

# Clean India Journal

The Voice of the Indian Cleaning Industry

Magazine on Cleaning Technologies, Hygiene Solutions & Facility Services



# 2023 MEDIA KIT

PRINT • DIGITAL • MOBILE • SOCIAL • CONFERENCES • SUMMIT • CONTENT MARKETING

[www.cleanindiajournal.com](http://www.cleanindiajournal.com)

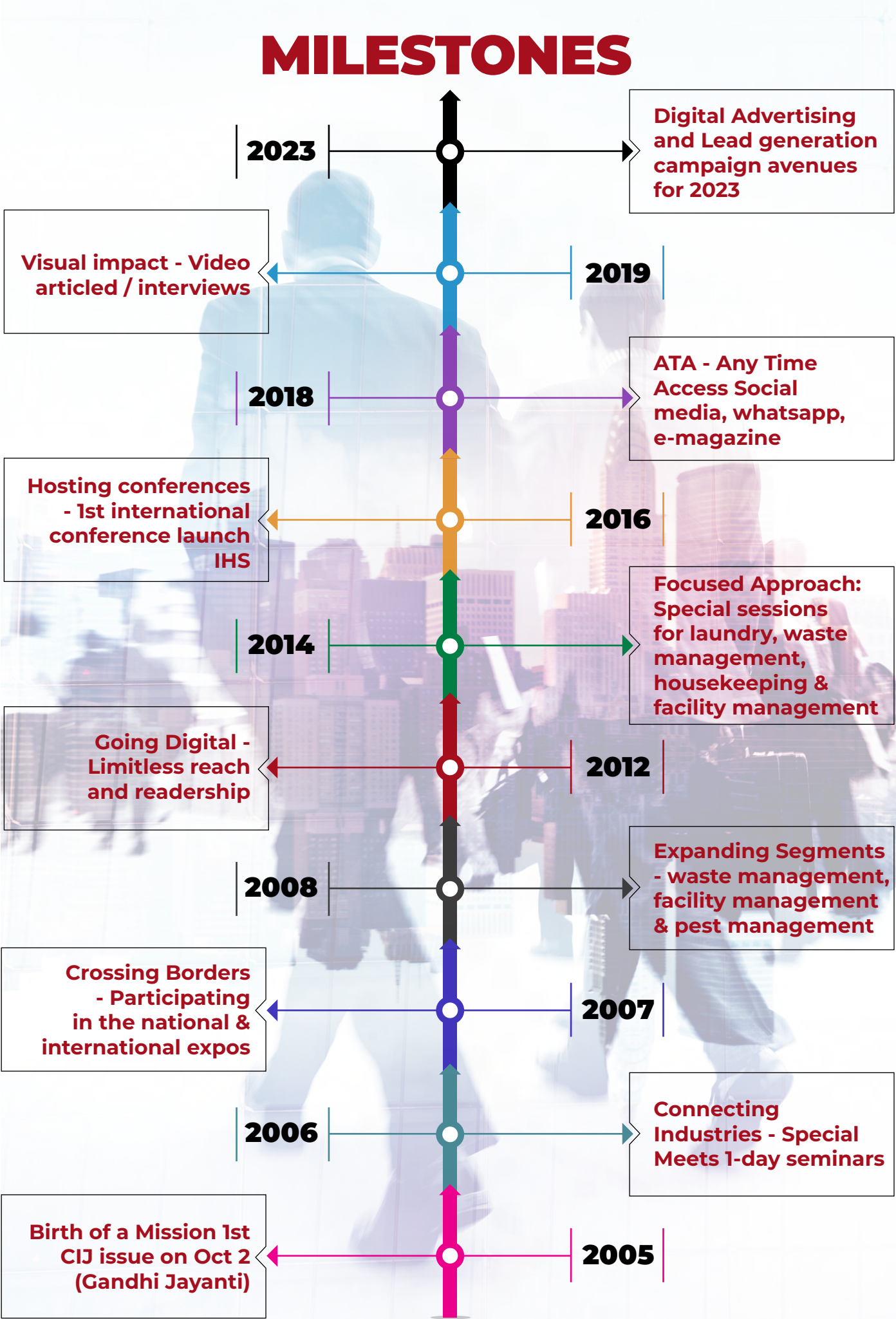
# THE VOICE OF THE INDIAN CLEANING INDUSTRY



Clean India Journal is **India's only publication** dedicated to the **cleaning, hygiene, facility management, sanitation, waste management, laundry, dry-cleaning, vehicle care and many more segments**. It is the most sought-after magazine on the science of cleaning, technological innovations, product innovations and smart processes for service delivery. The magazine fully supports the mission of **Swachh Bharat Abhiyan** and the country's **ESG and Sustainability goals** through its content and messaging.

