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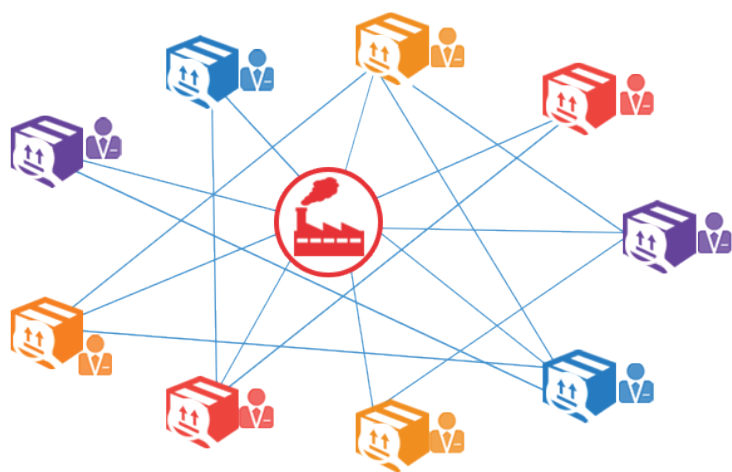
DCM MEDIA PRIVATE LIMITED, MUMBAI
DYES CHEMICAL MARKET INC. SAN JOSE

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MEDIA KIT
2019

DYES CHEMICAL MARKET

Devoted to Trade & Industries in Dyes, Chemicals, Solvents, Paints, Auxiliaries, Ingredients, API & Pharmaceuticals. Since 1982



Inventory Sharing Platform (ISP)



Monthly Magazine

v1.2 Jan 12th 2018

www.chemicalmarket.net

Welcome

DCM Media is a global media, branding and technology company, with a focus on news and information about businesses in Dyes, Chemicals and Pharmaceuticals Raw Materials Industry.

DyesChemicalMarket.com is gradually becoming the homepage for the world's business leaders in this industry, serving an engaging mix of top stories, interviews and trending products and features.

Rajiv Parikh

THE DCM BRAND

DCM Medias' mission is to deliver up-to-date information on the people, ideas and technologies changing the world in the dyes, chemicals and pharmaceuticals industry. Our aim is to help our community of business leaders and decision makers to make an informed choice.

What distinguishes DCM Media from other media brands is:

1. Our exceptional access to the world's most powerful people – the game changers and disruptors who are advancing industries across the globe.
2. The adoption of latest technologies to execute and run the business with the changing needs of our audience.

We have our unique Inventory Sharing Platform (ISP), magazine in print & digital, conferences & event tie-ups. We have tied up with several reputed events including ChemSpec (India, Germany), India Chem, ChemLog(India), LogiChem (US), InterDye(Turkey), ChemShow Eurasia(Turkey), Analytica Anacon(India/Germany), IFAT (India), InterDye(China), ChinaCoat(China) and many more.

1. Advertising & Marketing

Whether a business is an established global brand or a start-up, effective advertising and marketing can be the key to its success. All businesses require to market their products and services through media in print or online, which helps boost sales and hence revenue. And no matter where an ad appears – on the Internet, on the radio or television, in newspapers and magazines, in the mail, or on billboards or buses – advertising is essential for business.

2. Promotion

The primary objective of advertising is to get the word out that you have something exciting to offer, says George Felton, author of "Advertising: Concept and Copy." It can be anything from an upcoming entertainment event you're promoting, a new product line you're selling, a political campaign you're managing, the expansion of an existing platform of services or officially hanging out a shingle for your first business. Whether your promotion takes the form of print ads, commercials, billboards or handbills, the content adheres to the rules of journalism by identifying who, what, when, where and why.



Magazine @ work for you

- 01 Category: Business Publications.
- 02 Frequency: Once every month
- 03 Print Advertisement Type: 4-color, 2-color, Black & White and Cover Pages.
- 04 Page Size:
 - Overall: 27.50cm x 21.25 cm,
 - Print Area: 22.50cm x 17.50cm,
 - Column size: 22.50cm x 5.50 cm (3 columns per page)
- 05 Total Readership: 30000 Print & Online



The 6 Point Advantage

**6 POINTS
ESSENTIAL
FOR YOUR
BUSINESS
NEEDS**

Do it Yourself or get to the Professionals?

