

Presentation on



Projects Today at a Glance



- Projects Today, founded in 2000, has been helping thousands of diverse businesses in identifying and exploring emerging business opportunities by providing information on new projects in India.
- In this span of eighteen years, ProjectsToday has earned the distinction of being the finest information source on the new projects business in India.
- It has grown to become a platform that unites hundreds of projects stakeholders from diverse business streams and widespread geographical locations.

More on Projects Today



- 18 years of dedicated engagement with over 21,000 Private promoters, Government agencies and Project stake holders.
- Monitored over 120,000 Projects across 400+ Sectors and Sub-Sectors.
- The most primarily researched depository of live projects.
- The largest depository of privately promoted projects in India.
- Referred by over 2,500 active clients in the construction, infrastructure, finance, B2B sectors.
- Have served over 7,500 companies.

Promotional Options

- ProjectsToday, which has been efficiently meeting the information requirements of a diverse fraternity of project stakeholders, is now geared to make more business sense to your organization.
- ProjectsToday offers **TWO** additional options to promote your company's services and create unparalleled awareness in the wide project stakeholder community – all that at extremely cost-effective rates.
- Before moving ahead, let's us have a look at the website statistics....

Average Monthly Visitor Statistics

Page Views

468,695

Unique Page Views

348,357

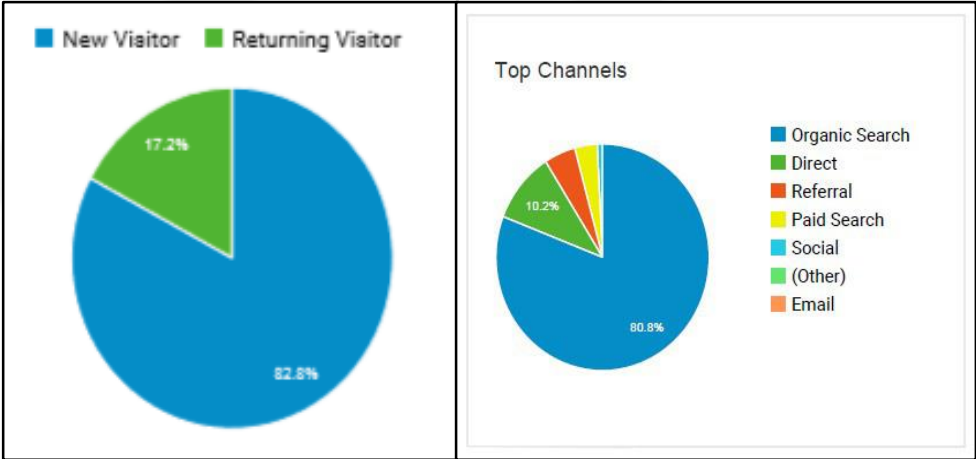
New Users

103,185

Sessions

153,601

Analytics Overview



Acquisition				Behaviour			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages/Ses...	Avg. Session Duration	Goal 7 Conversion Rate	Goal 7 Completion	Goal 7 Value
	122,406	109,642	163,301	71.16%	3.08	00:03:08	0.05%	74	₹0.00
1 Organic Search	99,496			73.39%			0.04%		
2 Direct	12,521			54.77%			0.09%		
3 Referral	5,854			70.16%			0.07%		
4 Paid Search	4,196			78.57%			0.00%		
5 Social	953			76.11%			0.00%		
6 (Other)	39			43.10%			0.00%		
7 Email	5			50.00%			0.00%		

Option 1: Advertisement on Projectstoday.com



- You can host your advertisement on www.projectstoday.com and create awareness amongst not only its subscribers but also those who land on the website through search engines.
- Besides the 2500-odd subscribers that access ProjectsToday regularly, even casual visitors to the website are very closely associated with the new projects business.
- In the casual visitors category, more than 60 per cent represent key decision makers in the new projects business.
- What's more, the continually updated nature of the website has ensured that www.projectstoday.com has an good ranking in all popular search engines.