**Across the 17 years**, the esteemed publication has helped reach across **1,00,000+ decision-makers and influencers Pan India** across all key sectors including **manufacturing, warehouse, hospitals, healthcare, food processing, hospitality, commercial infrastructure, retail, corporate, waste management, laundry, government, and private institutions**.

Clean India Journal continues in its endeavor to enable the industry to **make inroads into newer market segments** and strengthen its presence in growing segments with its all-encompassing content, communication & campaigns.

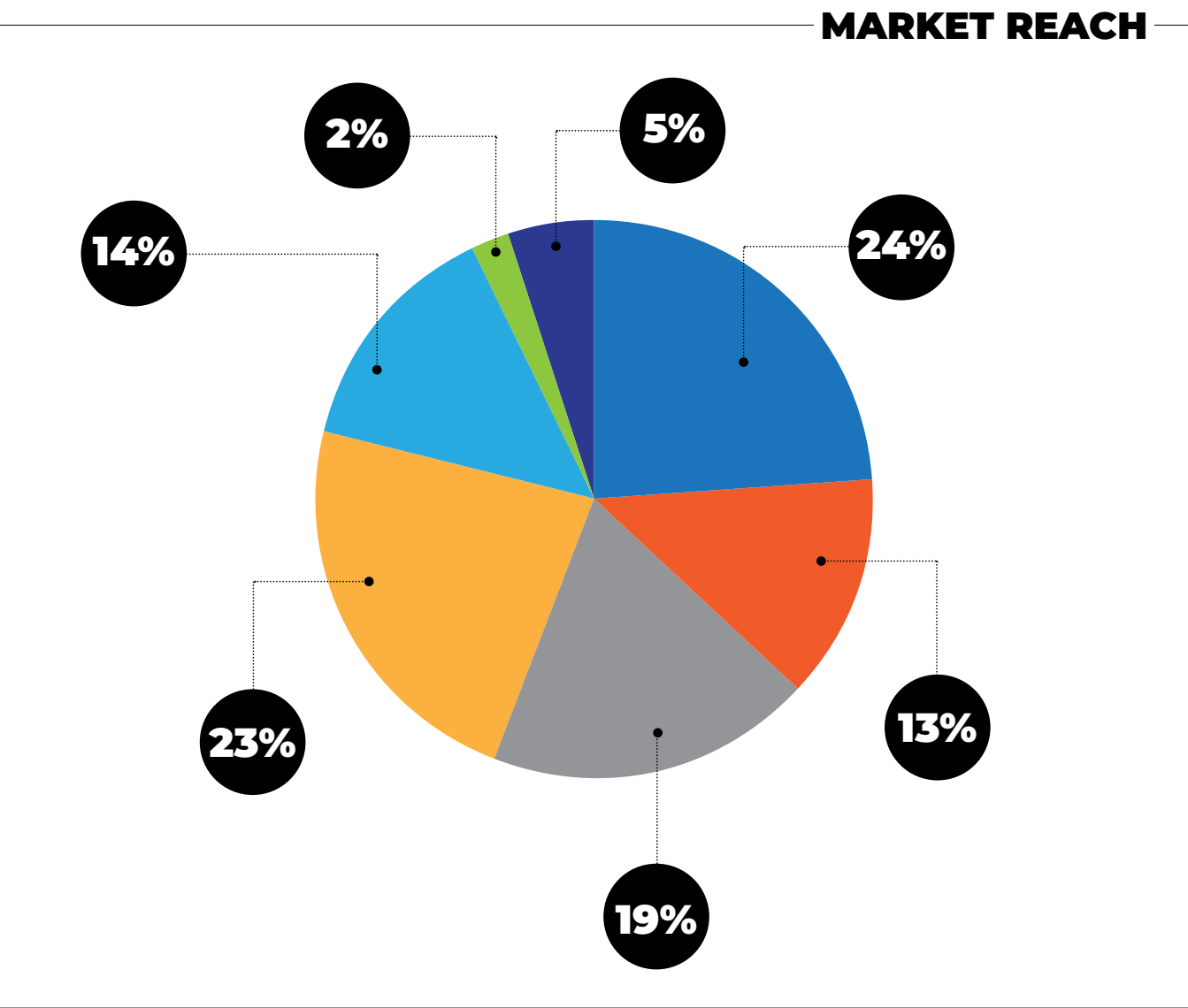




# PRINT + E-ADVERTISING

1,00,000+  
Total Readership

WITH THOSE WHO  
NEED SOLUTIONS – OFFER SOLUTIONS – IMPLEMENT SOLUTIONS



- FM / Building Service Contractors
- Manufacturing / Industrial
- Intitutionsal segments
- Commercial segments
- Suppliers
- Government
- Other

# EARN IT LIVE IT LEVERAGE IT



Everything that touches you to live, work and be healthy.

## HIGHLIGHTS

<b>EDITORIAL</b> <i>81% of our readers find our content to be unique and relevant.</i>	<b>ADVANTAGE</b> <i>93% of our readers consider the magazine their go to choice for understanding the trends or latest developments in the industry.</i>
<b>PURCHASING DECISIONS</b> <i>87% of our readers have at some point used CIJ to make purchase decisions based on editorial and advertising content.</i>	<b>ADVERTISING SPEND</b> <i>66% of our advertisers have enjoyed ROI and significant increase in their business.</i>

