

ADVERTISING RATE 2008-09

(Effective from April 2008)



		COLOR	B/W
PLATINUM (First 40 pages of the magazine)	Full Page	143000	107000
	Double Spread	283000	213000
	Half page	101000	75000
	Strip	57000	43000
	Quarter Page	57000	43000
	Inside Back Cover	256000	*
	Inside Front Cover	256000	*
	Back Cover	315000	*
	Ist page (pg. facing IFC)	169000	*
	First Double Spread	315000	*
	Page opp. Editor	169000	*
	Half Double Spread	143000	107000
PREMIUM (Middle pages)	Full Page	124000	93000
	Double Spread	246000	185000
	Half Page	88000	66000
	Strip	49000	37000
	Quarter Page	49000	37000
	Half Double Spread	124000	93000
	Island	*	*
VALUE (Last 15 pages)	Business Pages		
	FPC (23.5cm x 17.5cm)	62000	*
	Single Box (5.5cm x 5.5cm)	7000	*
	Quarter Page	25000	*
	Half Page	43000	*
Strip (5.5 x 17.5 cms)	25000	*	
APPOINTMENTS (Before Value pages)	Full Page	86000	65000
	Double Spread	172000	129000
	Half Page	60000	45000

Mechanical Specifications



Full Page

Bleed (Voice&Data)

27.3 cm x 19.6 cm (Trim Size)

Double Spread

Bleed (Voice&Data)

27.3 cm x 39.2 cm (Trim Size)

VOICE&DATA

Monthly

Material Deadline

18th of previous month

21st of previous month

19th of previous month

IMPORTANT

- For bleed advertisements, allow 5mm extra on each side of advertisement trim size
- Ensure that live matter should be well within 5 mm from cut marks
- 1cm gutter margin is required for bleed double spread
- Cut marks to be as per trim size

MATERIAL REQUIREMENTS

- High resolution (300 dpi) PDF file in process color (CMYK). The black color text should be in single color black and not in four color black. Value & Appointment ads should be in in non-bleed size only

REACH your TARGET

RATE CARD 2008-09