

FOR IMMEDIATE RELEASE

Growing interest of foreign publishers driving the B2B publishing market in India, finds Netscribes

Netscribes (India) Pvt. Ltd., launches B2B Publishing Market in India 2010 report covering a market which is growing rapidly. It is a part of Netscribes' Business Services Series reports.

Mumbai, India – November 26, 2010 – Netscribes (India) Pvt. Ltd., a knowledge consulting solutions company, announces the launch of its report B2B Publishing Market in India 2010. The market for B2B magazines in India is growing rapidly owing to the interests of business houses in developments across industries in India. The Indian economy has been growing over the years and as such, industry professionals are becoming more interested in referring to magazines and journals which provide up-to-date information about sectors and industries. Print media has always held an important position amongst regular readers and B2B magazines play a significant role in keeping the concerned industry professionals upbeat with the latest market happenings. The market is also facing a huge influx of foreign players who are partnering with Indian publishers to offshore their design and content services.

The report begins with the market overview section depicting the size of B2B publishing market and highlighting the forecasted growth of the same in India. It shows the segmentation of the market in terms of types and content of the publications.

The factors contributing to the growth of the market have been analyzed including advertisement revenues, expansion of manufacturing and services sectors, growth in international licensing and partnerships, need for niche information and regional focus, and liberalizing foreign investment regime. The key challenges identified encompass increasing digitization and competition from other media forms in terms of ad revenues. Key trends in the market have also been analyzed including publishing off shoring, localization of content and tie-ups with industry associations. This is followed by a section which includes findings from a primary market survey conducted by Netscribes. This survey highlights the advertising relevance of B2B magazines in the Indian market amongst industry players and also the subscriber's relevance in terms of information they seek while subscribing to a B2B magazine.

The competition section provides an overview of the competitive landscape of the market. It includes a detailed profile of players in the market with a brief description of their B2B publications and with a detailed advertisement scenario in terms of magazines and journals published by each of them. The advertisement rates as well as their estimated ad revenues have also been incorporated.

For more details on the content of each report and ordering information please contact:

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About Netscribes (India) Pvt. Ltd.

Netscribes (www.netscribes.com) is a pioneering knowledge consulting and solutions firm with clientele across the globe. The company's expertise spans areas of investment & business research, business & corporate intelligence, publishing services and customized knowledge database creation. At its core lies a true value proposition that draws upon a vast knowledge base.

For more information please write to info@netscribes.com