# EDITORIAL CALENDER

Connecting end-users, asset management companies, facility owners, FM service providers and equipment, chemicals & technology providers on a single platform.

## FACILITY MANAGEMENT

INTEGRATED FACILITY MANAGEMENT	FAÇADE CLEANING	AUTOMATION
HOUSEKEEPING	INTEGRATED PEST MANAGEMENT	DIGITAL FACILITY MANAGEMENT
CRITICAL AREA CLEANING	HVAC MAINTENANCE	CATERING SERVICES
ESG SERVICES	SECURITY SOLUTIONS	TRANSPORT SERVICES
HYGIENE SOLUTIONS	MAINTENANCE AND ENGINEERING	LANDSCAPING
WASHROOM HYGIENE		

## MANUFACTURING/ INDUSTRIES

STEEL	AUTOMOBILES & AUTO ANCILLARY	FMCG
HEAVY ENGINEERING	FOOD PROCESSING	WAREHOUSING & COLD STORAGE
PHARMA	TEXTILES	ELECTRONICS
BIOTECHNOLOGY	OIL & GAS POWER PLANTS	MINING
CHEMICALS	INDUSTRIAL PARKS	
CEMENT		

## INFRASTRUCTURE, PUBLIC & COMMERCIAL

TOWNSHIPS AND GATED COMMUNITIES	RETAIL CHAINS	RELIGIOUS PLACES
EDUCATIONAL CAMPUSES	SHOPPING CENTRES	AIRPORTS
MALLS & MULTIPLEXES	HEALTHCARE	OFFICES
INDIAN RAILWAYS	RESTAURANTS	SHOWROOMS
METROS	IT PARKS	GARAGES
BUS STATIONS	TOURISM PLACES	PLAY AREAS AND PARKS

## LAUNDRY

RETAIL LAUNDRIES	RAILWAY LAUNDRIES
COMMERCIAL LAUNDRIES	HOSPITAL & HOTEL LAUNDRIES
INDUSTRIAL LAUNDRIES	DRY CLEANING

## WASTE MANAGEMENT

ORGANIC WASTE RECYCLING	CONSTRUCTION & DEMOLITION WASTE
FOOD WASTE	LANDFILL SOLUTIONS
PLASTIC WASTE MANAGEMENT	DRAIN & SEWER CLEANING
BIOMEDICAL WASTE MANAGEMENT & RECYCLING	MECHANIZED SWEEPING
PACKAGING WASTE & RECYCLING	COLLECTION STORAGE & TRANSPORTATION OF WASTE
INDUSTRIAL WASTE	SMART CITY SOLUTIONS
WATER WASTE TREATMENT	SEGREGATION OF WASTE
SEWAGE TREATMENT	



