

EDITORIAL

Calendar 2016

JAN

**Anthropogenic
Pollutants**

Food Security; Light Pollution; Automobiles in India; Chennai Floods; COP21 (In conversation with Bahar Dutt)

FEB

**Critically Endangered
Wetlands**

Recycling Thermocol; Rainbow Colours Fly From Central Himalayan Platter; Svalbard Global Seed Vault; Green Growth

MAR

India: The Next Global RE Hub

Skill Development in Plastic Processing and Life Cycle Assessments; Water-Energy Nexus project; India: The next global RE hub; Human-Animal Conflict; Saving the Forests

APR

**Is the Air Killing your child: The rising
Epidence of Childhood Cancer in India**

Low Carbon Development, Need for public spaces in the urban environment, Energy from the Oceans

MAY

**Fostering the Cultural Response to
Eco-Systemic change**

Green Growth and Development, Aviation industry, Heat related illness and disease, Rushing towards biodiversity disaster

JUN

**Ghost Villages in Uttarakhand: The case
of Out migration**

Wildlife Special, Environment policies in the mining industry, The growing population and the environment

JUL

Disaster management

Disaster management, Weather-proof agriculture, RE potential in India, Food waste reduction, Youth: The Agents of Change

AUG

**Low Carbon
Development**

Low Carbon Development, Need for public spaces in the urban environment, Energy from the Oceans

SEPT

**Harnessing
the Wind Energy**

Harnessing the wind energy, Climate change: Changing temperatures causing vegetation shifts, Saving the Himalayas, The green consumer

OCT

**Poverty and
the Environment**

Poverty and the environment, Water potability, Smog and air pollution, Reducing food wastage, People, Planet and Progress

NOV

**New Solar
Technologies**

Droughts, New Solar technologies/Solar thermal energy, Grasslands and the loss of wildlife habitat, Birds as Environmental indicators

DEC

**Environmental
Impact of Fisheries**

Environmental impact of fisheries, Contamination of drinking water, Heritage monuments and effects of climate change, Conserving Energy

OUR BRAND

Partners

TerraGreen is preferred advertising medium some of the nation's most respected brands



Awarded for
RIVER LINKING ARTICLE IN
2014

Subscription

Term (yrs)	No. of issues	Cover price	You pay	You save	per cent saving
		₹ USD	₹ USD	₹ USD	
1	12	600 120	540 102	60 18	10%
2	24	1200 240	1020 192	180 48	15%
3*	36	1800 360	1440 252	380 108	20%

* Free online access to those subscribing for 3 years

Advertisement Rate

Position	Specification	Rate for Single insertion rate (Rs.)	Rate for six insertions (Rs.)	Discounted Rate for six insertions (Rs.)
Inside full page	Finished size: 20.5 cm x 26.5 cm Non-bleed size: 17.5 cm x 23.5 cm Art work: print ready, minimum 300 dpi in PDF	30,000.00	1,80,000.00	1,53,000.00
Back cover	Do	60,000.00	3,60,000.00	3,06,000.00
Inside Back Cover	Do	50,000.00	3,00,000.00	2,55,000.00



Payment mode

DD/at par cheque in favour of **TERI, New Delhi**

Publication schedule: 1st day of every month

Due date for advertisement application: 10th of every month

Due date for advertisement material: 15th or 18th of every month

Specifications

Artwork preference

Print ready, minimum 300 dpi (tiff, eps, pdf, or cdr) files with all fonts with high quality print proofs and progressives for colour reference

Full-page Ad Finished size: 20.5 x 26.5 cm; Bleed size (3 mm bleed on all sides) 21 x 27.5 cm; Non-bleed ad size: 17.5 x 23.5 cm

Half-page Ad size 17.5 x 11.5 cm

Quarter-page Ad size 17.5 x 5.5 cm (horizontal); 8.5 x 11.5 (vertical)

One-sixth-page Ad size 8.5 x 7.5 cm



Creating Innovative Solutions for a Sustainable Future

The Energy and Resources Institute

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Email: teripress@teri.res.in, Web: <http://terragreen.teriin.org>

TerraGreen

Media Kit
2016



Creating Innovative Solutions
for a Sustainable Future

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TerraGreen is an important vehicle of information for all those who are interested in ideas and solutions for a sustainable planet.

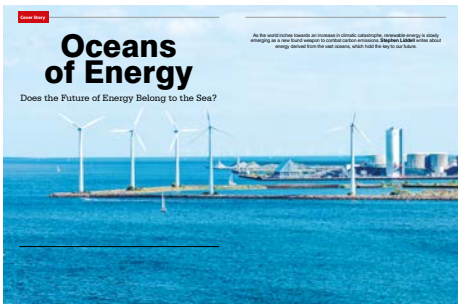
”

-Maneka Gandhi

About TerraGreen

TerraGreen an award winning flagship monthly magazine published by TERI (The Energy and Resources Institute) is dedicated to disseminating information and knowledge on issues of environment, energy, and sustainable development.

