



**NEXT  
GEN**

**Next Gen Publishing Limited**



# Introduction to Next Gen Publishing's Special Interest Publications

Next Gen Publishing Ltd, an enterprise of the Forbes Group, HDFC Ltd and Emap Automotive Ltd, U.K.. was incorporated in October 2004 and commenced operations from January 2005 with the promise of offering the finest in the field of publishing and with a vision to be a leading content generation company in India across media platforms.

Over time, not only have its B2C titles, Car India (licensed from Emap), Bike India, Computer Active (licensed from VNU), Smart Photography, Ideal Home & Garden, and FHM (licensed from Emap) set trends in their categories, they have also earned considerable critical acclaim.

Not only does the path breaking Commercial Vehicle (CV) attempt to set the record straight, it represents a hat trick of sorts for Next Gen's automotive division. Joining forces with, Car India and Bike India, Commercial Vehicle, a B2B magazine provides clear, in-depth and differentiated content for readers across the spectrum of the automotive industry.

# Key Aspects

NEXT GEN PUBLISHING LTD

The Organization

Vision / Mission

**AUTOMOTIVE**

**car**  
India

**Bike**  
INDIA



- ‡ Editorial Philosophy
- ‡ Partners – EMAP
- ‡ Why choose?
- ‡ Who will read?
- ‡ Target Audience
- ‡ Magazine Structure

- ‡ Editorial Philosophy
- ‡ Who will read?
- ‡ Magazine Structure
- ‡ Why choose?

- ‡ Indian Automobile Industry
- ‡ Why CV Magazine?
- ‡ CV Universe
- ‡ The Magazine Content
- ‡ The Magazine Readers

## **Our Vision...**

To be a leading content generation company in India with truly contemporary levels of delivery to readers and enthusiasts in various streams.

## **Our Mission...**

To leverage human capital in building strong publishing products, to reach the end consumer through various media of their choice.

# Behind the Scene

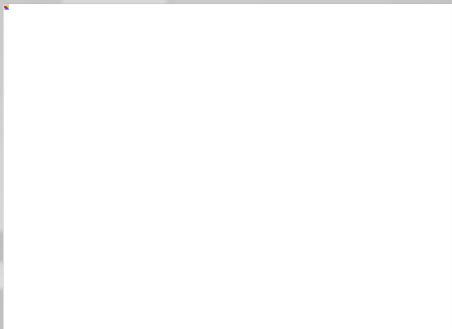
At the helm of CAR India and BIKE India is the very experienced Aspi Bhathena, one of the most respected names in the Indian and international motoring journalism and with a formidable reputation in the biking industry.

Commercial Vehicle has a very able man at the helm - Shridhar Chari. As one of the doyens of Indian automotive journalism, his expertise provides a ready head start for the new magazine.

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# *Commercial Vehicles*

*From  
Next Gen Automotive*



NEXT  
GEN

**CV**  
COMMERCIAL VEHICLE  
AT THE HEART OF THE INDIAN TRUCK & BUS INDUSTRY

[ CAPTURED!! ]  
**AUTO  
EXPO**  
2008

Rs. 75

Volume 2 Issue 5 • February 2008    Subscriber's copy

**THE CHANGING FACE OF  
MSRTC**

The iBus enthalls | NDTV Profit-CV Awards

FEB 08

# Indian Automobile Industry

- India is the largest three wheeler market in the world & growing at a rate of **14** per cent annually.
- Second largest two-wheeler market in the world & growing at the rate of **14.3** per cent
- 4th largest passenger vehicle market in Asia & growing at **11.3** per cent.
- 4th largest tractor market in the world
- 5th largest commercial vehicle market in the world & growing at a rate of nearly **23.5** per cent, although from a lower base.
- The exports of automobiles from India have been growing at a CAGR of **39** per cent for the past four years.

# Why a CV Magazine?

- India is a large market with significant potential for growth
- The Indian automotive sector is showing strong growth in the domestic and exports market
- Development of ports and highways, increase in construction (infrastructure) activities and agricultural output
  - With better roads and highway corridors linking major cities, the demand for larger & small CV's is increasing in India.
- The Government of India (GoI) has identified the '**automotive sector**' as a key focus area for improving India's global competitiveness and achieving high economic growth
- India is a big exporter of buses and trucks to Africa & Latin America
- India becoming the R&D hub for most auto majors
- No dedicated magazine to cater to the CV industry

