



APPAREL EXPORT PROMOTION COUNCIL

Sub: Invitation of proposal for editing, designing, printing and dispatch of AEPC magazine, APPAREL INDIA

Dear Sir/Madam,

Apparel Export Promotion Council, is the official body of over 8000 apparel exporters in India that provides invaluable assistance to Indian exporters as well as importers/international buyers who choose India as their preferred sourcing destination for garments.

Through AEPC publication, Apparel India, a monthly magazine provides a complete communication platform in every respect with richest source of contents to the apparel industry. We hereby invite proposal from reputed publishing houses to edit, design, print and dispatch the magazine.

Technical terms of reference:

- a) Magazine Size : 21.5 cm (w) x 30 cm (h)
- b) Inside paper : 120 gsm art paper
- c) Cover paper : 300 gsm art card
- d) Binding : perfect binding
- e) Total pages : 64 pages
- f) Color pages : All

Commercial terms of reference:

- g) No. of copies : 5500 nos. with covers
 - h) Dispatch mode : courier/RNI
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The deliverables we require would be as below:

1. Agency would design, edit print and dispatch Apparel India magazine for AEPC.

2. Agency would enrich the contents provided by the Council and also contribute articles related to apparel industry/fashion after taking Periodical surveys and interviews.
3. Initially, the magazine will be of 64 pages + cover pages (4x4 all colour) with center stitched binding and other specification will be as per your proposal.
4. The qty will be 5500 copies which should be dispatched by courier to the subscribers/members of the Council as per the mailing list provided by us. However the Agency should make arrangements with the assistance of the Council for getting RNI registration/postal license within 2 months from the issue of job authorization letter. After getting the RNI, the dispatch rates would be scaled down as per the actual rate.
5. Agency also would prepare an e-magazine version excluding the advertisements for publishing in our website.
6. Agency would depute editorial team to cover all major national Textile related as well as AEPC events which will held in the metropolitan cities of India.

Our liability:

- a. Council will provide the contents for the magazine as per the time schedule fixed.
- b. The space selling for advertisement will be in house, by the Council.

Financial Terms:

Reputed publishing houses located in who are having more than 3 years experience in the publishing and printing work may quote the cost, on the basis of per copy/per issue confidentially along with your detailed proposal to improve the quality of the contents and printing.

Also please inform whether you have in-house printing system and if not please specify the printing arrangements.

The proposal with financial quote should reach to the undersigned latest by 24thDecember 2009.

Regards

(K.J.Marijan)

Asst. Director

Apparel Export Promotion Council

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