THE NEW NEWSROOM

Since last year, our new CEO, Mr. Rajiv Parikh, a Silicon Valley tech maven has taken over the reins and we have re-invented ourselves to cater to the digital age. We have built and continuously innovate web, smartphone and tablet products for our growing audience of mobile consumers.

Our website www.dyeschemicalmarket.com has transformed into a global publishing platform with best in class user interface and mobile friendly (responsive) web pages. Our website provides you with a powerful publishing engine to create, syndicate and market quality editorial content at scale – and for marketers to express themselves like never before.

Over the last 3 years, we have researched and developed our very own “Inventory Sharing Platform” for the industry.



3. Awareness

Advertising helps to raise your target demographic's awareness of issues with which they may be unfamiliar as well as educate them on the related benefits of your product or service. A popular example of this is the health care industry. If, for instance, a consumer watches a television commercial in which someone describes aches and pains that are similar to those experienced by the viewer, the ad not only identifies a probable cause but suggests a potential remedy or treatment option to discuss with her doctor.

4. Comparisons

Advertising invites your target audience to evaluate how your product or service measures up against your competitors, says Gerard Tellis, author of “Effective Advertising: Understanding When, How, and Why Advertising Works” Demonstrations of household cleaning products are a good example of this because they provide compelling visual evidence of which product does a faster and more effective job of tackling stubborn stains. Political ads are another example of how advertising serves up side-by-side comparisons of the candidates' qualifications and voting records for readers and viewers to make informed choices at the polls.

5. Retention

An ongoing advertising campaign is essential in reminding your existing customers that you're still around, say Kenneth Roman and Jane Maas, authors of “How to Advertise.” In a troubled economy where so many shops, restaurants and companies are going out of business, maintaining a strong presence through regular ads, fliers, postcards, events and a dynamic website is invaluable for long-term relationships. This also serves to attract new customers who may not have been in need of your products or services when you first opened but are now pleased to have their memories jogged.

6. Morale

When people ask your employees where they're working, the latter will likely feel better about their jobs if the reaction to their reply is, “Wow! I've heard a lot of great things about that store” instead of “Nope, never heard of it” or “Oh, are they still around?” Investing in an advertising plan keeps your business an active part of the conversational vocabulary and community buzz. This, in turn, gives your workers a sense of pride and emotional ownership in an enterprise that's generating positive feelings and name recognition.



Advertising Matters

We are the leaders in advertising and has been in the native magazine advertising since 1982. Since then there are a lot of companies small and big who benefited from advertising in our Magazine "Dyes & Chemical Market". Rajiv Parikh took over the magazine business in March 2017 and launched a new online product called the Inventory Sharing Platform (ISP) for manufacturers, distributors and traders. We call it "The Voice" for your products in today's high end technological world! and who can do it better than the guy who worked in the Silicon Valley for last 10 years!

So ADVERTISE today using Native Mode (Print Magazine) and voice your products on our online Inventory Sharing Platform (ISP) and online magazine, web portal for your featured products and news releases.



Did you read the latest issue?...

Reach:

Dyes & Chemical Market magazine reaches to

- Purchase & Sales Officers
- Technicians & Traders
- Manufacturers & Distributors
- Academic Universities
- Research Organizations
- Business Leaders & Decision Makers
- Industry Organizations

