

# Advertise in Hindi IMR

## A Popular Monthly Defence Magazine

- The No 1 Hindi monthly defence magazine of the country.
- Sold through all 500 Army Post Offices in the country.
- Read by officers, JCOs and soldiers of the Armed Forces, Paramilitary and Police Forces.
- Subscribed by the largest number of defence and police personnel.
- Distributed across India on the news-stands.
- Read by over 2,00,000 readers.
- Distributed free to decision makers in the core ministries and Service HQs.

Publication Date: 15th every month

Closing Date: 10th every month

Readership across Armed Forces, Paramilitary, Ministries, Service HQs, DRDO, Ordnance Factories and Industry

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for further details and to advertise in IDYB or visit the website at [www.idyb.com](http://www.idyb.com).



# Editorial Content of IMR (Hindi)



(Sample inside pages)

## 2016 Editorial & Tradeshow Planner

Issue	Air	Land	Sea	C4ISR	Bonus Distribution
January 2016	Unmanned aircraft, Military helicopters	High altitude warfare	Underwater unmanned vehicles, ROVs	Aerostats	Night Vision India 2016 Army Day Special
February 2016	Helicopters in Special Ops	Infantry modernisation Combat vehicles & MBTs	Marine commandos Anti-piracy ops	Night vision Border surveillance	Force Protection India Singapore Air Show
March 2016	Aeroengines Transport aircraft	Force Protection Battlefield mobility	Naval armaments Harbour protection	Air-Ground comms	DEFEXPO India 2016 India Aviation 2016
April 2016	Offensive Air Support	DEFEXPO India Special CBRNe protection	DEFEXPO India Special Naval power projection	Spectrum management Cellular communications	
May 2016	Ballistic missile defense Unmanned aerial vehicles	Modern artillery Counter-Terrorism	Defense research Mine-hunting ops	Counter-IED technologies	
June 2016	Air-Land battle management	Non-lethal weapons Police reforms	Amphibious capabilities	Tactical comms Net-centric warfare Electronic Warfare	Eurosatory 2016
July 2016	Force Protection Space & military satellites	Combat engineering Emergency bridges	Aircraft carriers & Naval aviation	Cyber security/ warfare	Farnborough Air Show
August 2016	Precision Targeting Flight simulators	Precision Guided Munitions Wargaming	Stealth ships	Battlefield surv radar Virtual reality, Robotics	Maritime Security India Air Defense India
September 2016	Upgrades and MRO	Air defense Logistics Infrastructure	Anti-submarine warfare	Data Base Management	Army 2016, Russia UV India 2016
October 2016	Utility helicopters & SAR	Mini UAVs	Underwater unmanned vehicles, ROVs	Domain Awareness Geospatial Intelligence	Air Force Day Special Euronaval 2016
November 2016	Fifth-Gen fighter Airborne surveillance	Small arms, Infantry fighting vehicles	Shipbuilding Carrier operations	Battlefield transparency	
December 2016	Unmanned aircraft, Military helicopters	High altitude warfare Weapon locating	Close-in weapons Maritime recce & surveillance	Aerostats	Navy Day Special





# Ten Compelling Reasons to Advertise in IMR (Hindi)

“IMR is the best medium of choice to reach the decision makers in the government and the Indian armed forces.”



Maj Gen GD Bakshi, Editor



- ☑ IMR's wide reach outstrips all other defence magazines. IMR is recommended for all formations and units by Army HQ.
- ☑ IMR has the highest circulation and readership amongst defence magazines.
- ☑ Good content is at the core of our editorial policy.
- ☑ IMR is produced by former armed forces officers who are also fully conversant with the requirements of the military reader.
- ☑ Large number of armed forces and paramilitary units have subscribed multiple copies for their sub units.
- ☑ Our rates are the lowest since we believe in fair pricing.
- ☑ IMR, combined with IDYB, DQ and website offers a good integrated media for all your communications to the armed forces and government.
- ☑ IMR is often quoted in the press, television, research articles as a authoritative, reliable and trustworthy publication.
- ☑ IMR is non-controversial. Government companies advertise in it.
- ☑ Domestic companies also advertise in IMR; they know the true worth of IMR, unlike some magazines which cater to foreign companies only.

