

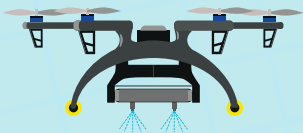
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AgroSpectrum  
Envisaging Future Updating Present

MEDIA KIT  
2024

**Advancing AgriTech:  
Innovations and Trends**





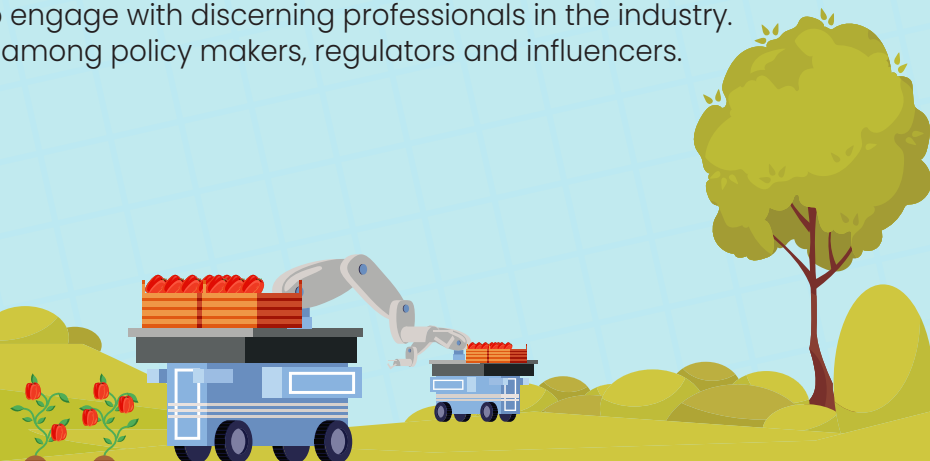
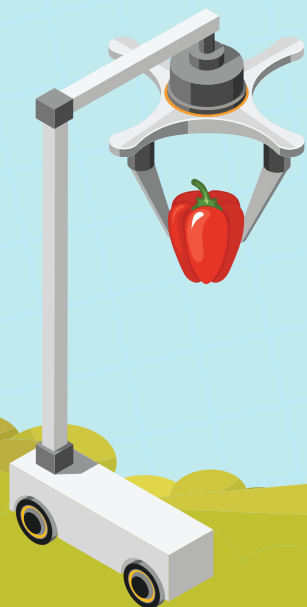
# INTRODUCTION

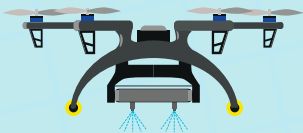
## ABOUT AGROSPECTRUM

Agro Spectrum is premier agriculture magazine, which provides the updates of 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. Agro Spectrum is widely circulated among the farmers, professionals of agriculture equipment manufacturers, policy makers, government officials, industry associations, research & academic institutions, embassies, extension agencies, Banks, financial and rural institutions, agriculture experts and other stake-holders in agriculture sector.

## ADVANTAGES

- AgroSpectrum India provides a unique platform to disseminate your message, showcase your products, services, achievements, future activities, partnership/expansion plans or financial results to its core audience.
- AgroSpectrum India is the best medium to generate business leads, offer solutions and seek collaborations in the Agro and allied industry.
- AgroSpectrum India gives an opportunity to engage with discerning professionals in the industry.
- AgroSpectrum India has unmatched reach among policy makers, regulators and influencers.

