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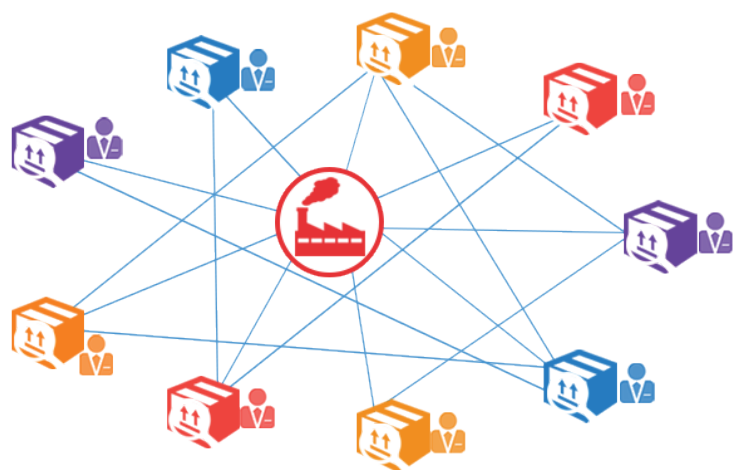
DCM MEDIA PRIVATE LIMITED, MUMBAI
SKYY TECH INC. SANTA CLARA

CIN# : U74999MH2017PTC294592

MEDIA KIT
2021

DYES CHEMICAL MARKET

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



LEADS Platform



Monthly Magazine

v1.0 Mar 31 2021

www.chemicalmarket.net

Welcome

DCM Media (Chemical Market) is a global media, branding and technology company, with a focus on news and information about businesses in Dyes, Chemicals, Pharmaceuticals, API, Textile Auxiliaries, Paints, Solvents, Cosmetics and its Raw Materials Industry.

chemicalmarket.net 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.

Rajin Parikh

CHEMICAL MARKET BRAND

CHEMICAL MARKET's 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 Chemical Market from other chemical industry media 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.

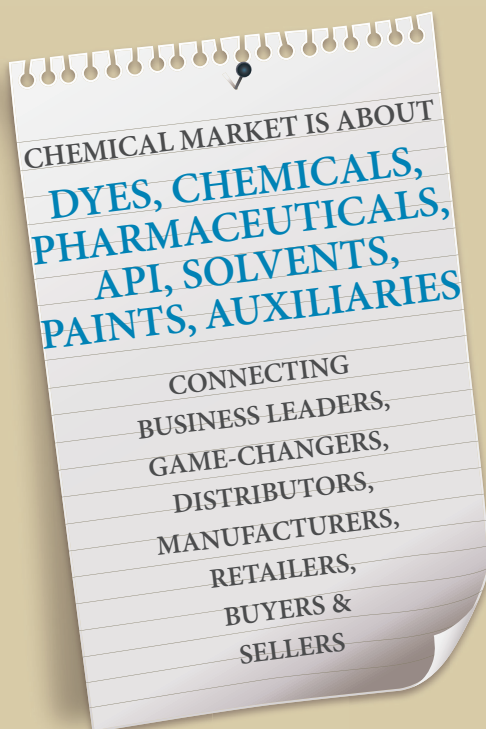
We have our unique Leads Platform, magazine in print & digital, conferences & event tie-ups. We have tied up with several reputed events including ChemSpec (India, Germany), India Chem, ChemLog(India), LogiChem (US), InterDye(Turkey), ChemShow Eurasia(Turkey), Analytica Anacon(India/Germany), IFAT (India), CPHI, MECS, CEMS, Red Carpet Events, Artkim Group 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.chemicalmarket.net 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 “LEADS 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.



