

Small Medium

# ENTREPRENEUR

India's Small Business Magazine

## INDIA'S TOP 100 SMALL BUSINESS ENTREPRENEURS OF THE YEAR 2011

Featured in the Inaugural Issue of **SME Magazine**

Editor's Note

Readership Profile

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Entrepreneur Community

Franchise India

Tariff Plan



From left to right, Harish Bahl, (**Fashion And You**), Aishwarya Natarajan, (**Indianuance**), Gopala Krishna (**Ratnagiri Impex**), Javed Habib, (**Javed Habib Hair & Beauty**), Jay. V. Pagnis, (**Brique Technology Solutions & Consulting**), Dhansukh Chopra, (**Generation Four Engitech**), Lina Ashar, (**Kangaroo Kids Education**)

# NOTE FROM THE EDITOR

"Small Medium Entrepreneur will equip entrepreneurs with the critical information they need to start, manage and grow their businesses."



**Ritu Marya**  
Editor-in-Chief

**T**oday there is a growing realization that new businesses or existing businesses in growth phase can be built on a radically different approach – not just cheaper or faster – but potentially with a greater probability of success. The "entrepreneur" is at the core of what makes an enterprise succeed and whether his IDEA is original, borrowed, or bought, this success can still be well accomplished through focus and innovation.

Small Medium Entrepreneur will equip entrepreneurs with the critical information they

need to start, manage and grow their businesses. The ensuing issues will be both inspirational and informational, covering what inspires entrepreneurs and at the same time delivering real time solutions for growth oriented Business Owners thus steering your way through diverse roadblocks of successful business ownership.

I look forward to hear your views on the content and areas you would like us to address in the publication. Please share your thoughts with me at [editor@franchiseindia.com](mailto:editor@franchiseindia.com)

# READERSHIP PROFILE

SME provides busy, often hard to reach, small-to-mid sized business entrepreneurs with essential business news, consumer insight, ideas, opportunities and analysis for growing their business.

**70%**



are from the top executive management, owners, partners or directors

**65%**



of our readers are between 30 and 55 years old

## Employment Status

Self-Employed	62%
Employed by someone else	38%

## Age Distribution

18 – 24	18%
25 – 34	43%
35 – 49	24%
50 – 64	15%

## Occupation

- Start-up entrepreneurs
- Small business owners (SMEs)
- Top league of the management- CEOs, CFOs, VPs
- Vendors and suppliers
- Marketing, tax and other resource consultants
- Aspiring entrepreneurs
- Students and management professionals
- Senior Managers
- Professionals

## SME at a glance

- Small Business Ideas and Success Stories
- In-Depth Researched and Authentic Articles
- Key Content Includes: Starting Your Business, Success Stories, Managing and Scaling the Business
- Exclusive Features , Articles and Case Studies of Successful Entrepreneurs
- 13 Years Old Renowned Business Publication House
- A Part of Franchise India Group, India's largest Integrated Franchise Solution Company Since 1999
- More Than 100,000 Copies to be Circulated
- Pan India Distribution in More Than 230 Cities Across India and All Domestic Airports
- Focused Readers and Advertiser from All Categories
- India's Largest Community of SME's

# ADVERTISER PROFILE

Are you one of the **TECH SUPPLIER**, **NON-TECH SUPPLIER**, **REAL ESTATE DEVELOPER**, **INSURANCE COMPANY**, **ADVERTISING COMPANY**, or a **SERVICE PROVIDER** for **AIRLINES**, **HOTEL CHAINS**, **LOGISTIC CHAINS**, **BANKS**, **TELECOM** or **AUTOMOBILE** ?  
If you are the one offering solutions to any of these entrepreneurs, you form our advertiser.

# SUBSCRIPTION & CIRCULATION

Subscription

**40,000**  
copies

Traditional Distribution

**25,000**  
copies



Institutional orders

**4,000**  
copies

Distribution

**Pan India**

Complimentary  
(SME owners)

**5,000**  
copies



Modern Trends

Sold over

**10,000+**

retail outlets across the country

# SME SCENARIO

Retail

**17%**



Supplier

**13%**



# READER AFFLUENCE

Average Household  
New Worth  
**₹500,000**



Use Investment Advisor  
**77.7%**

Average Household Income  
**₹10,00,000**

Millionaire Households  
**22.3%**



## Financial Acumen

Use a Tax Consultant	Yes	Investment in Stock	Yes
Use Financial Planner	Yes	Investment in Property	Yes
Use Internet for business activities	Yes		

Education  
**6%**



Real Estate  
**8%**



Food & Beverage  
**9%**



Manufacturing  
**22%**

Technology  
**15%**



Textile/Clothing  
**10%**



# SMALL BUSINESS COMMUNITY

Focused on making India, the small business stellar, while stressing on providing the best possible environment for growth to upcoming and start-up entrepreneurs, the Small Business Congress acts as the torchbearer of the small business industry and shows it the way forward. To salute the spirit of Indian entrepreneurship, Franchise India has taken plunge to launch a magazine dedicated to this subject, providing the right knowledge, information, advice and opportunities to this growing breed of entrepreneurs.

