

ICJ

THE INDIAN CONCRETE JOURNAL

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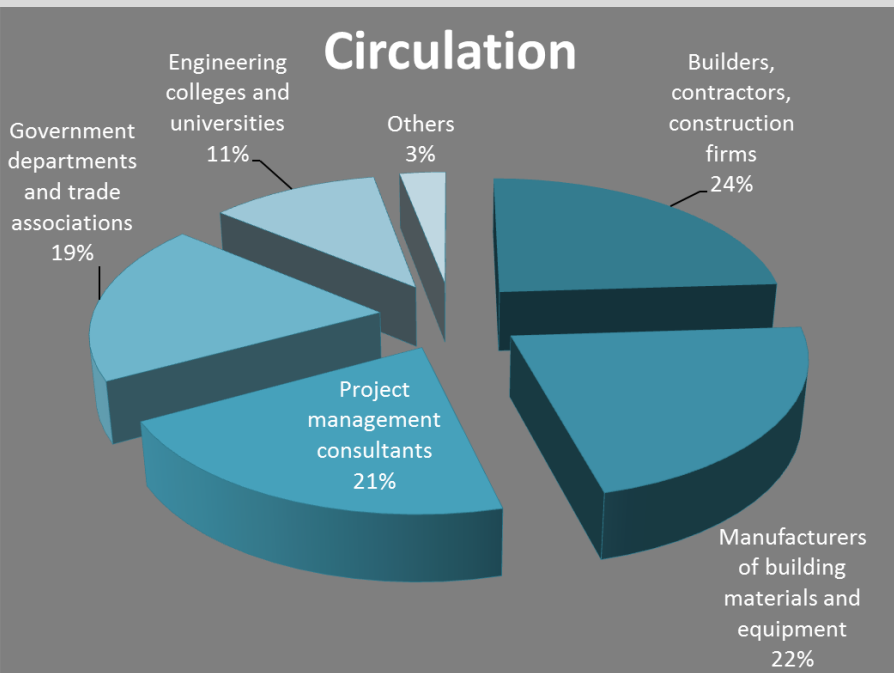


www.icjonline.com

MEDIA KIT

Readership and Circulation

The readership of the journal is spread throughout the length and breadth of the country.



ABOUT THE INDIAN CONCRETE JOURNAL

The Indian Concrete Journal (ICJ) is the oldest civil engineering journal of its kind in India. It was founded in August 1927 and since then it has been disseminating the latest developments in the spheres of civil and structural engineering, cement and concrete technology and construction. The archival volumes of ICJ not only highlight the strides in construction industry in India but also provide a documentation of how design and construction practices, evolved in the country.

For over nine decades, the ICJ has adapted itself to the changing needs of the construction industry in India.

Both the form and content of the journal have undergone changes from time to time. However, the basic task of covering new concepts in design and construction technology have remained consistent. New developments in plant equipment and construction materials have been consistently brought to the notice of the readers.

All this, coupled with constant advocacy of good engineering practices, quality control and technological excellence has benefited Indian engineers, consultants, architects, contractors, researchers, etc and have made ICJ what it is today — one of the most reputed civil engineering journals in India and abroad.

AUDIENCE

- Students - Engineering & Architecture Colleges
- Professors- Engineering & Architecture Colleges
- Professionals - Civil Engineers, Structural Engineers, Architects, Consultants
- Building materials companies
- Builders and developers
- Government departments and trade associations

WHY ADVERTISE WITH US

- Target with precision to construction professionals and academics
- High current readership numbers
- For the prestige and brand of a 90+ year old journal
- Loved and admired
- Past advertisers: BASF, L&T, CSI, Eicher motors, Thermofisher and many others

STATS

Source: <https://www.themediaant.com>

120k

Readership

15k

Circulation

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