Banner Advertisement

Position:

<https://www.projectstoday.com>

Home Page (Doodle)

Advt. Size:

476 px (W) × 66 px (H)

Rates:

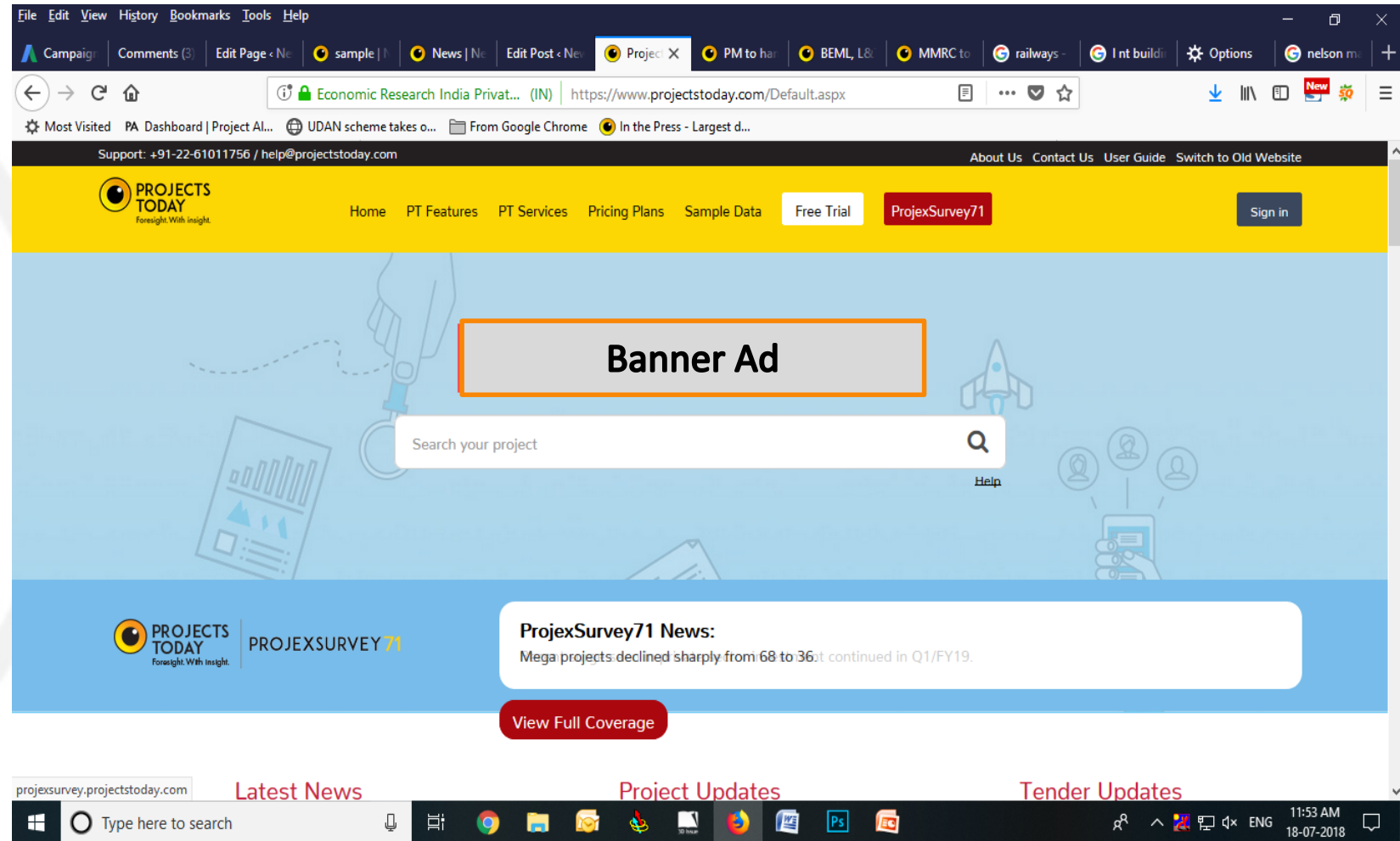
Rs. 150,000 + 18% GST

Frequency:

Twice a week for one month

Daily Page Views:

17,700 approx.