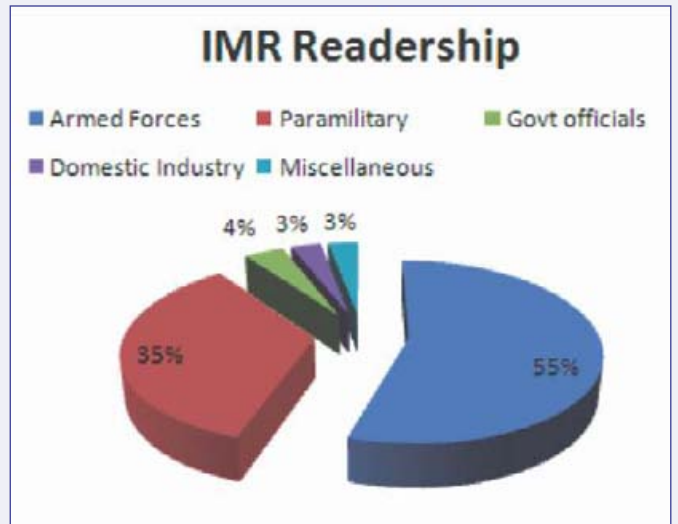


The information regarding Arms/Amn/Eqpt and activities of defence forces were generally not made available to general public. However, this magazine covers a variety of topics..not only beneficial to general public but also beneficial for the members of the Armed Forces...Considering the high quality it is recommended for all Army Libraries.

Army HQ Letter No. A/84503/GS/MT-15(b) dated 11 March 2015



Indian Military Review (Hindi) is available through the full network of 500 Army Post Offices in the country.



**Your Best Gateway to Indian Defence Customers**

# Indian Military Review (Hindi) Insertion Order Form

YES! We would like to advertise in the **INDIAN MILITARY REVIEW (HINDI)**.

## Make Your Choice

Please reserve the following space in IMR (Hindi):

### Inside Pages

Size	4 Color
<input type="checkbox"/> Full Page	\$2,850
<input type="checkbox"/> Half Page	\$2,025
<input type="checkbox"/> Double Page Spread	\$5,000

### Special Positions/Sponsored Advertorial Features

<input type="checkbox"/> Inside Front Cover (2nd Cover)	\$5,100
<input type="checkbox"/> Back Cover (4th Cover)	\$6,000
<input type="checkbox"/> Page Facing 2nd Cover	\$3,900
<input type="checkbox"/> Inside Back Cover (3rd Cov)	\$3,750

We welcome innovative solutions for implementation in advertising – Gatefolds, Cover-wraps, Inserts, advertorial features and supplements. Talk to IMR.

## Your Company Particulars

Name .....

Title .....

Company .....

Address .....

City .....

Postal Code.....

Country .....

Fax .....

Tel .....

Email .....

## Terms and Conditions

Main Terms & Conditions: 1. Insertion of advertisements in Indian Military Review (Hindi) (IMR-H) is at the sole discretion of the Publishers. 2. Date of publication of the IMR-H may be varied due to editorial reasons. 3. The publishers are not liable for any errors or omissions which may occur in the insertion of the advertisements due to any reason. In the case of the publishers of IMR-H offering placement of the advertisement in a preferred section or position all efforts will be made by them but cannot be construed as a binding commitment. 4. The publishers of IMR-H are not liable for any loss accruing to the client as a result of acceptance of the Insertion Order and publication of the advertisement in IMR-H. 5. One Free copy of IMR-H will be provided to the client. 6. The publishers of IMR-H accept no responsibility for faulty printing due to defective advertising material supplied or for errors and omissions caused by circumstances beyond ordinary human control. 7. The publishers of IMR-H will accept no responsibility, whatsoever, for failure to publish advertisement, the copy and instructions for which are not received as stipulated by the publishers. 8. The publishers of IMR-H will not be bound by notice of stop orders, cancellations, or change in special or specified positions after the last date of acceptance of entries and bookings of advertisements. 9. Refunds will be made only against cancellations received before the publication of the advertisements, after deducting 15% of the full rate as administrative charges. 10. The Client, Advertiser or Advertising Agency submitting the advertisement indemnifies the publishers of IMR-H in respect of costs, damages or other charges falling upon the publishers as result of legal actions arising from the publication of the advertisement published in IMR-H. 11. Additional terms printed on the reverse of the Invoice are applicable. 14. Disputes will be subject to jurisdiction of New Delhi courts.

Please reserve the space mentioned in this order for our advertisement(s) in INDIAN MILITARY REVIEW - HINDI. We agree to the terms and conditions.

*✓ We believe in fair pricing*

## IMR Media Pvt Ltd

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**Publication Date:**  
15th each month  
**Closing Date:**  
10th each month

## Mechanical Data for All Print Ads

Page size:  
213mm x 277mm  
plus bleed 5mm  
all sides

Double Spread size:  
426mm x 277mm  
plus bleed 5mm all sides

**Full Page Non-bleed**  
203mm x 267mm

**Double Page Spread**  
416mm x 267mm

**Full Page With Bleed**  
223mm x 287mm

**Double With Bleed**  
436mm x 287mm

**Page Finish Size**  
213mm x 277mm

**Double Finish Size**  
426mm x 277mm

**½ Page (horizontal)**  
194mm x 124mm  
non-bleed only

(Signatures and date)