

# IMR DEFEXPO SHOW NEWS DAILY



**There are many Show Dailies. Choose IMR's for the best coverage, circulation and, above all, the best possible and fair pricing.**

## **About the IMR DEFEXPO SHOW NEWS DAILY**

IMR's daily publication of record for DEFEXPO India 2010, IMR DEFEXPO Show News Daily will capture the breaking news, important issues, and newsworthy events that arise during this high-powered exhibition. We'll bring you the level of news and analysis you've come to expect from the leading publishers in the industry, in addition to the critical show information—each day.

Written by IMR's seasoned and dedicated editorial staff, IMR DEFEXPO Show News Daily will be produced on all four days of DEFEXPO India 2010 – February 15, 16, 17 and 18. Do not miss the display advertising opportunities

Includes four day distribution at-show to DEFEXPO India 2010 attendees plus mail distribution to over 20,000 IMR subscribers, both complimentary and paid.

Attendees to the DEFEXPO India 2010 include senior officers of the three armed forces, buyers, users, top procurement decision makers and other influencers from the military. They hail from a wide range of units including ground combat arms, computer technology and systems, operational support units, fixed wing and helicopter aviation elements and more.

This is your opportunity to get maximum exposure for your Company by joining the leading player in the defence market to showcase your brand in the IMR DEFEXPO Show News Daily issues. By advertising in the special issues, you are positioned to reach the top decision-makers from the Indian Armed Forces as well as others in the defense industry.

For maximum benefit also insert your ad in IMR February 2010 edition for additional distribution to 30,000 readers.

**Total Distribution: 10,000 On-site + other complimentary**





## 10 Reasons Why You Should Advertise in IMR DEFEXPO Show News Daily

1. The IDYB Group has been constantly pushing the boundaries of its readership. Join the pages of its magazines and push the boundaries of your business.
2. The Show Daily will reach every visitor to the Show.
3. Your advt and features will also reach IMR's readership at large in addition to the visitors to the Show.
4. IMR's DEFEXPO Show News Daily will include newsworthy events, important press releases, announcements, show cased products, new technologies and interviews with decision-makers.
5. Be a part of Breaking News – Advertisers will get preference.
6. IMR will be aggressive in distribution of its Show News Dailies.
7. Coupled with advertising in IMR, its Show News Dailies will be your Force Multipliers to reach more and more relevant target audiences.
8. Domestic and overseas advertisers have both built trust in the IDYB Group, the publishers of IMR and IMR DEFEXPO Show News Daily, for the value-for-money and credibility of the media.
9. Insertion Rates for advts in IMR DEFEXPO Show News Daily are the lowest you will find amongst Indian magazines. Specially discounted rates are also available as part of Integrated Packages, which include space in IMR, IDYB, Defence Trade Directory and IMR's websites.
10. Pay after publication.



## Show News Dailies from the House of IDYB

In India, the IDYB Group provides a credible, effective platform for targeting the world's defence officials through its publications. IDYB Group publications analyse all aspects of defence and security, drawing on a network of independent researchers, specialists and contributors. The result is the highest quality of validated analyses.

Defence organisations and the armed forces rely on the IDYB Group publications for reliable, integrated security and defence related market and industry information.

Commanders in theatre trust the IDYB Group of publications for swift, accurate assessment of threats.

Industry professionals leverage IDYB Group publications for guidance on decisions, changing criteria and competitors.

IDYB gets hard-to-find open source information and provides well considered analyses of issues.

Government ministries and defence departments refer to IDYB Group publications through out the year.

Knowledge managers source data from IDYB Group publications.

Advertisers have a wide choice of options. We are open to innovations and suggestions.



Maximise Your Direct Marketing Investments in DEFEXPO India 2010...  
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