Organic Readership: ~30k Print & Digital



Editorial Calendar 2019

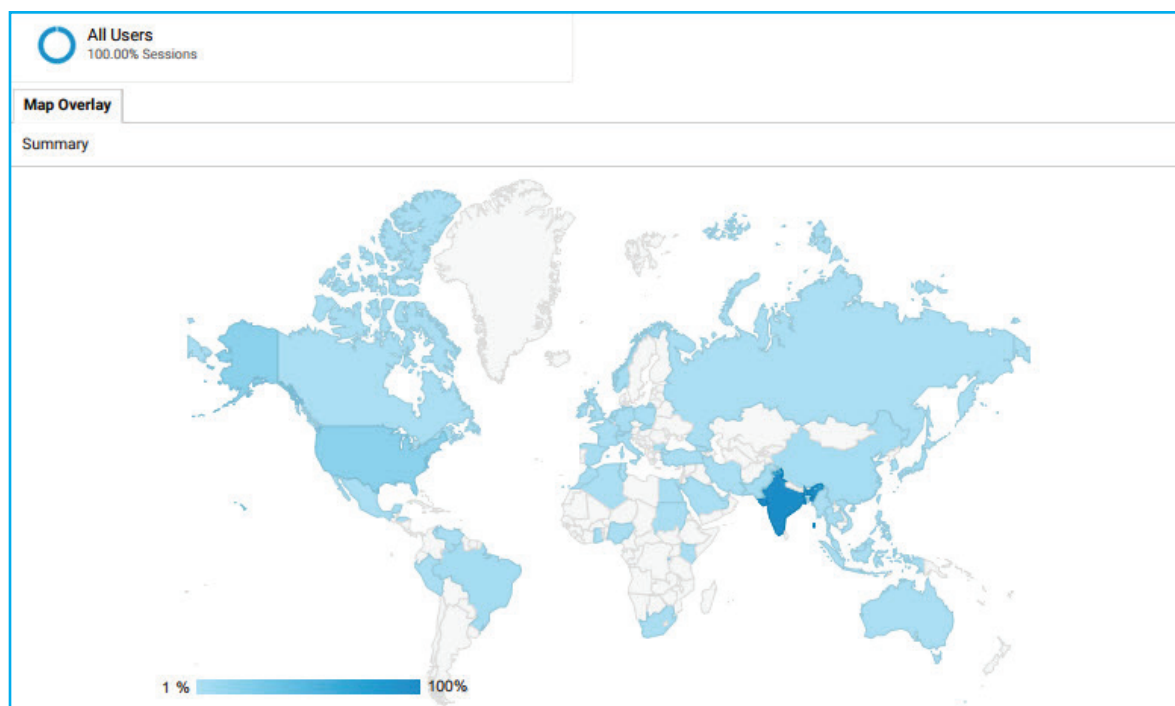
*All dates & topics are subject to change