Build credibility and enhance your brand with a permanence and authority

### SPECIFICATIONS ( SIZE: H X W )

FULL PAGE <b>26 CM X 19 CM</b>	FULL PAGE (BLEED) <b>28 CM X 21 CM</b> + 3MM BLEED ON ALL SIDE	BOTTOM STRIP <b>6 CM X 18.5 CM</b>	<b>PREMIUM POSITIONS SIZE</b>	
DOUBLE SPREAD <b>28 CM X 43 CM</b> + 3MM BLEED ON ALL SIDE			FRONT COVER GATE FOLD	<b>28CM X 41.4CM</b> + 3mm bleed on all side
			BACK COVER GATE FOLD	<b>28CM X 41.4CM</b> + 3mm bleed on all side
1/3RD VERTICAL STRIP <b>24 CM X 5.5 CM</b>			BACK INSIDE COVER	<b>26 CM X 19 CM</b>
			BACK OUTSIDE COVER	<b>26 CM X 19 CM</b>
QUARTER PAGE <b>11.5 CM X 9 CM</b>			FRONT INSIDE COVER	<b>26 CM X 19 CM</b>
			PRODUCT CATALOGUE	<b>24 CM X 19 CM</b>
			FULL PAGE PRODUCT INFORMATION	<b>24 CM X 19 CM</b>
HALF PAGE (HORIZONTAL) <b>11.5 CM X 18.5 CM</b>			HALF PAGE (VERTICAL) <b>24 CM X 9 CM</b>	

**LEAD GENERATION:** To support your sales & marketing with highly interactive lead gen channels & target building campaigns.  
Ask us for more details

### SUPPORTED FILE TYPES

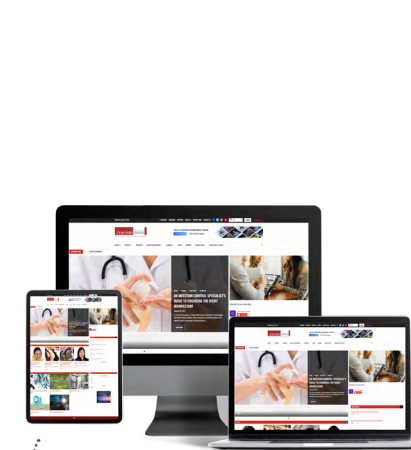


### IMAGES REQUIREMENT

Must be **300 dpi**.  
Color Mode - **CMYK**  
No file compressions,  
No mask and No layers.

KEEPING YOU IN FRONT OF INDUSTRY BUYERS  
**BUILD VISIBILITY, CREATE ENGAGEMENT, GENERATE LEADS**

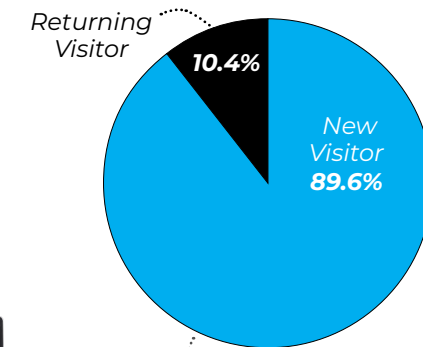
[www.cleanindiajournal.com](http://www.cleanindiajournal.com)



Page views  
**89,292** + per month



**54,776**  
average monthly users



New Vs  
Returning Visitor



Number of sessions  
**64,712** + per month



E-mail subscribers  
**3,27,810**



**65,737**  
direct WhatsApp numbers

### Social Media Group Reach

**f 5,32,513** **in 21,25,243**

Clean India Journal's dedication to editorial excellence, constant interactions, audience development, investment, and commitment to multiple channels of content delivery, has ensured unparalleled market reach.