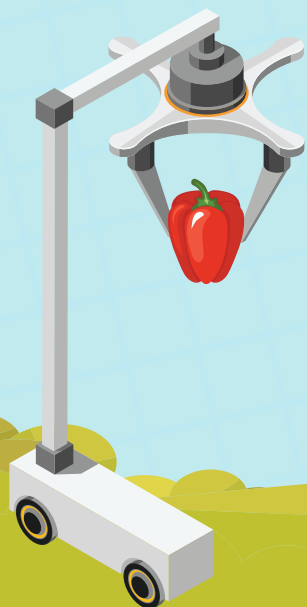


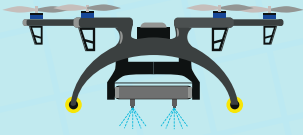


# FEATURES

## SOME REGULAR FEATURES

1. Editorial (On Highlight/s of the Month)
2. Industry News & Needs (Corporate)
3. Interview of the Month
4. Calendar of Events and Reports
5. Movement of Key People (Including Government Postings)
6. News on S&T and Innovation
7. IP Issues (Incl. New Patents)
8. Union and State Governmental Initiatives / Policy / Regulatory
9. News & Views from Overseas / Overseas Markets
10. Market Info (Incl. Highs & Lows of Listed Cos)
11. Analysis of New Business Opportunities
12. Commodity Market News & Analysis
13. Issues & Challenges that are Common to Industry
14. Story on Ingredients
15. Tracking Companies
16. Academic Institute Coverage
17. Career Options News
18. Market News





## REACH

### READERSHIP BREAKUP

**50,000+**

Readers of Print

**15,000+**

Readers of digital magazine

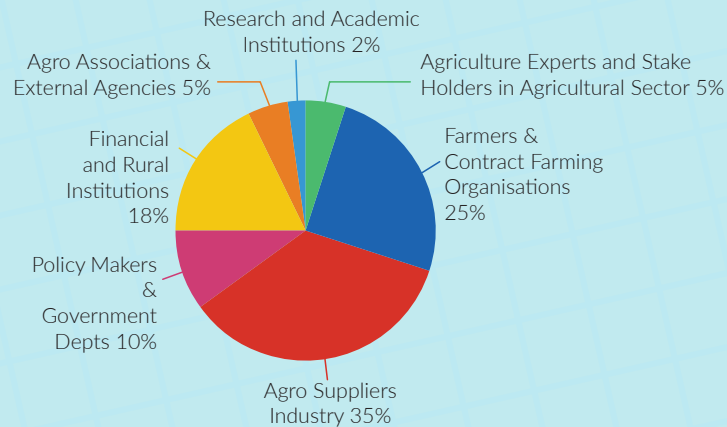
**75,000+**

Page Views Monthly

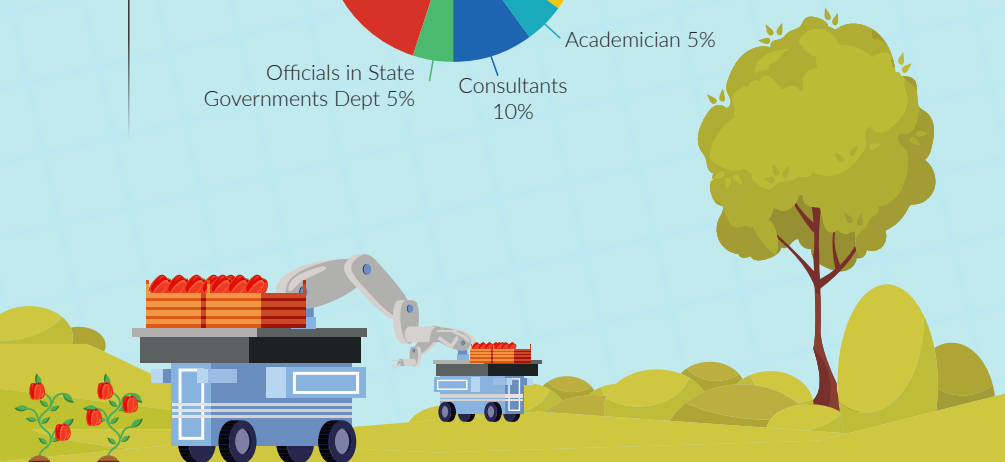
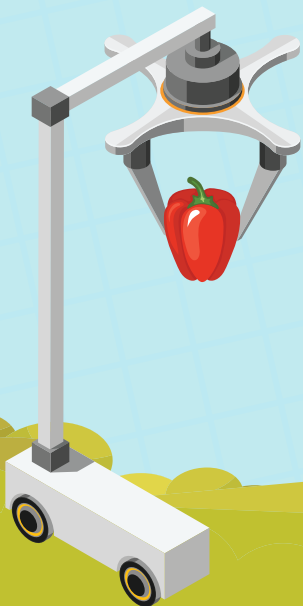
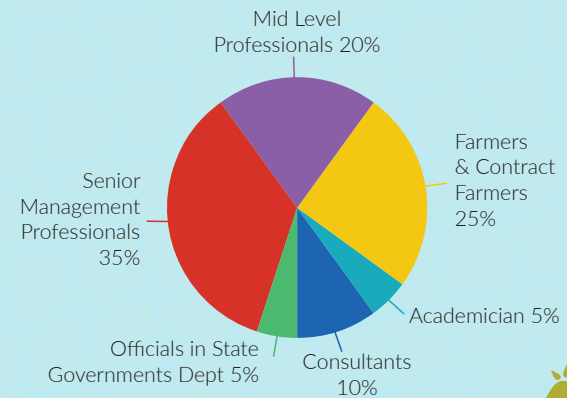
**30,000+**