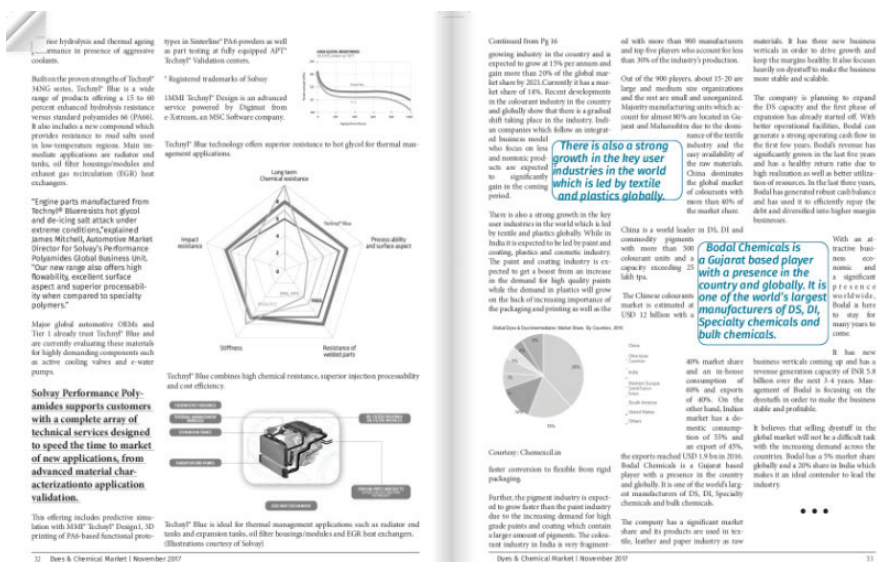
Advertising Matters



Did you read the latest issue?...

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 Leads Platform 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 Leads Platform and online magazine, web portal for your featured products and news releases.



Reach:

Chemical Market magazine reaches to

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

Organic Readership: ~35k

Digital Copy



5 ways of advertising with us

1 Half Page Print Advertisement

2 Email Marketing (Six Times in a / Year)

4 Social Media Marketing/SEO

3 Post your Products Online

5 12 Months Free Subscription

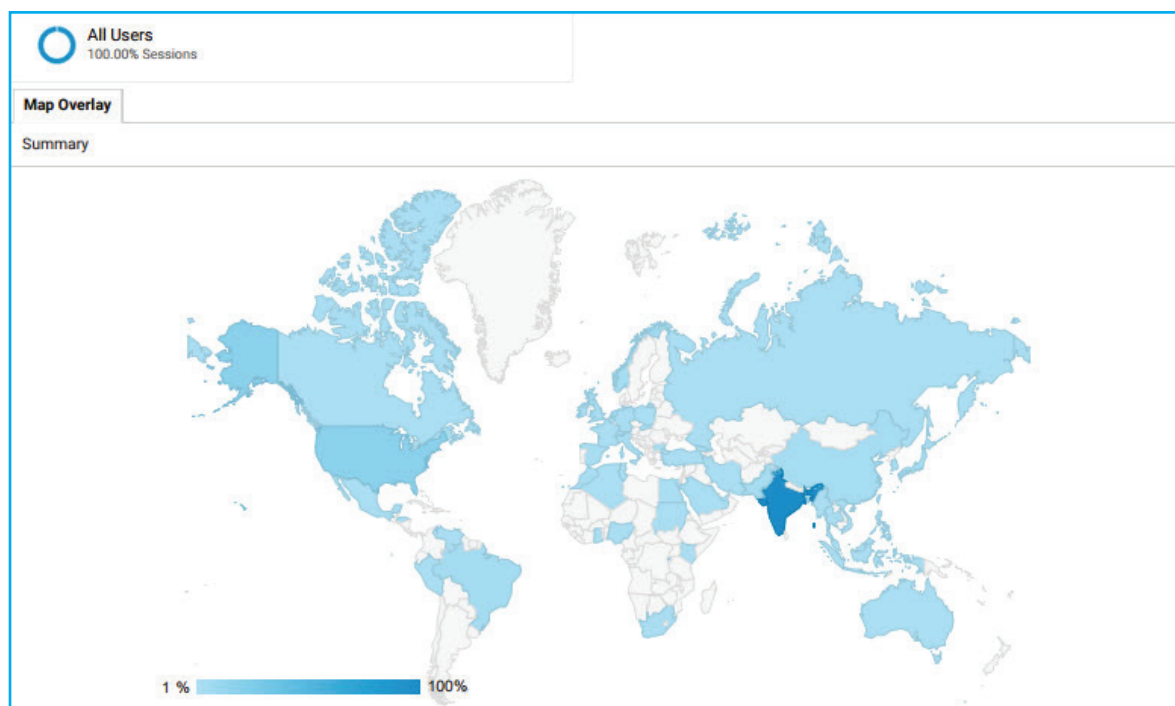
Editorial Calendar 2020

* All dates & topics are subject to change

Month	Featured Story	Special Section
Jan 2020	Global Outlook 2020 - Chemicals Industry	Plastics Industry Special Interview (Space Confirmed)
Events		
Feb 2021	Paints in Automobile and Construction Fertilizers in the Modern World	Paint India Highlights Paints & Coatings Industry Special Interview (Space Confirmed)
Mar 2020	Adhesives and Sealants	Specialty Chemicals India Market Special Interview (Space Confirmed)
	11 Mar -13 Mar 2021 InterDye Textile Printing Eurasia 11 Mar -13 Mar 2021 Paint India	
Apr 2021	Fine and Specialty Chemicals	Chemicals and Dyes Industry in China Specialized companies in Coatings & Corrosion Special Interview
	14 Apr - 16 Apr CPhI Japan 02 Apr - 04 Apr 5th Bangladesh Int'l Dyes, Pigments and Chemicals Expo 26 Apr - 29 Apr Paint Expo Germany 05 Apr - 07 Apr (2022) American Coatings Show	
May 2021	Personal and Beauty Care	API Market Aerosols and Fragrances
Jun 2021	Dyes, Inks, Colors, Paints, Coatings and Pigments	Specialty Chemicals Europe Market Special Interview
	2 Jun - 4 Jun Coatings For Africa 15 Jun Middle East Specialty Chemicals Show	
Jul 2021	Dyes, Inks, Colors, Paints, Coatings and Pigments	Specialty Chemicals Europe Market Special Interview
	8 July - 10 July Expo Paint & Coatings, New Delhi	
Aug 2021	Oleo chemicals, Fragrance and Perfumery	Chemical & Pharma Supply Chain Forum
	10 Aug - 12 Aug CPhI North America	
Sept 2021	World of Textile and Printing Dyes Rubber Industry	Automotive Industry Agrochemicals Report
	1 Sep - 4 Sep 43rd Dye+Chem Bangladesh 2021 International Expo, Dhaka, Bangladesh 1 Sep - 3 Sep Asia Pacific Coatings Show, Manila Philippines 9 Sep - 11 Sep Paint Istanbul TURKCOAT 15 Sep - 16 Sep ChemUK 2021 Expo 26 Sep - 28 Sep CPhI Middle East & Africa 27 Sep - 29 Sept Middle East Coatings Show 23 Sep - 25 Sep Dye+Chem Sri Lanka International Expo	29 Sep - 30 Sep Chemspec Europe 27 Sept - 29 Sep Interdye China
Oct 2021	Petrochemicals, Cattle Feed	Lab Chemistry and Equipment
	11 Oct - 13 Oct CPhI Korea	
Nov 2021	Water Treatment	Surfactants Report
	09 Nov - 11 Nov CPhI Worldwide Germany 24 Nov - 26 Nov CPhI India 24 Nov - 27 Nov Dye+Chem Morocco International Expo 09 Nov - 11 Nov Dye+Chem Brazil International Expo 25 Nov - 27 Nov Paint Expo Eurasia 16 Nov - 18 Nov China Coat China	
Dec 2021	Building & Construction Chemicals	Year in Review
	16 Dec - 18 Dec CPhI China- Virtual CPhI	

Special Coverage

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

Chemical Market Magazine is a monthly periodical devoted to Dyes, Chemicals, Solvents, Paints, Cosmetics, Auxiliaries & Pharmaceuticals, API 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 Leads Platform 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 (4-Color)	PRINT SPECIFICATIONS: 19.5 cm (width) X 24.5 cm (height)		
INR	Rs 11500	Rs 10500	Rs 8900
USD	\$ 450	\$ 380	\$ 290
HALF Page (4-Color)	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.chemicalmarket.net/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.chemicalmarket.net

Industry Media Partners

with an ever increasing number of events and conferences

- India Chem
 - Surface & Coatings (CII)
 - ChemLogistics, NY
 - Inter-Dye & Printing (Turkey)
 - ChemShow Eurasia (Turkey)
 - Analytica Anacon (India)
 - ChemLog
 - CPhI, CEMS, MECS,
 - Red Carpet Events, Artkim Group
- 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/chemicalmarket/>



<https://www.facebook.com/chemicalmarket.net>

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