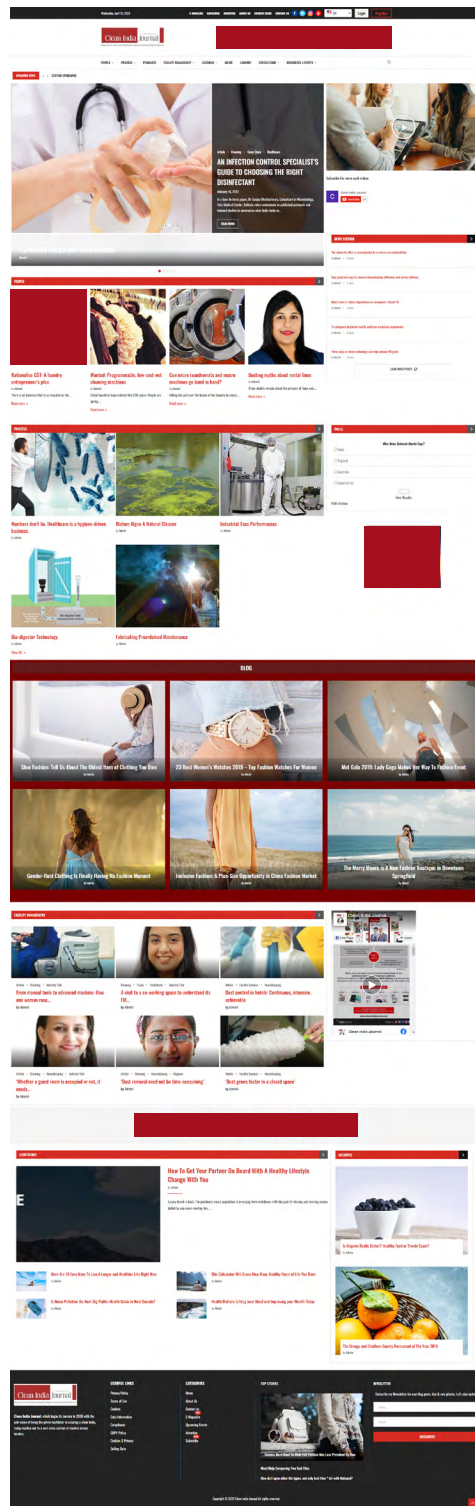
## DIGITAL ADVERTISING OPTIONS

Remain in front of the purchasing power by featuring your brands and products across the range of our digital offerings.

### INTERACTIVE

SELECT EACH AD NAME  
TO SEE ITS LOCATION

#### WEBSTE ( HOME PAGE)



MPU

300 PX X 250 PX

POP UP ADS

600 PX X 700 PX

PAID BLOG POSTS

700-800 WORDS

SELECT EACH  
AD NAME  
TO SEE ITS  
LOCATION

LEADERBOARD

650 PX X 100 PX

BOX AD

195 PX X 221 PX

VIDEO AD

E-MAGAZINE  
FRONT COVER AD

SAME AS FULL PAGE

BILLBOARD BANNER

728 PX X 90 PX

LEADERBOARD

728 PX X 90 PX

## NEWSLETTER / HTML MAILER ADVERTISING OPTIONS

The Clean India Journal eNewsletter is issued twice monthly.

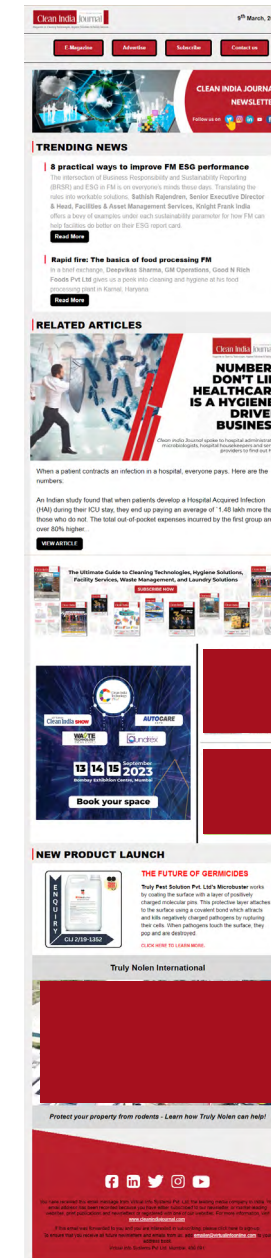
It's a quick review of industry happenings and feature stories.

Popular with industry owners, executives, and managers, it delivers.

An average open rate of 6.27%+!

The newsletter is a great way to deliver your advertising message, building awareness and preference for your company and products. It's also powerful lead-generation tool.

Embedded Box ads in articles of potential or existing clients.



## PRODUCT PREVIEW SERIES

**YOU NEED TO CONNECT WITH CUSTOMERS.  
WE MAKE THAT HAPPEN!**

Important product introductions, vital new technology offerings and enhancements to existing products: Sharing how you can assist facility management and cleaning professionals to make their businesses as efficient as possible is essential!

We promote these events across our database on monthly basis.






## SERVICE / PROMOTION BLAST



One of the leading **Industrial** and **Commercial** **Integrated Facility Management Service** provider in India.

 **200+**  
Active Clients

 Presence at  
**350+** Sites  
in **20** States

 **6500+**  
Trained  
Workforce

 **16+** Years of  
Experience

 **Tech**  
Enabled

 **Cost Effective &**  
**Solution Driven**

Our Integrated  
Facility Management services  
helps your business reach  
its potential with ease.