Panel Advertisement

Position

<https://www.projectstoday.com/News/NewsList.aspx>

(Including every news article)

Advt. Size

274px (W) × 98px (H)

Width: Fixed, Height: can vary

Rates

Rs. 200,000 + GST

Period


3 months

Daily Page Views

7,000 approx.

Support: +91-22-61011756 / help@projectstoday.com

About Us Contact Us User Guide Switch to Old Website

 **PROJECTS
TODAY**
Foresight. With insight.

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News Archives

[Last 7 Days](#) [1 Month](#) [All News](#)

Foundation stone laid for drinking water plant in Machilipatnam

INDIAN NEWS / Monday, 12 Feb, 2018

On 11 February 2018, Minister for Youth Affairs Kollu Ravindra and local MP Konakalla Narayana Rao laid foundation stone for Rs 22.70 crore drinking water plant in Machilipatnam.

Mumbai Trans-Harbour Link ready by 2021

INDIAN NEWS / Monday, 12 Feb, 2018


The construction of the Mumbai Trans Harbour Link (MTHL) is likely to begin by end of February 2018 and will be open for public use by 2021.

H-Energy chooses shore regasification at Haldia


INDIAN NEWS / Monday, 12 Feb, 2018

Panel Ad

Projects Explorer App

 View Projects Data of your interest in different dimensions!

Free Trial Access

 We track all projects from all industries

Partial list of our Subscribers (Regular Visitors)



Option 2: Advertisement on Daily Newsletter

- Projects Today publishes a daily newsletter summarising the main developments in the Indian projects arena. The newsletter is read by who's who of the projects world.
- Advertisement in daily newsletter will help you reach out to over 48,000+ strong professionals including past and present Projects Today subscribers.
- The recipients of our daily e-newsletter are decision makers belonging to the project community - promoters, architects, contractors, consultants, vendors, bankers, equity analysts, government officials, etc.

Newsletter Advertisement

Position

Top Banner

Middle Banner

Advt. Size

Top Banner: 420 px (W) × 59 px(H)

Middle Banner: 547 px (W) × 76 px(H)

Rates

Top Banner: Rs. 200,000 + 18% GST

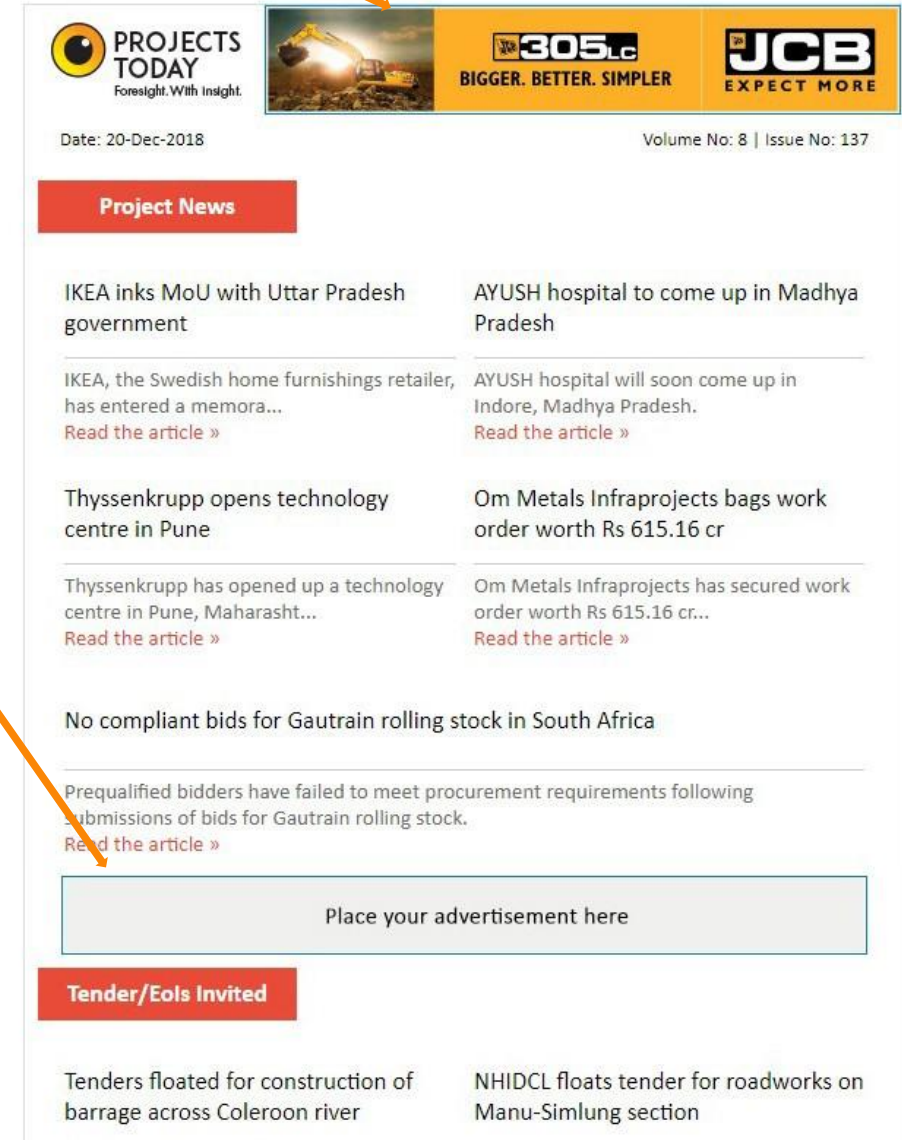
For 12 insertions (Any one day of a week for 3 months)

