

- Publication** : Business India
- Issue Date** : 3 October 2010
- On the stands** : 20 September 2010
- Total Readership** : 7,65,000 (IRS 2010, Q1)
Over the years Business India has built up a large and loyal following of readers – readers for whom Business India is the first choice.
- Reader Profile** : The typical Business India reader is a professionally qualified, successful executive/businessman/self - employed professional. The magazine's up-to-date, comprehensive, credible and analytical editorial content gives it a wide appeal and makes it a 'must – read' particularly among top and middle management.
Business India provides the highest readership numbers in the category of businessmen/industrialists/executives and self employed professionals – much higher than any other business magazine.

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- Material Details** : Full Page height 24 cms x width 18 cms
Half Page Horizontal height 11.5 cms x width 17.3 cms
Quarter page height 11.5 cms x width 8.5 cms
- Material Required** : PDF/EPS 300 dpi high resolution format on CD with colour print out. Email can be sent at biartwork@gmail.com
- Material Deadline** : 5 September 2010
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