### DIRECT SELLING THROUGH DEDICATED EBLAST

To create a direct, connect to your prospective customers, you can now use our mailing campaigns and send your mailers directly to your target audiences and avail increased visibility and lead conversions.

## CONTENT MARKETING TOOLS

These advertising opportunities use print, internet, or social media (or a combination of all three) to deliver a tailored message to the industry.



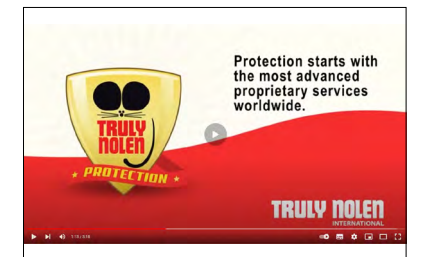
### ASK THE EXPERTS

A unique content-marketing solution that positions your team as industry experts, delivering your message in print and online.



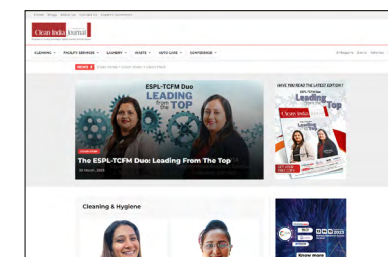
### BRAND VISION

By combining print, email, online and eNewsletter channels, our brand vision positions you as a thought-leader. It's a unique and powerful package.



### SPONSORED VIDEO

A uniquely powerful package to drive traffic to your company or product video.



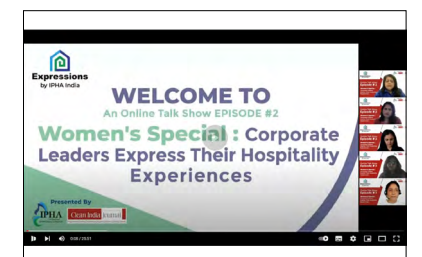
### SUPPLIER SPOTLIGHT

With this tool, highlight your company on our homepage and get exposure through our eNewsletter and social media channels. Exclusive to one supplier each month.



### CUSTOM CONTENT

Testimonials and profile can be done for print or the web, with powerful lead-generation elements.

