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**

<table>
<thead>
<tr>
<th>Some Regular Features</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Editorial (on highlight/s of the month)</td>
</tr>
<tr>
<td>2. Industry news &amp; needs (corporate)</td>
</tr>
<tr>
<td>3. Interview of the month</td>
</tr>
<tr>
<td>4. Calendar of Events and Reports</td>
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<tr>
<td>5. Movement of key people (including Government postings)</td>
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<tr>
<td>6. News on S&amp;T and innovation</td>
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<tr>
<td>7. IP issues (incl. new patents)</td>
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<tr>
<td>8. Union and State Governmental initiatives/policy/regulatory</td>
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<tr>
<td>9. News &amp; views from overseas/Overseas markets</td>
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<tr>
<td>10. Market info (incl. highs &amp; lows of listed cos)</td>
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<tr>
<td>11. Analysis of new business opportunities</td>
</tr>
<tr>
<td>12. Commodity market news &amp; analysis</td>
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<tr>
<td>13. Issues &amp; challenges that are common to industry</td>
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<tr>
<td>14. Story on Ingredients</td>
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<tr>
<td>15. Tracking companies</td>
</tr>
<tr>
<td>16. Academic Institute coverage</td>
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<td>17. Career options news</td>
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<tr>
<td>18. Market news</td>
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www.agrospectrumindia.com
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

Agriculture Experts and Stake Holders in Agricultural Sector 5
Research and Academic Institutions 2
Agro Associations & External Agencies 5
Financial and Rural Institutions 18
Policy Makers & Government Depts 10
Farmers & Contract Farming Organisations 25
Agro Suppliers Industry 35

READERSHIP PROFILE

officials in State Governments Dept 5
Consultants 10
Academician 5
Farmers & Contract Farmers 25
mid level Professionals 20
Senior management Professionals 35
Comprehensive Ecosystem Coverage
Spiraling Growth
<table>
<thead>
<tr>
<th>Issue</th>
<th>Cover story</th>
</tr>
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<tbody>
<tr>
<td>January 2023</td>
<td><strong>Cover package</strong>&lt;br&gt;New trends in wineries- current status of winery market, impact pandemic on wineries, opportunities in wine export, Wine making technologies from food grains and fruits, changing trends in wine market. Growing market of fruit beers, craft beer from Indrayani rice, Barley beers, etc.&lt;br&gt;<strong>Expert Articles</strong>&lt;br&gt;Potential of flower wines in wine export&lt;br&gt;Comparison between domestic winery brands and international winery brands- B2B angle&lt;br&gt;<strong>Interview</strong>&lt;br&gt;Rajeev Samant – Director, Sula Vineyards Nashik- current status wineries in India and way forward&lt;br&gt;Mayank Singhal, Director, Indo-Italian wine Fratelli- opportunities in wine production in India&lt;br&gt;<strong>Secondary story</strong>&lt;br&gt;Potential cheese processing industry in export</td>
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<td>February 2023</td>
<td><strong>Cover package</strong>&lt;br&gt;Potential of agri-waste in allied industry- Status of machinery manufacturers who providers for processing of agri-waste&lt;br&gt;New innovative technologies in the packaging of agri-commodities&lt;br&gt;Government policy and regulations for agri-waste processing industry&lt;br&gt;<strong>Interview</strong>&lt;br&gt;Felipe Ambra, Global Vice President, Corona Beers- on biodegradable packaging made from barley straw&lt;br&gt;<strong>Secondary story</strong>&lt;br&gt;Plasma agriculture- future trend in agriculture</td>
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<td>March 2023</td>
<td><strong>Cover package</strong>&lt;br&gt;Future of emerging Plant based meat industry in India&lt;br&gt;Production of plants used for making meat- demand and supply status&lt;br&gt;Current status and challenges in plant based meat industry- Global status of plant based meat industry&lt;br&gt;<strong>Expert article</strong>&lt;br&gt;Future of plant based meat industry in India&lt;br&gt;<strong>Interview-</strong> Varun Deshpande, CEO, Good Food Institute&lt;br&gt;<strong>Interview-</strong> Sandhya Shreeiram- founder, Shiok Meats, Singapore&lt;br&gt;<strong>Secondary story</strong>&lt;br&gt;Women’s day special - women who made difference in agribusiness</td>
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<td>April 2023</td>
<td><strong>Anniversary issue</strong>&lt;br&gt;<strong>Cover package</strong>&lt;br&gt;Role of agri industry in 5 Trillion economy&lt;br&gt;Global perspective of agriculture- Potential of Indian agri industry&lt;br&gt;<strong>Expert article</strong>&lt;br&gt;<strong>Secondary story</strong>&lt;br&gt;Role of agriculture universities in increasing contribution in youth in agribusiness</td>
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<td>May 2023</td>
<td><strong>Cover package</strong>&lt;br&gt;Biosolutions Industry&lt;br&gt;Emerging market of biosolutions in India &amp; global scenario&lt;br&gt;Inputs required for the growth of biostimulant industry in India&lt;br&gt;<strong>Expert article</strong>&lt;br&gt;Will biostimulants be more effective than GM crops in India?&lt;br&gt;<strong>Interview</strong>&lt;br&gt;Prem Warrior, Chief Operating Officer, Valagro&lt;br&gt;<strong>Secondary story</strong>&lt;br&gt;Feed additives market in India- overview</td>
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<tr>
<td>Issue</td>
<td>Cover story</td>
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| June 2023  | **Cover package**  
Supply chain Management  
Horticultural crops industry  
Emerging segments in horticulture crop industry  
Latest trends in Vegetable and fruit industry  
Contribution of start-ups in horticulture industry  
**Expert article**  
Innovations and technologies to mitigate challenges quality issues horticulture export  
Role of FPOs in horticulture  
**Interview- Athang Jain, Director Jain Farm Fresh foods**  
**Secondary story**  
Will plant-based dairy take over traditional dairy in India?  
Current status and future of plant-based dairies in India  
**Event- World milk day June 1** |
| July 2023  | **Cover package**  
Contribution of Agrigenomics in increasing yield  
Current status of plant genome editing technology in India  
Companies using CRISPR- cas9 technology for increasing yield- market report  
**Expert article**  
GM crops- current status and way forward  
Gene editing - next gen plant breeding tool for breeders-Dr Ratna Kumria, Director-Biotechnology, AAI  
**Interview- Prof Rajiv Varshney, Director, Centre for Crop & Food Innovation, Murdoch University, Australia**  
**Secondary story**  
Potato value chains in India |
| August 2023| **Cover package**  
Emerging Vertical farming market in India- includes aquaponic farming and hydroponic farming  
New trends in vertical farming  
Opportunities and challenges in vertical farming in India  
Contribution of start-ups in vertical farming sector  
**Interview**  
Marc Oshima co-founder AeroFarms  
Prashant Zade founder A S Agri  
**Secondary story**  
Organic Fertilizers Market in India- special report |
| September 2023 | **Event- International Dairy Federation (IDF) World Dairy Summit 2022 New Delhi**  
**Cover Package**  
Challenges in agri export and value added export  
Contribution of Coconut Producer companies in export  
**Interview- Rajiv Bhushan Prasad, Chairman Coconut Development Board**  
**Secondary story**  
Interview- Meenesh Shah, Chairman, NDBD – current status of dairy sector & way forward |
| October 2023 | **Event –World Animal day October 4, World Egg day- October 13**  
**Cover package**  
Potential of millet in allied industry  
Emerging industry of soil health management in India  
**Expert article**  
R & D in soil health management  
**Secondary story**  
Fodder industry in India- overview |
<table>
<thead>
<tr>
<th>Issue</th>
<th>Cover story</th>
</tr>
</thead>
</table>
| November 2023 | **Cover package**  
      Seed treatment market in India/ New technologies and innovations in seed industry  
      New trends and technologies in seed treatment industry  
      Need of Seed coating – future opportunities  
      **Expert article**  
      Role of seed treatment in increasing yield  
      **Interview**  
      Rafael Del Rio, Managing Director, Syngenta India  
      **Secondary story**  
      Opportunities in pulses industry in India |
| December 2023 | **Agrovision special issue - To be published in advance**  
      Production of oilseeds for decreasing edible oil imports  
      **Event- World soil day- December 5** |
Online Ads (www.agrospectrumindia.com)

