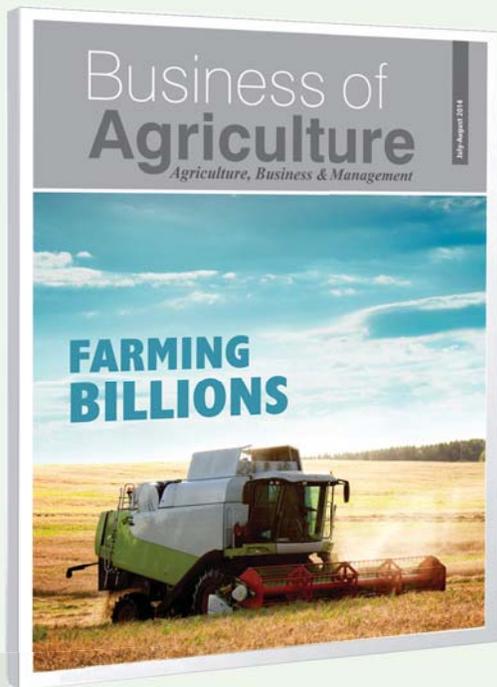


# Business of Agriculture

Agriculture, Business & Management



## **Business of Agriculture - A Magazine on Business and Management of Agriculture**

India, with about 180 million hectare of agricultural land, holds the second largest agricultural land in the world. Being one of the biggest manufacturers of agricultural related products, India is an important and booming market. From a business standpoint, an agri-magazine dedicated at innovations and technology; the 'business of agriculture' – inputs, produce and post harvest – will form the core of the magazine.

### **Why a Magazine on Agri-Business?**

To give the cause a much needed push, LB Associates Pvt Ltd – leading B2B and contract

publishing house based in Delhi/NCR, brings out a bi-monthly agri-business magazine - **Business of Agriculture**. As there is no dearth of information, with regards to business magazines in the market, what is clearly missing is a magazine that is focused on 'Agriculture Business'. Therefore, we present our readers with a ready-reckoner and good source of information on agri-business for their free and fair analysis of real-time data and clearly outline the challenges as well as the opportunities in this sector.

### **Content Focus**

The well designed and researched content is focused on state of agriculture business in India as well as abroad, the latest agriculture industry trends, agricultural innovation – at grassroots level, research institutes and companies, central and state government policies, schemes and its impact, marketing agricultural produce, news, views, happenings and events on agriculture from around the world, and well researched articles on initiatives by individuals or an organisations.

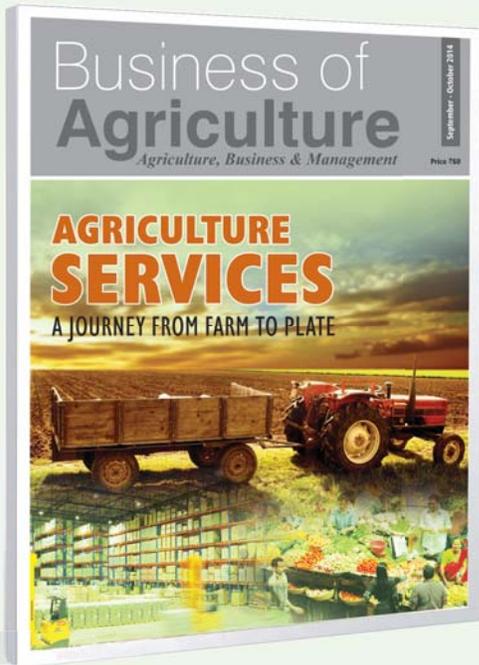
### **Target Readers**

The magazine will be circulated amongst all the leading agri-business industries right from agri-inputs to marketing companies of finished products; agri-research and academic institutions, financial institutions to manufacturers of agricultural machines and technology, retailers & distributors; policy



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makers in the central and the state government to diplomatic missions, investment boards, NGOs and INGOs.

The target readers can benefit greatly from the magazine dedicated to the cause at this point in time, as it plays a larger role in their lives and not merely serve as a newsletter. A multi-pronged strategy towards the business of agriculture will help cut the ice with the otherwise reluctant/conservative advertisers with readership of more than 50,000 copies and distribution across India.

**Digital Presence** - *In this rapidly expanding digital landscape, it becomes pertinent for every business to have a digital presence to survive in the market. Our global readership of 500,000 through various digital mediums and channels is the testimony that we are well ahead of time.*

## Frequency & Distribution

Bi-monthly  
Pan India

## Why *Business of Agriculture*?

1. The magazine will provide a comprehensive coverage on business and management of agricultural produce
2. The magazine will be the first to report, analyse and comment on new developments in agri-business sector in India and in a limited extent in the world
3. A content rich and information driven magazine

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