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B2B publishing market in India includes magazines and publications which are targeted at a set of industry professionals within a particular industry. India has seen strong economic growth and as such the manufacturing and service sectors have also been developing rapidly. The purpose of such publications is to keep industry personnel updated with the latest happenings, news and views. Such magazines have fostered the use of summarized information under one source. Foreign players are also showing growing interest in the Indian market and its domestic content, and are rapidly off shoring their services to Indian publishers.http://www.bharatbook.com/market-research-reports/business-forecast-outlook-market-research-report/b2b-publishing-market-in-india-2010.html

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 subscriberâ€™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.

Market Analysis

For more information kindly visit :

B2B Publishing Market in India 2010

Or

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