Middle Banner: Rs. 175,000 + 18% GST

For 12 insertions (Any one day of a week for 3 months)

Daily Recipient

48,000 approx.



The screenshot shows the layout of the 'PROJECTS TODAY' newsletter. At the top, there is a header with the logo and tagline 'Foresight. With insight.' Below this, a date 'Date: 20-Dec-2018' and volume/issue information 'Volume No: 8 | Issue No: 137' are displayed. A red 'Project News' banner is followed by a grid of news articles. An orange arrow points from the 'Top Banner' text to the top of the newsletter page. Another orange arrow points from the 'Middle Banner' text to the middle of the newsletter page. A third orange arrow points from the 'Daily Recipient' text to a grey box labeled 'Place your advertisement here'.

PROJECTS TODAY
Foresight. With insight.

Date: 20-Dec-2018 Volume No: 8 | Issue No: 137

Project News

IKEA inks MoU with Uttar Pradesh government
AYUSH hospital to come up in Madhya Pradesh

IKEA, the Swedish home furnishings retailer, has entered a memoranda...
[Read the article »](#)

AYUSH hospital will soon come up in Indore, Madhya Pradesh.
[Read the article »](#)

Thyssenkrupp opens technology centre in Pune
Om Metals Infraprojects bags work order worth Rs 615.16 cr

Thyssenkrupp has opened up a technology centre in Pune, Maharashtra...
[Read the article »](#)

Om Metals Infraprojects has secured work order worth Rs 615.16 cr...
[Read the article »](#)

No compliant bids for Gautrain rolling stock in South Africa

Prequalified bidders have failed to meet procurement requirements following submissions of bids for Gautrain rolling stock.
[Read the article »](#)

Place your advertisement here

Tender/Eols Invited

Tenders floated for construction of barrage across Coleroon river
NHIDCL floats tender for roadworks on Manu-Simlung section

Benefits of Advertising on Daily Newsletter



1. Direct - Will be read by person himself
2. Focused - No media wastage, ensures cost-effectiveness
3. Flexible - Promotional material can be fine-tuned without tangible cost
4. Spam proof - The mail will be sent from ProjectsToday, a recognized "white listed" source, minimizing the chance of being treated as SPAM by mail servers

Technical Specifications

- 3rd party ad serving available
- Advertisements should not lead to click to documents such as PDFs. MS Word files or to email addresses.
- Acceptable file types: GIF, JPG, PNG

THANKS!



The eagle eye has five times more receptor cells than a human's
and can spot prey two miles away.

A At Projects Today, We too are sharp enough to spot opportunity from afar. ifar.

So you can be accurate in your inferences.
And have the insight to see what others cannot.