# CV universe

- **Truck & Bus makers**
- **Three-wheeler makers**
- **Tractor makers**
- **Coach Builders**
- **Fleet Owners/Operators**
- **Heavy Equipments (Cranes, Road Rollers, Bulldozers etc.)**
- **Road Construction Companies & Govt. departments**
- **Lubes/Fuels/CNG etc.**
- **Tyres**
- **Banks & Leasing Firms**
- **Ancillary & Accessories (Gaskets, Batteries, pistons etc.)**
- **GPS Tracking systems**
- **Logistics**
- **Trailer Makers**
- **Engine Repowering works**
- **Fuel Injection Systems**

# The Magazine Content

- **News section - Indian & International**
- **Product reviews**
- **Product comparisons on an investment to return basis going by established guidelines laid down by various road transport institutes.**
- **Traffic solutions/Helpdesk**
- **Technology forums**
- **Better trucking**
- **Efficiency enhancers for the trade, logistics planning, etc**
- **Tractor section/Three-wheeler section**
- **Case studies on lubrication, loading and unloading down times, etc**
- **Focus on industry people**
- **Finance section**
- **Special application vehicles**
- **Body builders /engine re-powering centres / tyres mechatronics / GPS systems**

# The Magazine Reader

- Fleet owners, Logistics, Construction, material handling and Auto Companies - Managers, CEO's & Decision makers , Govt. officials & departments, financial analysts targeting auto sector
- Reader requirements -
  - Looking for latest happenings in the auto industry from within & outside the country
  - Insights on the Indian Auto market for multinationals looking at understanding & making in roads in the Indian market

# Rate Card

Positions	Price (INR)	Price (Euros)
Back Cover	2,00,000	3575
Front Inside Cover	1,50,000	2680
Back Inside Cover	1,25,000	2235
Front Gate Fold	2,50,000	4475
Back Gate Fold	2,25,000	4025
Full Page Colour	85,000	1525
Double Spread	1,50,000	2680
Half Page	50,000	900
<b>Print Run</b>	<b>45,000</b>	

Last date for Releasing advertisements : 21st of previous month  
Last date for submitting Creative: 23rd of previous month.

# Mechanical Specification

## MAINSTREAM



### Back Cover

Non-bleed : 19.5 cms x 25.3 cms  
Bleed : Cut Size 21.5 cms x 27.3 cms  
Key No./ Visual & text with in 19.5cms x 25.3cms  
3mm bleed from all sides



### Back Inside Cover

Non-bleed : 19.5 cms x 25.3 cms  
Bleed : Cut Size 21.5 cms x 27.3 cms  
Key No./ Visual & text with in 19.5cms x 25.3cms  
3mm bleed from all sides



### Front Inside Cover

Non-bleed : 19.5 cms x 25.3 cms  
Bleed : Cut Size 21.5 cms x 27.3 cms  
Key No./ Visual & text with in 19.5cms x 25.3cms  
3mm bleed from all sides



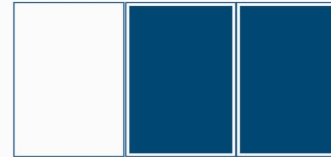
### Double Spread

Non-bleed : 41 cms x 25.3 cms  
Bleed : Cut Size 43 cms x 27.3 cms  
Key No./ Visual & text with in 41 cms x 25.3cms  
3mm bleed from all sides. Gutter Space : 6mm



### Front Gatefold

Non-bleed : 40 cms x 25.3 cms  
Bleed : Cut Size 42 cms x 27.3 cms  
Key No./ Visual & text with in 40 cms x 25.3cms  
3mm bleed from all sides



### Back Gatefold

Non-bleed : 40 cms x 25.3 cms  
Bleed : Cut Size 42 cms x 27.3 cms  
Key No./ Visual & text with in 40 cms x 25.3cms  
3mm bleed from all sides



### Full Page

Non-bleed : 19.5 cms x 25.3 cms  
Bleed : Cut Size 21.5 cms x 27.3 cms  
Key No./ Visual & text with in 19.5 cms x 25.3  
3mm bleed from all sides



### Half Page-Horizontal

19.5 cms x 11.5 cms



### Half Page-Vertical

9.5 cms x 25.3 cms

## MATERIAL SPECIFACITONS

Magazines are produced by direct-to-plate technology, therefore single, high resolution, press optimized files are required in Hi Res PDF or TIFF formats. All images and fonts must be embedded in supplied PDF files. All colour artwork must be CMYK with ICC Profiles OFF at 300 dpi

## CONTACT US

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Visit us at: [www.nextgenpublishing.in](http://www.nextgenpublishing.in)

The logo for Next Gen features the words "NEXT" and "GEN" stacked vertically in a bold, white, sans-serif font. A white arrow starts from the bottom left of the "N" in "NEXT" and points diagonally upwards and to the right, ending at the top right corner of the "G" in "GEN".

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**THANK  
YOU !!**

To know more about us, visit: <http://www.nextgenpublishing.in>