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<tr>
<th>Ad Options</th>
<th>1x (INR)</th>
<th>Specification (wxh px)</th>
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<tbody>
<tr>
<td>Top Leader board</td>
<td>20000</td>
<td>728 × 90</td>
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<tr>
<td>Standard Banner</td>
<td>18000</td>
<td>468 × 60</td>
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<td>Footer Leader board</td>
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<tr>
<td>Mid Page Unit (MPU)</td>
<td>15000</td>
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<tr>
<td>Panel Ad</td>
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<tr>
<td>Videos (30 sec)</td>
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<tr>
<td>Sponsored Content (600 words)</td>
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EDM

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.

<table>
<thead>
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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.
<table>
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<th>Regular Ad Options</th>
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<th>3x</th>
<th>6x</th>
<th>12x</th>
<th>Non-bleed (wxh)-cms</th>
<th>bleed (wxh)-cms</th>
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<tr>
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<td>72,000</td>
<td>68,000</td>
<td>60,000</td>
<td>180 x 250</td>
<td>200 x 270</td>
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<td>Half page-Horizontal</td>
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<td>36,000</td>
<td>34,000</td>
<td>30,000</td>
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<tr>
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<td>1,36,000</td>
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<tr>
<td>Half double spread Horizontal</td>
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<td>72,000</td>
<td>68,000</td>
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<table>
<thead>
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<th>High impact Ad Options (Premium Position)</th>
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<th>6x</th>
<th>12x</th>
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</thead>
<tbody>
<tr>
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<tr>
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<td>80,000</td>
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<td>Outside Gate Fold</td>
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<tr>
<td>Advertorial/Sponsored Content</td>
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<td>81,000</td>
<td>72,000</td>
<td>68,000</td>
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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.

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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 Rs. 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.

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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.

Samples: biospectrumasia.com/webinars

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