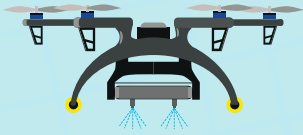
Newsletters/eDM subscribers

### READERSHIP BY INDUSTRY



### READERSHIP PROFILE



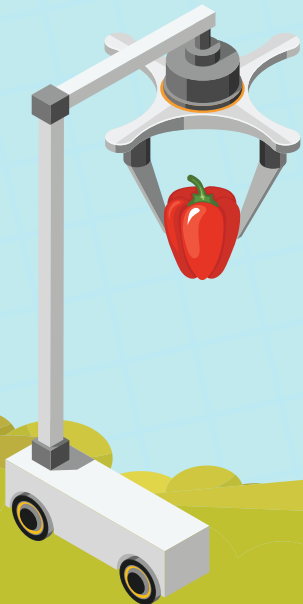
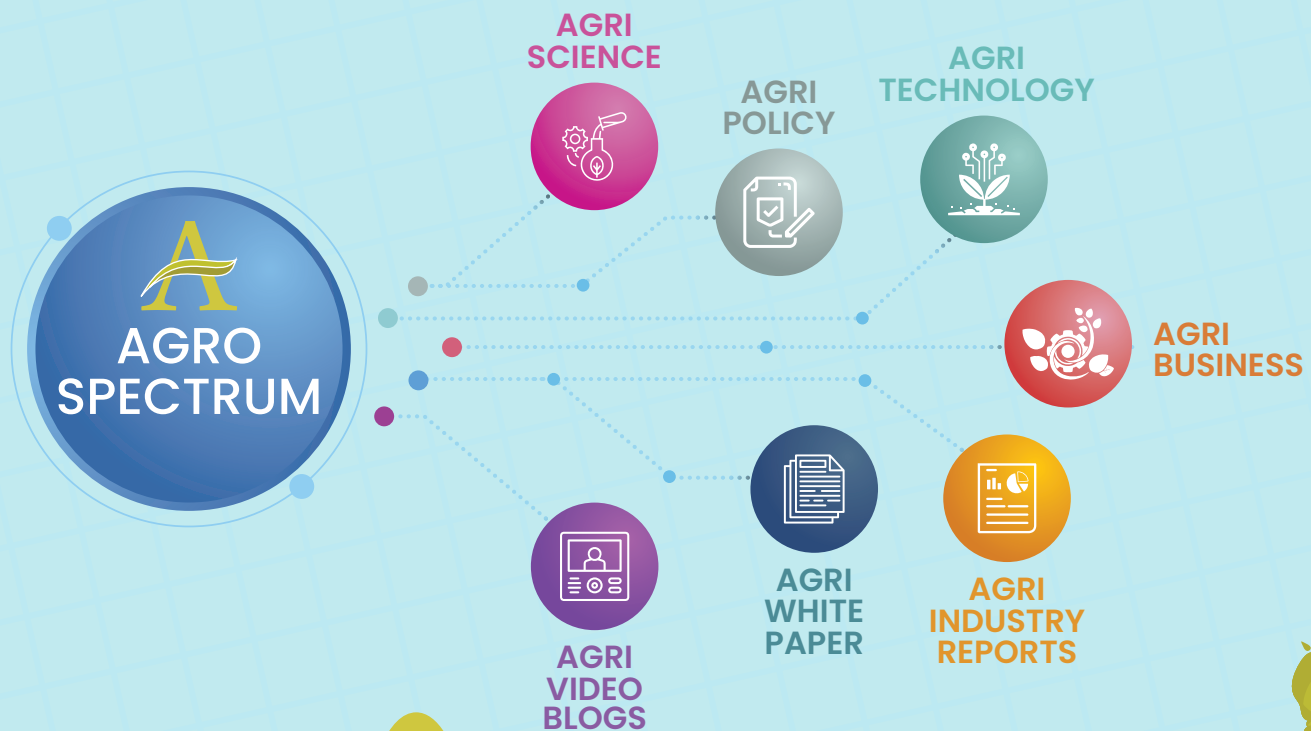


