



# PROGRESSIVE GROCER

INDIA EDITION

India's leading Food & Grocery B2B magazine

The magazine provides a focussed platform for key professionals in the Food, Grocery and FMCG sector, and decision makers in Modern and General Trade.

Its rich content provides informative articles, features, news and insights by industry experts on:

- business strategies, challenges and solutions
- latest market trends, potential growth areas and prospects of the industry
- developments in international markets
- research-based reports and market analysis by domain experts
- interviews with suppliers and modern grocers

- case studies of companies whose business model and operational efficiencies have enabled sustained growth
- profiles of entrepreneurs
- company news
- information on new products in the market
- government policies that are impacting the sector
- relevant content from the magazine's parent publication in the USA, include articles on best retail practices, global trends, and new technologies in the Food & Grocery retail space

## Readers' Comments



With increasing incomes & aspirations, Grocery consumption and shopping habits will keep continuously evolving in India. Even as it modernises, Grocery retain a distinct local signature in most markets, worldwide. For consumer product brands, retailers and service providers in Grocery categories, Progressive Grocer plays the role of a dependable 'go to' publication to stay updated on the entire sector. For me, Progressive Grocer is often the first place to spot a new development, in my SupermarketWala World!

– **Damodar Mall**, CEO Grocery – Reliance Retail; Author

The Progressive Grocers is aimed at decision makers in the F&B Trade. It offers incisive and authoritative reports on all aspects of the process, from sourcing, to manufacturing and packing, right down to the trends and marketing. One of the Leading publication which understands the Indian Market scenario and updates on International Trends.

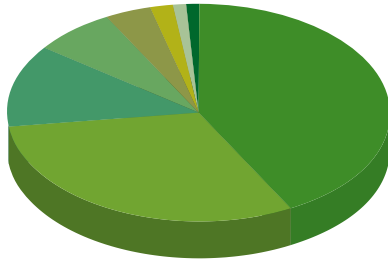
– **Amit Lohani**, Convenor,  
Forum of Indian Food Importers



As Head of International Foods for the Future Group, it is my constant endeavour to bring the best that the world has to offer to Indian consumers. I need to be abreast of the developments as market dynamics are constantly changing. Customer behavior, taste patterns and demands across the country are also evolving as the Millennials take center stage. Progressive Grocer Magazine is a brilliant read to get to know about all that is happening at one place.

– **Sumit Saran**, Head – Intl. Foods & Fresh, Future Group

## SEGMENT WISE DISTRIBUTION

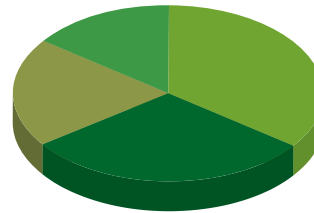


- 42% Food & Grocery retailers
- 31% Manufacturers
- 12% HoReCa
- 7% Supply Chain & Logistics
- 4% Distributor & Local retailers
- 2% Support & IT
- 1% Govt. & trade bodies
- 1% Trade events

Sizes & Position	INR (₹)	US\$	SIZE (WIDTH X HEIGHT)
<b>DISPLAY ADVERTISING TARIFF</b>			
Full Page	75,000	1700	Bleed: 205 X 275 Non-Bleed: 185 X 255
Inside Front Cover	1,50,000	3400	
Inside Back Cover	1,25,000	2850	
Back Cover	2,00,000	4550	Bleed: 410 X 275 Non-Bleed: 390 X 255
Double Spread	1,25,000	2850	
Front Gate Fold	2,00,000	4550	
Back Gate Fold	1,75,000	4000	Bleed: 103 X 275 Non-Bleed: 93 X 255
Half Page (Vertical)	50,000	1100	
Half Page (Horizontal)	50,000	1100	
Quarter Page	30,000	700	Bleed: 103 X 138 Non-Bleed: 93 X 128
<b>CLASSIFIED ADVERTISING TARIFF</b>			
Half Page (Vertical)	30,000	700	93 X 255
Half Page (Horizontal)	30,000	700	185 X 128
Quarter Page	20,000	450	93 X 128
Strip (Vertical)	20,000	450	50 X 255
Strip (Horizontal)	20,000	450	185 X 50
<b>INNOVATIVE SIZES</b>			
Bookmarks	1,50,000	3400	50 X 130
Island	50,000	1100	70 X 70
Dog Ear	1,25,000	2850	210 X 300 (Full Page) + 12 X 36 (Flag size)
<b>STRIPS</b>			
Vertical	30,000	700	50 X 255
Horizontal	30,000	700	185 X 50

All Specifications are in millimeters

## REGIONAL DISTRIBUTION BREAKUP



- 27% North
- 30% West
- 27% South
- 16% East

- 25% premium for the opening page
- Contract discounts applicable upon honouring of the ad package or, against full advance payment
- Agency commission: 15% to INS-Accredited agencies

### SPECIFICATIONS

- Frequency : Monthly (12 issues in a year)
- Binding : Center-Stitch
- Printing : Sheet-Fed Offset
- Material Deadline : 18th of every prior month
- Material Required : EPS/PDF/CDR(X4) with all fonts converted to curves. Graphics to be at least 300 dpi and in CMYK.

### Please note

- For all bleed ads, 4 mm extra on all sides is required for trimming. The Publisher reserves the right to trim 4mm off each edge of the trimmed page dimension. Vital matter should be kept within these tolerances.
- For all double spread ads, gutter space of 10 mm is required. Also, it is advisable to avoid running matter across the pages for double spread ads.

### ADVERTORIAL

IMAGES offers attractive advertorial features for new brand/ collection launches. Net cost of a 4-page advertorial is only ₹2,00,000 (US\$4550). Each additional page will cost ₹50,000 (US\$1100). Basic inputs like ready pictures/ TP's/ logos/ tags etc. to be provided by client/ agency.

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