

COUNCIL OF ARCHITECTURE

No..CA/PUB/ATSP/004

27.07.2018

EXPRESSION OF INTEREST

Sub: Expression of interest for the printing & publishing of the monthly magazine of Council of Architecture (CoA) "Architecture Time Space & People"

1. "Architecture Time Space & People" (RNI Number DELENG/2000/4518) is the monthly magazine of the **CoA** being published in order to share and disseminate latest trends, technology and concepts evolving in the field of Architecture with architects, academicians, practicing professionals, students as well as general public.
2. The magazine provides a general platform for all concerned connected with the discipline of Architecture and built Environment to interact with each other and have a fruitful dialogue in order to pursue excellence in their respective fields. The magazine publishes specialized articles on various themes ranging from Architecture, Design, Latest Concepts, Environment sustainability from leading experts, architects, academicians of their respective fields. The magazine also highlights the Architectural heritage of India and other countries, bringing out stories on Architecture marvels from the past and present to inspire the next generation of professionals.
3. The **CoA** also publishes important news, notifications, notices etc. related to the discipline of Architecture in order to keep the architects & Institutions updated of the Council's activities and statutory provisions. Further, the details of latest events scheduled to be held in future are also printed in the magazine to enable interested persons to attend the same.
4. The magazine should comprise of minimum 48 pages and 4 (predetermined) pages are reserved for Council to publish its news and information for registered architects and general public.
5. The Magazine is to be circulated monthly free of cost to around 5 thousand registered architects selected randomly along with Council members & Architectural institutions in the Country. The magazine is also proposed be made available on subscription basis as per the rates determined by the Council for those architects/persons/organizations who/which wish to procure it regularly. The magazine is purely for promotion of architectural education, profession and research in architecture and not a statutory document/publication.
6. The printing, publishing and circulation of the magazine shall be a self-financing activity to be undertaken by the concerned agency/firm by generating revenue through raising advertisements in the magazine. The pages allocated to advertisements will not exceed 40% of the issue. The Council will not participate in generating any revenue for magazine.
7. The concerned agency/firm shall share a part of revenue generated through advertisement collected from various parties to Council of Architecture as Royalty as per following manner: Rs.25,000/- per issue or Rs.1,500/- for full page advertisement, Rs.750/- for half page advertisement, Rs.325/- for quarter advertisement and Rs.125/- for strip size advertisement whichever is higher as appearing in Magazine.
8. The concerned agency will mail all 12 monthly issues of the magazine to the

subscribers including existing ones as per list intimated by the Council every month. The 90 % of the subscription amount received from subscribers by the Council would also be shared with the concerned agency. The concerned agency will utilize the amount to defray the cost of printing, distribution as well as utilizing the amount for sale promotion and giving wide publicity to the magazine.

9. The digital version of the magazine is also proposed to be published which shall be made available on a dedicated web portal as well as other digital platforms promoting subscription for online publications.
10. Subscriptions to digital version of the magazine shall also be promoted and 10% of the revenues generated through the same shall be shared with Council, with a targeted initial subscription base of 20,000, the ratio will be revised on mutual agreed terms on addition of every additional 7,000 subscribers estimated to be added every year.
11. The cost and related expenditure on printing & circulation of the Magazine and for setting up of dedicated digital version of the same are to be borne by the agency itself.

Expression of Interests (EOI) are invited from experienced agencies/firms along with their proposal, details of organization, profile, infrastructure, staff & equipment's, expertise, experience in similar nature of work etc. for printing of monthly magazine of the Council of Architecture "Architecture Time Space & People" and distribution to specified number of registered architects, Institutions, subscribers and to all the members of the COA for three years from the date of allotment of work order and is extendable for a further period of two years on mutual agreed terms and conditions.

The selection of the agency will be based on the evaluation of expression of interest by a committee duly appointed by the competent authority of the Council.

The Expression of Interest shall reach to the office of the Council at New Delhi latest by 5 p.m. 30.08.2018.

Registrar
Council of Architecture