**SMALL BUSINESS CONGRESS 2011**

**500+** Professionals  
**45** Speakers  
**350** Delegates

**SMALL BUSINESS CONGRESS 2010**

**300+** Professionals  
**30** Speakers  
**300** Delegates

**SMALL BUSINESS CONGRESS 2012**  
2nd National Convention For Small Business & Entrepreneurship

**SMALL BUSINESS AWARDS 2012**  
2nd National Awards For Small Business & Entrepreneurship



# ENTREPRENEUR COMMUNITY



Today, Entrepreneurship means getting things done in more efficient and creative way in response to the constraints that exist in the eco-system. It's all about transforming an idea into product which people would like to possess alongside building the rapport of a successful company by joining hands with think alike entrepreneurs. Entrepreneur India Congress is an initiative to guide entrepreneurs through

the 7 I's of the entrepreneurial eco-system- Inspire, Ideate, Individual, Incubate, Innovate, Invest and Internationalize- to create world class enterprises. Our purpose is to cut down everyday hurdles in the way of business growth alongside showing the clear picture of the business world to entrepreneurs. SME is for every new old and aspirant player of the industry.

**ENTREPRENEUR CONGRESS 2011**

**400+** Professionals

**40** Speakers

**250** Delegates

**NURTURING BUSINESSES OF MORE THAN 2,00,000 ENTREPRENEURS**

# ABOUT FRANCHISE INDIA

At Franchise India, a decade back, we envisioned a wave of entrepreneurship and took the big leap. Our vision is now bearing fruit, as every year, 2, 00,000 of first time entrepreneurs are using our platform to start and grow their businesses. Over the decade, millions of entrepreneurs have constantly been in touch with us

to seek what could be the next stride for their business enterprise. At Franchise India, we hope to give these entrepreneurs the expertise to make their ideas sustainable, scalable and transferable.

## TARIFF PLAN

Run On Positions (full Color Advertisements)	TARIFFPLAN
	Single Issue
Full Page	₹ 200,000
Full Page (first 20 Pages)	₹ 200,000
Half Page	₹ 1,25,000
1/2 Page Double Spread	₹ 200,000
Double Spread	₹ 2,50,000
Strip Ad	₹ 75,000
Special Positions (full Color Advertisements)	
Outside Back Cover	₹ 400,000
Inside Front Cover	₹ 300,000
Inside Front Facing	₹ 300,000
Inside Back Cover	₹ 300,000
2 Page Cover Gatefold	₹ 300,000
3 Page Cover Gatefold	₹ 4,50,000
First Double Spread	₹ 300,000
Art Card ( 135gsm) Both Side	₹ 300,000
Art Card Single Side with Tab	₹ 300,000
Art Card Both Sides with Tab	₹ 3,50,000
Commissioned Editorial Per Page	₹ 100,000

### FREQUENCY:

Monthly

### BOOKING

**DEADLINE-** 3 wks before publication date

**MATERIAL-** 2 wks before publication date

### MATERIAL

PDF with 300 dpi  
Convert to curve fonts OR EPS in a CD

## TECHNICAL SPECIFICATIONS

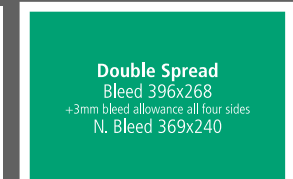
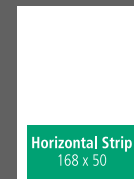
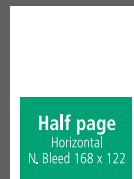
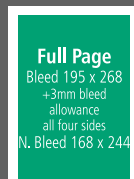
**Paper:** 65 gsm Art paper

**Printing Process:** Web-fed

**Binding:** Perfect binding

175 - line screen, emulsion side down

**Cover:** 170 gsm Art paper



Magazine : 195x268mm, Size Perfect, Please provide cut marks.

Bleed margin of 3mm on all four side of the page & 3mm gutter space is required

All dimensions are in “mm”

## Events and Shows



## Magazines



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