Month	Featured Story	Special Section
Jan 2019	Global Outlook 2018 - Chemicals Industry	Plastics Industry Special Interview (Space Confirmed)
Events	16 Jan - 17 Jan: ICIS Asian Oleo chemicals Conference, Kuala Lumpur, Malaysia 24 Jan - 25 Jan: Maximising Propylene Yields, Madrid, Spain 31 Jan - 2 Feb: Indian Care Chemical Convention, BEC, Mumbai	
Feb 2019	Paints in Automobile and Construction Fertilizers in the Modern World	Paint India Highlights Paints & Coatings Industry Special Interview (Space Confirmed)
	26 Feb - 28 Feb: Middle East Coatings: Show, Dubai	
Mar 2019	Adhesives and Sealants	Specialty Chemicals India Market Special Interview (Space Confirmed)
	7 Mar - 9 Mar 36th Dye+Chem Sri Lanka, Colombo 28 Mar - 20 Mar CPHI Japan, Tokyo (2020) 19 Mar - 21 Mar Logichem, Amsterdam, Netherland 19 Mar - 21 Mar European Coatings Show, Lumberg, Germany 28 Mar - 30 Mar Indonesia International Dyeing & Chemical For Textile Exhibition, Jakarta	
Apr 2019	Fine and Specialty Chemicals	Chemicals and Dyes Industry in China Specialized companies in Coatings & Corrosion Special Interview
	10 Apr - 12 Apr China Inter-Dye, Shanghai, China 16 Apr - 17 Apr Chemspec (India), Mumbai 16 Apr - 19 Apr Korea Chem Expo, Kintex, Goyang-si, South Korea 30 Apr - 2 May CPHI North America, Chicago, Illinois	
May 2019	Personal and Beauty Care	API Market Aerosols and Fragrances
	2 May CHEMUK 2019: 1st - 2nd May 2019, Harrogate Leeds UK	
Jun 2019	Dyes, Inks, Colors, Paints, Coatings and Pigments	Specialty Chemicals Europe Market Special Interview
	19 Jun - 22 Jun Surface & Coatings, Bangkok 27 Jun - 29 Jun Yarn Fabrics, Dhaka Bangladesh 26 Jun - 27 Jun ChemSpec (Europe), Messe Basel Switzerland 18 Jun - 20 Jun CPHI China, Shanghai	
Jul 2019	Dyes, Inks, Colors, Paints, Coatings and Pigments	Specialty Chemicals Europe Market Special Interview
	10 July - 12 July Expo Paint & Coatings, New Delhi	
Aug 2019	Oleo chemicals, Fragrance and Perfumery	Chemical & Pharma Supply Chain Forum
	27 Aug - 29 Aug 37th Dye + Chem Brazil, 2019 International Expo	
Sep 2019	World of Textile and Printing Dyes Rubber Industry	Automotive Industry Agrochemicals Report
	4 Sep - 7 Sep 38th Dye+Chem Bangladesh, Dhaka 4 Sept - 6 Sep Speciality & Agro Chemicals America, Belmont, Charleston Place. 16 Sep - 17 Sep Cosmetic Ingredients & Packaging India (CIPI) 19 Sep - 20 Sep China International Chemical Industry Fair 16 Sep - 18 Sept CPHI Middle & Africa, Abu Dhabi, UAE 27 Sept - 27 Sept Chemlog India 2019, Mumbai	
Oct 2019	Petrochemicals, Cattle Feed	Lab Chemistry and Equipment
	10 Oct - 12 Oct Bangladesh Printing & Packaging Expo, Dhaka 22 Oct - 24 Oct ChemShow, NY, US 22 Oct - 24 Oct Expo Coating, Moscow 23 Oct - 24 Oct SAPHEX 2019, Johannesburg, South Africa	
Nov 2019	Water Treatment	Surfactants Report
	7 Nov - 9 Nov 5th Intl Industrial Coating Tech Exh / Paint Expo Eurasia, Istanbul Expo Center, Turkey 7 Nov - 10 Nov Bangladesh International Dyes Pigments & Chemicals Expo, Dhaka 18 Nov - 20 Nov China Coat 28 Nov - 29 Nov India Surface Coatings Show, New Delhi 26 Nov - 28 Nov CPHI India, Greater Noida	
Dec 2019	Building & Construction Chemicals	Year in Review

Special Coverage

Special Coverage	
Special 1	Special Booklet to be distributed in April 2018 (Events in April 2018 specially Media Partners - ChemSpec 2018, China Inter-Dye exhibitors and visitors)
Special 2	Special Booklet for October 2018 - (Events in Oct 2018 specially Media Partners – Inter-Dye, ChemShow Eurasia Turkey for exhibitors and visitors)
Special 3	Special Booklet for Dec 2018 - (Events in Dec 2018 specially Media Partners – China Coat for exhibitors and visitors)

Web Reach Analytics:



Top 10 Countries	
1	India
2	US
3	UK
4	Brazil
5	Norway
6	China
7	Bangladesh
8	Pakistan
9	Germany
10	Ireland

Dyes Chemical Market Magazine is a monthly periodical devoted to Dyes, Chemicals, Solvents, Paints, Auxiliaries & Pharmaceuticals industry. It reaches to

- purchase & sales officers
- technicians & traders
- manufacturers & distributors
- academic universities
- research organizations

Its circulation is all over India & reaches masses in US, Europe, and Asia, through our online medium using web & mobile platforms.

