solution that generates leads, enhances your brand and identifies your company as a thought leader.

When we create a BioSpectrum Asia webinar, we fuse your message with the current interests and needs of our audience (your targets!). And when all is said and done, you'll have an online event that's on target, expertly marketed, flawlessly produced and delivers a strong return on investment.



WEBINARS ARE ACCESSIBLE VIA DESKTOP AND VARIOUS MOBILE DEVICES

Traditional Webinars
\$ 18,000

Live, hour-long educational sessions that feature some of the most renowned experts in printing. Sponsorship provides a unique opportunity to align your brand with our editorial content.

Short, pre-recorded webinars available to busy professionals on-demand. Work with an editor to put your presentation together or provide your own content.

Webinar Express
\$ 12,500

NOTEWORTHY EXTRAS

Highlight Reel \$ 1,500

Work with our team to create a short video featuring the highlights of your event. This video will be posted on our site as content and used to encourage registrants who have not viewed the webinar to check out the full-length session!

WHITEPAPER SPOTLIGHT

Give us a resource to feature on the event console and in post-event emails.

WEBINAR RECORDING

Use these video files as content on your own site! Included in all webinar packages.

E-BLASTS

Reach Responsive

■ Agri Biotech ■ Horticulture ■ Policy and Business

Enjoy immediate results with email list rental! Promote your brand to established and proven marketing professionals.

PERFECT VEHICLE TO PROMOTE

- White Papers
- Webinar Registration
- Trade Show Attendance
- Road Show or Open House Attendance
- Sales and Special Programs
- Surveys

AgroSpectrum Impressions

30,000+ Email addresses



Selects Available: Industry ■ Job Function ■ Region

Find selections on job function, industry, services performed, employee size, and more!

Serve the executives who make the key purchasing decisions within the commercial printing industry.

Ping us for more information about all of our list rental opportunities!

E-BLASTS

GLOBAL RELATIONS

Ankit Kankar

General Manager - Digital Strategy & Programmes

Hand Held: +91-9579069369

E-mail: ankit.kankar@mmactiv.com

SINGAPORE

MM Activ Singapore Pte. Ltd.

Saradha Mani

General Manager

#08-08, High Street Centre,
1 North Bridge Road, Singapore - 179094

Tel: +65-63369142 / Fax: +65-63369145

Hand Held: +65-90681202

E-mail: saradha.mani@mmactiv.com

ASIA PACIFIC & SOUTH EAST ASIA

Apoorva Mahajan

Marketing Communications Specialist

Hand Held: +91-7724025888

E-mail: apoorva.mahajan@mmactiv.com

INDIA

Vrushti Kothari

Business Development Executive

Hand Held: +91-7798935660

E-mail: vrushti.kothari@mmactiv.com

EUROPE

Mr Stuart Smith

Media Representative

Hunters House, Angley Road, Cranbrook,
Kent tn17 2LE Kent UK.

Hand Held: 07973 814753

Tel: 44-1580-715386

Email: stuart.smith@globalmediasales.co.uk

FOR EDITORIAL

MM Activ Singapore Pte. Ltd.

Hithaishi Bhaskar

Asst. Manager Content Creation and
Coordination- APAC Region

#08-08, High Street Centre,
1 North Bridge Road, Singapore - 179094

Hand Held: +65-83438834

E-mail: hithaishi.cb@mmactiv.com