

## Basic Profile | Point of Purchase



<b>Magazine Title</b>	:	Point of Purchase
<b>Frequency</b>	:	Monthly
<b>Language</b>	:	English
<b>Category</b>	:	Trade and Commercial Magazines (B2B)
<b>Subcategory</b>	:	Marketing, Advertising and Media
<b>Version</b>	:	Print Version
<b>Publishing Country</b>	:	India

## About the Magazine

India's only specialized monthly magazine on Point of Purchase Shopper Marketing, was launched in 2000 to add value to the shopper marketing Industry by providing news and information on shopper marketing, retail promotions review of POP Products, Consumer insights and information on service providers, This magazine is read by a majority of POP marketing agencies, brand marketers and service providers in the Industry.