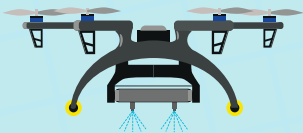
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# ECOSYSTEM COVERAGE

Comprehensive Ecosystem Coverage Spiraling Growth





# EDITORIAL CALENDER

## QUARTER 1: JANUARY – MARCH 2024

**Theme : “Advancing AgriTech: Innovations and Trends”**

### **Print Activities :**

#### **January**

##### **Cover Story :**

“AgriRobotics: Transforming Farm Labor”

##### **Feature :**

“IoT Applications in Precision Agriculture”

##### **Industry Spotlight :**

Interview with a Leading AgriTech Researcher

#### **February**

##### **Cover Story :**

“Digital Marketplaces for AgriInputs and Outputs”

##### **Feature :**

“AI in Pest Detection and Crop Detection”

##### **Event Coverage :**

AgriTech Innovators Conference

#### **March**

##### **Cover Story :**

“Smart Farming: Harnessing Data for Decision-Making”

##### **Feature :**

“Bioinformatics in Crop Breeding”

##### **Reader’s Corner :**

Insights from Farmers in Adopting New Technologies

### **Digital Activities :**

#### **January**

##### **Online Feature :**

“Blockchain for Transparent AgriSupply Chains”

##### **Webinar :**

“Sustainable AgriTech Solutions for Smallholders”

#### **February**

##### **Online Feature :**

“Future of Drones in Agriculture”

##### **Podcast :**

“Startup Stories: AgriTech Entrepreneurs”

#### **March**

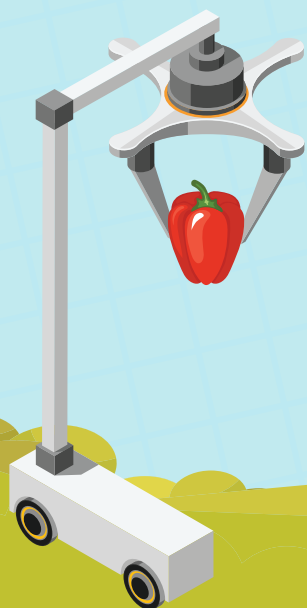
##### **Online Feature :**

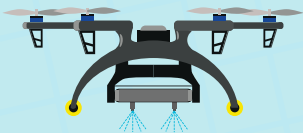
“Agriculture 4.0: Digital Transformation in Rural Areas”

##### **Social Media Campaign :**

#TechInAgri –

Showcasing Innovative AgriTech Companies





# EDITORIAL CALENDER

## QUARTER 2 : APRIL – JUNE 2024

**Theme : "Resilient Agriculture: Adapting to Climate Challenges"**

### Print Activities :

#### April

##### Cover Story :

"Climate-Smart Crop Management"

##### Feature :

"Drip Irrigation for Water-Efficient Farming"

##### Industry Analysis :

Impact of Climate Change on Crop Patterns

#### May

##### Cover Story :

"Precision Planting for Enhanced Yield"

##### Feature :

"Biological Pest Control: Nature's Defense Mechanism"

##### Event Coverage :

AgriClimate Symposium

#### June

##### Cover Story :

"Agricultural Insurance in a Changing Climate"

##### Feature :

"Vertical Farming Innovations for Resource-Scarce Areas"

##### Reader's Corner :

Farmers' Strategies for Coping with Extreme Weather

### Digital Activities :

#### April

##### Online Feature :

"Adding Crop Varieties to Changing Climate"

##### Webinar :

"Building Climate-Resilient AgriCommunities"

#### May

##### Online Feature :

"AgriTech Solutions for Soil Conservation"

##### Podcast :

"Climate Adaptation Stories from Farmers"