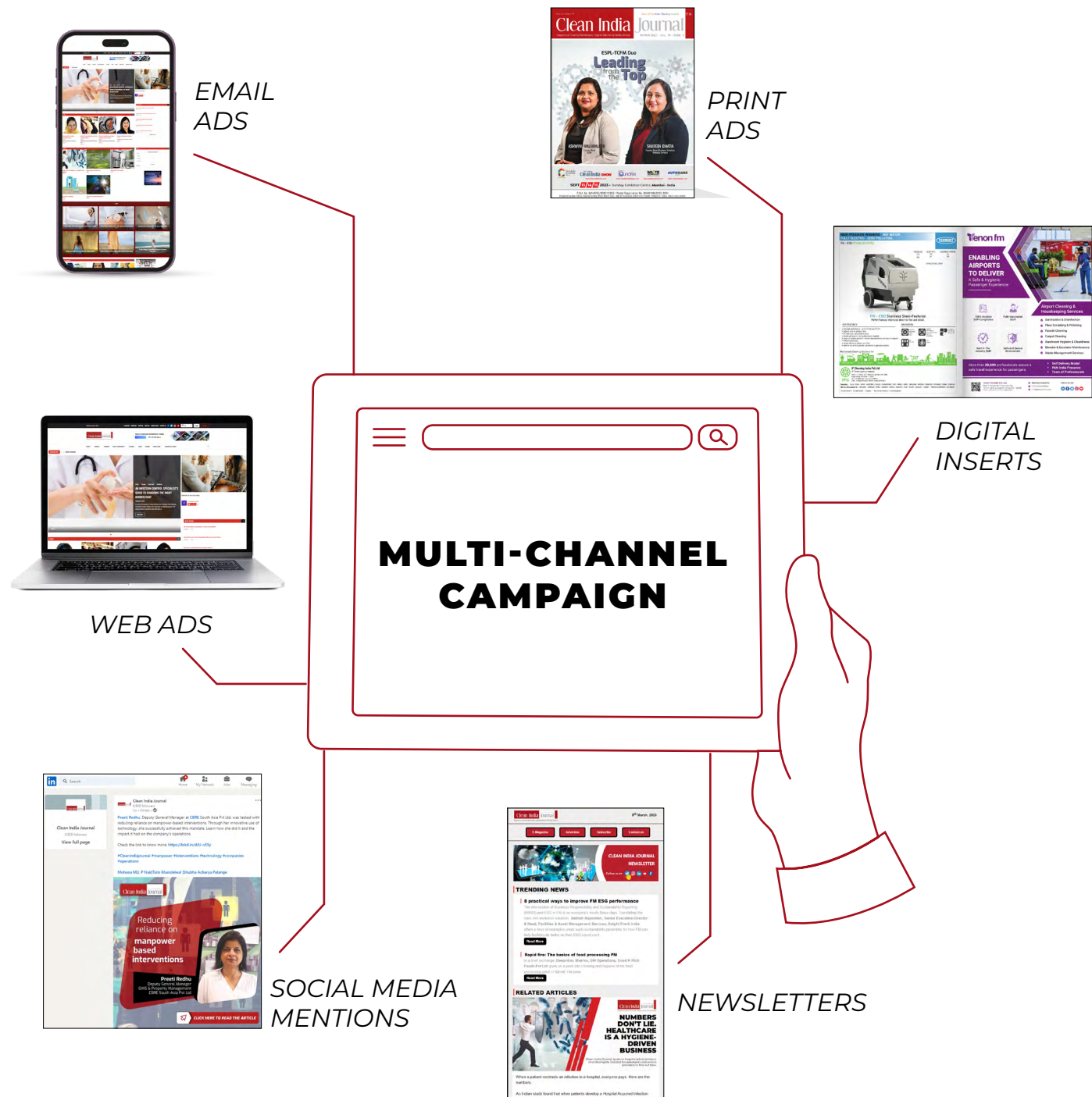


### VIDEO REPORTS

Sponsoring our video reports allows industry marketers to deliver their message in a unique way while leveraging web, social media and email marketing channels.

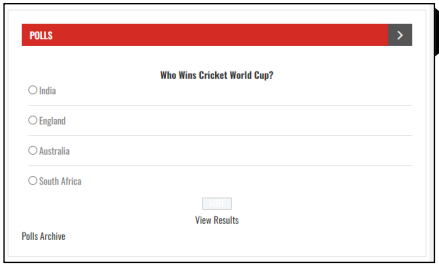
# LEVERAGE THE POWER OF CUSTOMER ENGAGEMENT PROGRAM WITH INTEGRATED MARKETING COMMUNICATIONS

Connecting with customers directly - happens only with Clean India Journal!



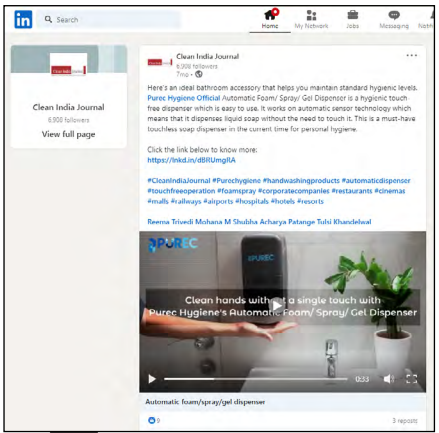
Meet our Robust and Professional sales team who will help maximize YOUR ROI.

## NEW IN 2023



### CIJ POLLS & SURVEYS

Sponsors of this weekly industry poll will enjoy exclusive exposure in the accompanying news story generated by the results.



### VIDEO BLOGS

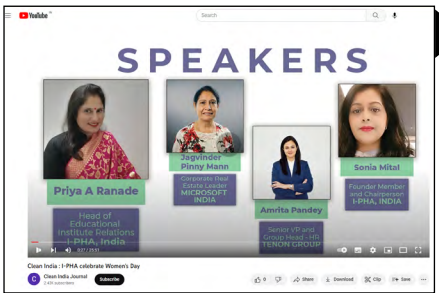
Promotion on LinkedIn



### VIDEO STORYTELLING

**Feature Video** – Our team will upload and promote your product or technology video on CIJ's Youtube channel which has 2300+ subscribers and promote them on social media.

**Short Video** – A rapid questionnaire with our editorial team which will be exclusively on our website for a year. (Not more than 2 mins)



### WEBINARS

Live panel discussion or interaction videos with industry stakeholders – 30 mins or longer

Add content on the Subscription and access to additional content like webinars, conference sessions etc



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*Published by*