Our Online Inventory Sharing Platform (ISP) is a web-based tool that helps manufacturers and its distributors, traders and wholesalers

- to share their inventories within selected markets & regions
- fulfill back orders, sell off excess/unwanted inventory
- improve floor efficiency
- reduce cost & increase sales

Print Advertising Rates

Rates/ Insertion	1-5 Insertions	6-11 Insertions	12-24 Insertions
FULL Page (Color on Art Paper)	PRINT SPECIFICATIONS: 19.5 cm (width) X 24.5 cm (height)		
INR	Rs 11500	Rs 10500	Rs 8900
USD	\$ 450	\$ 380	\$ 290
HALF Page (Color on Art Paper)	PRINT SPECIFICATIONS: 19.5 cm (width) X 11.75 cm (height)		
INR	Rs 9900	Rs 8500	Rs 7000
USD	\$ 330	\$ 280	\$ 230
Full Page (Black & White Only)	PRINT SPECIFICATIONS: 19.5 cm (width) X 24.5 cm (height)		
INR	Rs 7900	Rs 5900	Rs 4900
USD	\$ 260	\$ 190	\$ 160
Half Page (Black & White)	PRINT SPECIFICATIONS: 19.5 cm (width) X 11.75 cm (height)		
INR	Rs 4500	Rs 3500	Rs 2600
USD	\$ 150	\$ 110	\$ 80
One-Third Page (Black & White)	PRINT SPECIFICATIONS: 19.5 cm (width) X 8.0 cm (height)		
INR	Rs 3500	Rs 2900	Rs 1900
USD	\$ 110	\$ 90	\$ 60
Quarter Page (Black & White)	PRINT SPECIFICATIONS: 19.5 cm (width) X 8.0 cm (height)		
INR	Rs 3000	Rs 2500	Rs 1500
USD	\$ 90	\$ 70	\$ 50
Classified Size (Black & White)	PRINT SPECIFICATIONS: 9 on each page		
INR	Rs 2000	Rs 1500	Rs 1000
USD	\$ 70	\$ 50	\$ 30

Cover Positions (Colors) Rates Per Insertion			
Cover Position	Size	INR	USD
Front Cover (PRINT AREA)	21 cm (width) X 19.5 cm (height)	Rs 22000	\$ 750
Back Cover (PRINT AREA)	19.5 cm (width) X 22.5 cm (height)	Rs 16000	\$ 550
Second Cover (PRINT AREA)	19.5 cm (width) X 24.5 cm (height)	Rs 20000	\$ 650
Third Cover (PRINT AREA)	19.5 cm (width) X 24.5 cm (height)	Rs 14000	\$ 450
Advertisements Artwork	Send Soft Copy Only via Email (PDF/PSD or Adobe INDesign File)		

For Print Magazine, please send all payments (check or draft) payable in Mumbai, India. Please send us email for online payment modes.

Download Advertisement Order Form: <https://www.dyeschemicalmarket.com/downloadfiles/forms/AdvertisingOrderForm.pdf>



“A man who stops advertising to save money is like a man who stops the clock to save time.” - Henry Ford

Web Banner Advertising

Banner Image	Size (in Pixels)	Period
Horizontal Premium	630px X 170px	3 months
Price:	Rs. 30,000	\$600
Newsletter Image	630px X 170px	3 months
Price:	Rs 15,000	\$300

We currently do not display many distracting popup advertisements on our website, because we do not want our customers to feel that this is a complete ads website, like some other companies do. We want our banners to be highly visible at the same time make our website look professional. The banners will be on a rotating basis. There will be a max of 5 rotating banners on the web-pages. See events page for example.

www.dyeschemicalmarket.com

Industry Media Partners

with an ever increasing number of events and conferences

- ChemSpec (Mumbai)
- India Chem
- Surface & Coatings (CII)
- ChemLogistics (ChemLog)
- Inter-Dye & Printing (Turkey)
- ChemShow Eurasia (Turkey)
- Analytica Anacon (India)
- Inter-Dye (China) *
- China Coat (China) *

and many more....

* Still working with them for Media Partnership



Connect with us on Social Media



<https://twitter.com/socialDCM>



<https://www.linkedin.com/company/dyes-chemical-market>



<https://www.facebook.com/DyesChemicalMarket>

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