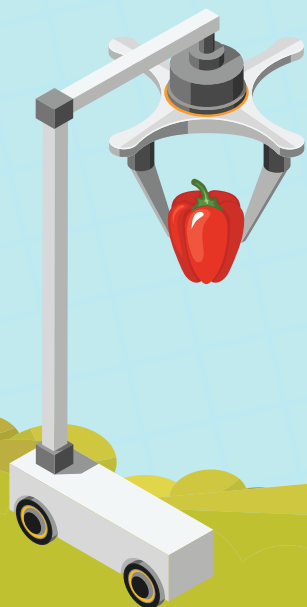
#### June

##### Online Feature :

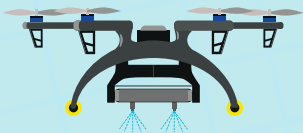
"Mitigating Post-Harvest Losses in Unpredictable Climates"

##### Social Media Campaign :

#ClimateSmartAgri –  
Sharing Best Practices for Resilience







# EDITORIAL CALENDER

## QUARTER 3 : JULY – SEPTEMBER 2024

**Theme : "AgriInnovation: From Lab to Field"**

### Print Activities :

#### July

##### Cover Story :

"Gene Editing and the Future of Crops"

##### Feature :

"Nanotechnology Applications in Agriculture"

##### Industry Spotlight :

Discussion with AgriStartups

#### August

##### Cover Story :

"Advancements in Soil Health Monitoring"

##### Feature :

"Smart Sensors for Livestock Management"

##### Event Coverage :

AgriInnovation Expo

#### September

##### Cover Story :

"Aquaponics: Merging Aquaculture and Agriculture"

##### Feature :

"Remote Sensing for Crop Disease Detection"

##### Reader's Corner :

Perspectives on Ethical Considerations in Agri-Innovation

### Digital Activities :

#### July

##### Online Feature :

"AgriBiotech: Balancing Progress and Ethics"

##### Webinar :

"Entrepreneurship in AgriInnovation"

#### August

##### Online Feature :

"Robotics in Dairy Farming"

##### Podcast :

"Innovators' Insights: From Lab to Field"

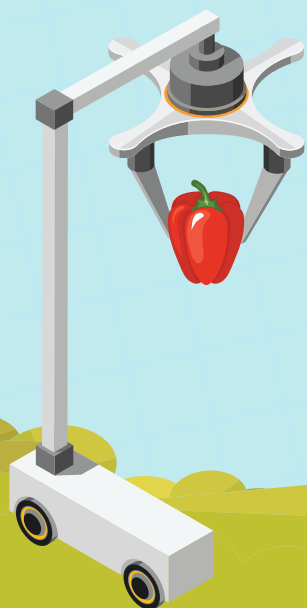
##### Online Feature :

"Sustainable Packaging Solutions for AgriProducts"

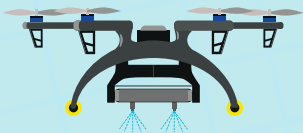
##### Social Media Campaign :

#Lab2Field -

Bridging the Gap between Research and Farming







# EDITORIAL CALENDER

## QUARTER 4 : OCTOBER – DECEMBER 2024

**Theme : "Global AgriTrade and Food Security"**

### **Print Activities :**

#### **October**

##### **Cover Story :**

"AgriTrade Policies and International Partnerships"

##### **Feature :**

"E-Commerce Platforms for AgriExports"

##### **Industry Analysis :**

Food Security Challenges in Developing Nations

#### **November**

##### **Cover Story :**

"Supply Chain Resilience in Global AgriTrade"

##### **Feature :**

"Sustainable Fishing Practices and Aquaculture"

##### **Event Coverage :**

World AgriTrade Summit (Agrovision)

#### **December**

##### **Cover Story :**

"AgriDiplomacy: Navigating International Food Trade"

##### **Feature :**

"Food Traceability for Consumer Confidence"

##### **Reader's Corner :**

Views on Balancing Trade and Local Food Production

### **Digital Activities :**

#### **October**

##### **Online Feature :**

"Agriculture in Diplomacy: Geopolitical Considerations"

##### **Webinar :**

"Ensuring Food Security in a Globalized World"

#### **November**

##### **Online Feature :**

"Food Safety Standards and Export Markets"