Launched in 2004, aims to provide in-depth analysis, reportage, glimpses of ground realities from around the world, and news/information to its readers—the urban, English-educated reader with an innate interest in developmental and environmental issues, including health, wildlife conservation, future energy. In every issue, writers, thinkers, and artists draw on science, engineering, business, architecture, and design to peer ahead to a sustainable future.



360 DEGREE Branding

Make your brand part of impactful journey in a unique and exclusive environment...

Intelligent content, uncluttered setting

Appealing environmental cover stories and a carefully curated editorial context, with high content to ad ratio, give your message more impact and credibility in terms of green policy initiatives and social outreach.

Tap into a one-of-a-kind audience

Sold through all prominent magazine retail chains and internationally available online through Magzter, TerraGreen exactly reaches the kind of people that many leading brands covet as customers – successful, educated, influential, aspiring consumers.

Inflight magazine of Air India

TERI being the sustainability partner of Air India, India's national carrier, TerraGreen is placed on-board in all first and business class cabins of Air India flights helping you with assured 91 percent visibility of your brand to the traveling passengers.

Bonus distribution to high end clients

Thousands of copies of TerraGreen reaches embassies, hotels, government ministries, and corporate professionals through special distribution program or through focussed mailing to TERI eminent contact list.

A premier presence at the industry's largest events.

As a global green think tank, TERI is partner at all the leading renewable and environmental events around the world. TerraGreen being distributed at all such avenues as event collateral from TERI, your message will be seen at every premium industry event & seminar.

SpiceJet.com No. 1

Pamper your legs. Choose SpiceMax.
Significantly more leg room, complimentary meal, and a lot more.

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Avni LED is the most powerful and efficient LED light for residential & commercial buildings, street lighting and public places.

Avni LED is the most powerful and efficient LED light for residential & commercial buildings, street lighting and public places.

avni Solutions Pvt Ltd
The World's No. 1 LED Light Manufacturer

AIR INDIA

MAGAZINE

SIEMENS

The world of tomorrow needs answers that last.
That's why we're building them today, with customers all over the world.

Siemens.com/siemens

WELSPUN
Renewables

IT IS TIME TO CHANGE THE POWER GAMES

COMMITTED TO POWERING INDIA WITH 15% SOLAR & WIND CAPACITY

- Setting up 10 GW solar and 10 GW wind capacity in the next 5 years
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Welspun

THE SIMPLEST WAY TO THANK YOUR MOTHER. Plant a tree today!

Afforestation is the key to control global warming. Just Wakeup!

Sintex
Choose your way to cleaner, greener world

- Litter Bins
- Wash Floor
- Bucket
- Wheeled Waste Bins
- Hand Cart
- Tricycle
- Dumper
- Tractor
- Tractor Dumper
- Community Unit

Customized Waste Management Package is Available on Request

SINTEX INDUSTRIES LIMITED
PUNJAB OPERATIONS

NTPC Limited

Giving them a life of pride and self esteem...

NTPC Limited

MEET OUR Readers

Reach more than 1,50,000 discerning readers eager to engage with quality brands that can help achieve their aspiration for an ecofriendly and informative lifestyle.



They are discerning consumers — label-readers who prefer to do business with brands that share their values. They are early adopters, trend leaders, and influential members of their community whose opinions and preferences drive those of family and friends.

Our unique base of analytical and socio environmental content enhances your brand value and your association with us will help to identify your organization as advocate of environmental sustainability, which will influence the overall campaign optimization.

Quick Facts

Frequency
Monthly

Reach
150,000

Distribution
**Magazine Retail,
Direct Subscription,
Air India flights,
Travel Stores
Institutional mailing**


Circulation
10,000

Reader per copy
3.5

 **85%** find the content good and exclusive

Average age group
 **21-45** years

Time spent by average reader
 **25-30** Minutes

 **75%** feel that the content influence their future decisions

 **60%** of readers are college graduates

 **74%** find look and feel is interesting

DIGITAL Reach

Reach more than 1,50,000 discerning readers eager to engage with quality brands that can help achieve their aspiration for an eco-friendly and informative lifestyle.

Our award-winning print magazine comes to life in our enhanced digital edition, available on the Magzter and <terragreen.teriin.org> Analytics enabled features and interactive content with the flexibility of digital delivery, this new version of TerraGreen meets our growing digital audience where they are.

<terragreen.teriin.org> in terms of brand platform empowers client to better target, engage and monetize high-value online audiences at scale. Such interactive content helps your brand connect with a hard-to-reach, appealing audience, thoughtful, discerning consumers who are committed to actively improving both themselves and their environment.

As an advertiser in the online edition, your brand will stand out in an exclusive space:

- With a larger canvas than what's available in print, you can customize your message and be more creative.
- With enabled URLs that open through Terragreen website, you can easily direct Green lifestyle consumers to your website.
- Images are brighter, sharper, and more enticing.



A hugely passionate online reader Relationship

Monthly page view: **5485**

Unique visitors: **72%**

Average subscription **30%** of print

