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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.

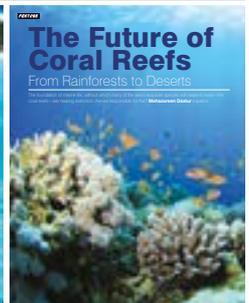
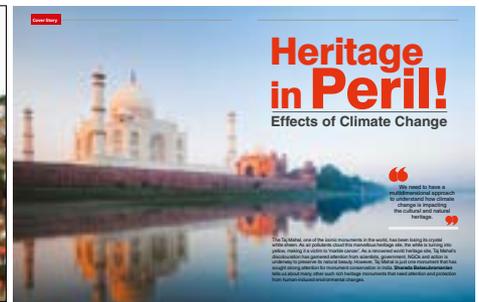
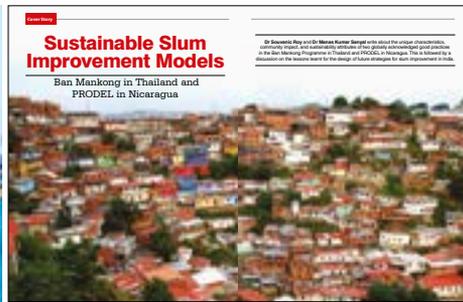
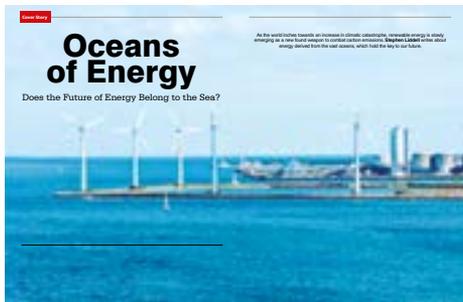
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-Maneka Gandhi

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, the magazine aims to provide in-depth analysis, reportage, glimpses of ground realities from around the world, and news/information to its readers—the urban, environmentally-conscious reader with an innate interest in developmental and environmental issues, including health, wildlife conservation, future energy.



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 content, 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

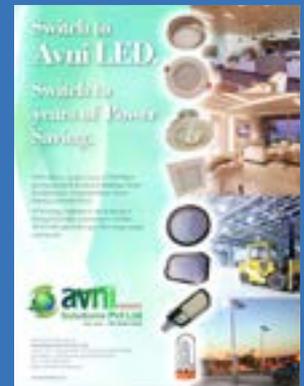
TERI being the sustainability partner of Air India, India's national carrier, TerraGreen is placed on-board in all first and business class cabins of Air India flights helping you with assured 91 percent visibility of your brand to the traveling passengers.

Bonus distribution to high end clients

Thousands of copies of TerraGreen reach 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.



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
100,000

Distribution
**Magazine e-Retail,
Direct Subscription,
Institutional e-mailing**

Circulation
5,000

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 corporates and PSUs

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

DIGITAL Reach

Our award-winning print magazine comes to life in our enhanced digital edition, available on the Magzter and <terrargreen.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.

<terrargreen.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 Terrargreen 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: **16798**

Unique visitors: **72%**

Average subscription **30%** of print



EDITORIAL

Calendar 2024

JAN

Critically Endangered Forest Owlet: Under Threat from Habitat Loss

FEB

India's Mining Sector: Towards a Sustainable and Equitable Future

MAR

Jal Jeevan Mission: International Water Day Special

APR

Earth Day 2022 Special

MAY

International Day for Biological Diversity Special

JUN

World Environment Day Special

JUL

World Nature Conservation Day Special

AUG

Akshay Urja Diwas Special: Awareness campaign about the developments of renewable energy in India

SEPT

World Environmental Health Day Special

OCT

World Habitat Day Special

NOV

World Energy Conservation Day Special

DEC

International Mountain Day Special

OUR BRAND

Partners

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



Awarded for
RIVER LINKING ARTICLE IN 2014



Awarded for
RECOGNITION FOR THE VOICES THAT SPEAK FOR THE PLANET 2019

Subscription

Term (yrs)	No. of issues	Cover price (Online / Digital)	You pay	You save
		₹ USD	₹ USD	₹ USD
1	12	840 122	800 116	40 6
2	24	1680 234	1510 211	170 21
3	36	2520 302	2270 272	250 30

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	50,000.00	3,00,000.00	2,40,000.00
Back cover	Do	1,00,000.00	6,00,000.00	4,80,000.00
Inside Front Cover	Do	75,000.00	4,50,000.00	3,60,000.00
Inside Back Cover	Do	75,000.00	4,50,000.00	3,60,000.00

Alongwith full page advertisement, two banners at TerraGreen website will also be placed as per below specification:

Top Banner : Width 3092pixel x Height 833pixel **Left Side Banner**: Width 742pixel x Height 200pixel

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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