##### **Podcast :**

"Voices from Global Farmers: AgriTrade Realities"

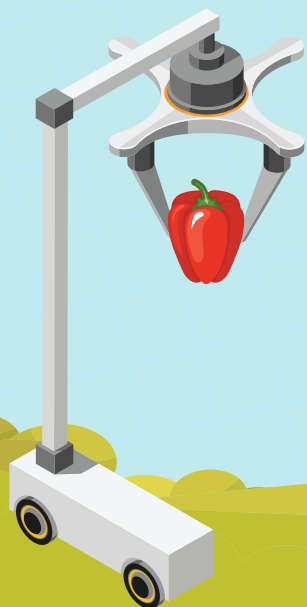
#### **December**

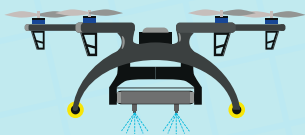
##### **Online Feature :**

"Year in Review: AgriTrade Highlights of 2024"

##### **Social Media Campaign :**

#GlobalAgriTrade –  
Insights and Stories from Across Borders





## ONLINE ADS ([www.agrospectrumindia.com](http://www.agrospectrumindia.com))

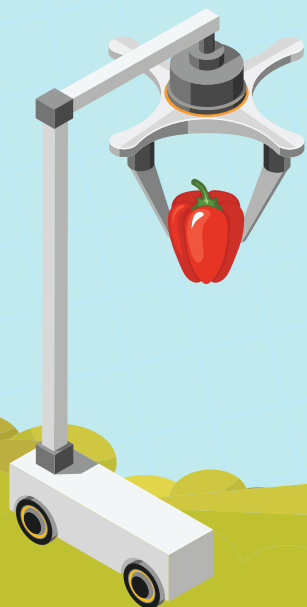
Ad Options	1x (INR)	Specification (W x H px)
Top Leader Board	20,000	728 x 90
Standard Banner	18,000	468 x 60
Footer Leader Board	10,000	728 x 90
Mid Page Unit (MPU)	15,000	300 x 250
Panel Ad	5,000	300 x 100
Videos (30 Sec)	14,000	300 x 250
Sponsored Content (600 Words)	13,000	300 x 250

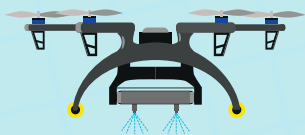
### ELECTRONIC DIRECT MAILER (EDM)

1. EDM database 15000
2. EDM Width should be maximum 600px.
3. HTML file size should be maximum upto 28 kb.
4. HTML file should not contain any style sheet (CSS) or Javascript.
5. File format should be HTML.
6. Subject line is mandatory.

Regular Advertisements	Size	1x
EDM	NA	17,500

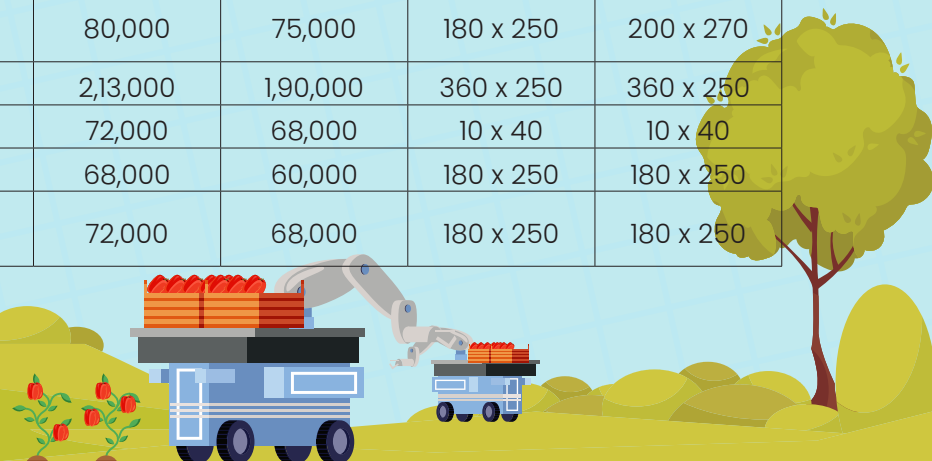
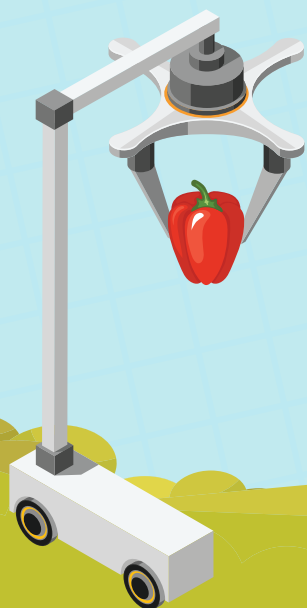
Being a print advertiser, only 25% of the print advertisement value will be charged for the same digital advertisement  
Webinar - Rs. 1,00,000 plus taxes introductory offer.



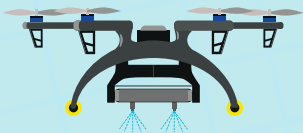


# PRINT ADS (www.agrospectrumindia.com)

Regular Ad Options	1x	3x	6x	12x	Non-bleed (W x H) CMS	Bleed (W x H) CMS
Full Page	80,000	72,000	68,000	60,000	180 x 250	200 x 270
Half Page - Horizontal	40,000	36,000	34,000	30,000	180 x 250	180 x 250
Half Page - Vertical	35,000	31,500	28,000	26,000	90 x 250	90 x 250
Double Spread	1,60,000	1,44,000	1,36,000	1,20,000	360 x 250	360 x 250
Half Double Spread Horizontal	80,000	72,000	68,000	60,000	360 x 250	360 x 250
Regular Ad Options	1x	3x	6x	12x	Non-bleed (W x H) CMS	Bleed (W x H) CMS
Back Page Cover	1,50,000	1,35,000	1,20,000	1,12,000	180 x 250	200 x 270
Inside Front Cover	1,20,000	1,08,000	96,000	90,000	180 x 250	200 x 270
Inside Back Cover	1,20,000	1,08,000	96,000	90,000	180 x 250	200 x 270
3rd Page 1st Opening Page	1,00,000	90,000	80,000	75,000	180 x 250	200 x 270
Opposite Editor's Page	1,00,000	90,000	80,000	75,000	180 x 250	200 x 270
Outside Gate Fold	2,50,000	2,25,000	2,13,000	1,90,000	360 x 250	360 x 250
Tab Ad	90,000	81,000	72,000	68,000	10 x 40	10 x 40
Section Sponsorship	80,000	72,000	68,000	60,000	180 x 250	180 x 250
Advertorial/ Sponsored Content	90,000	81,000	72,000	68,000	180 x 250	180 x 250







# WEBINARS

## Lead Generation

## Thought Leadership

## Brand Awareness

Every AgroSpectrum India 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 AgroSpectrum India 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

₹ 3,00,000

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.

### Webinar Express

₹ 2,00,000

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

### NOTEWORTHY EXTRAS

#### Highlight Reel ₹ 1,00,000

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

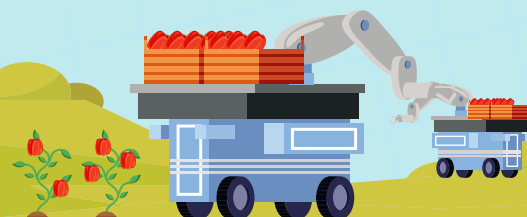
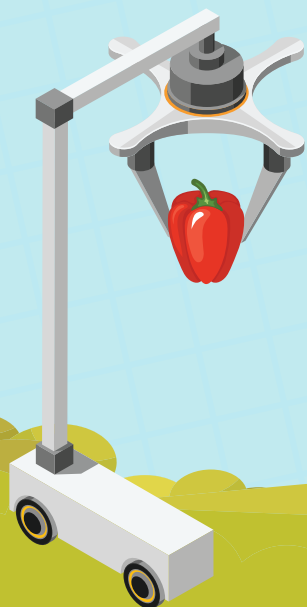
Give us a resource to feature on the event console and in post-event emails.

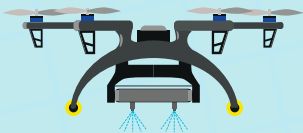
#### WEBINAR RECORDING

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



300 Average Webinar Registrants





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