



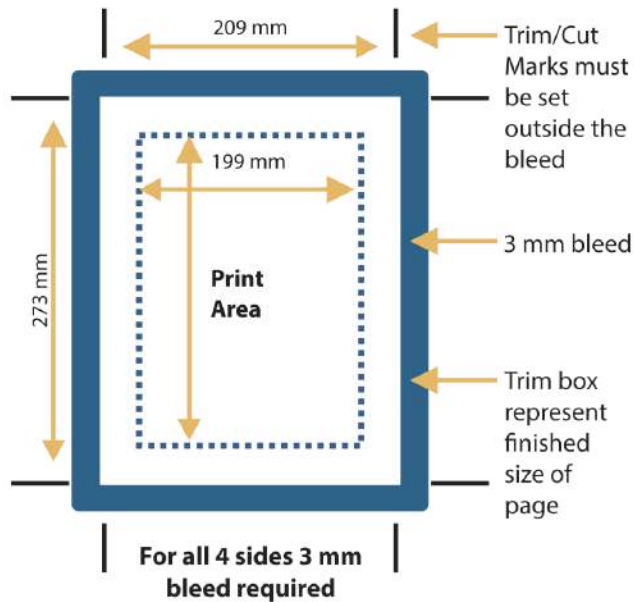
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Product Specifications

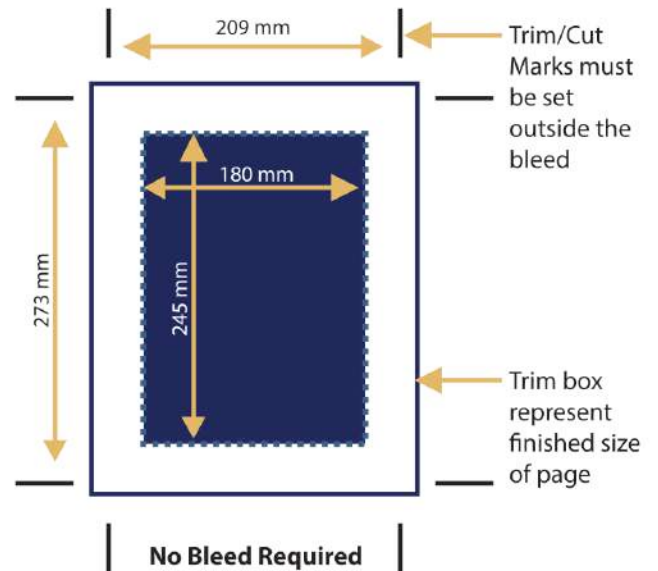
Full page -Bleed

209 mm(W) X 273 mm(H)



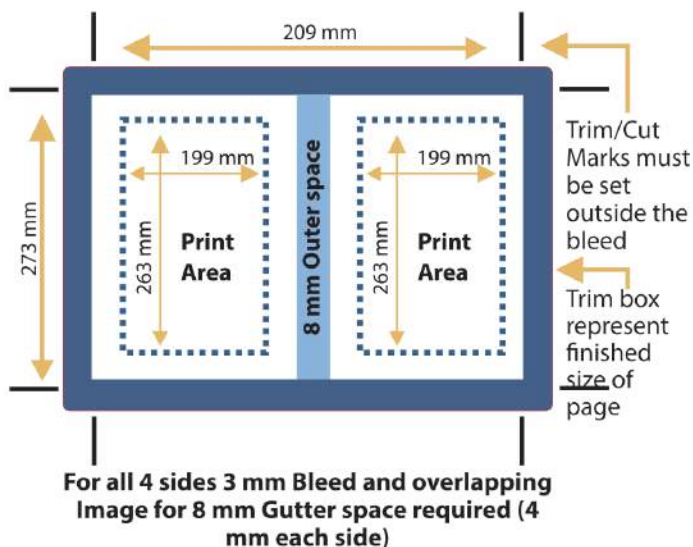
Full page - Non Bleed

180 mm(W) X 245 mm(H)



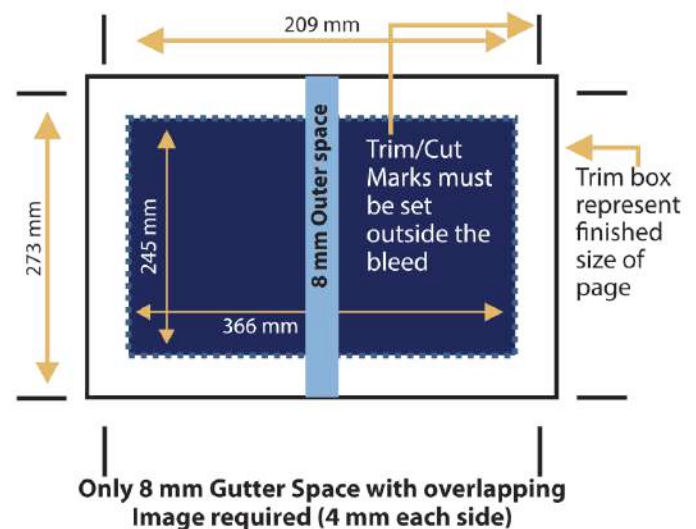
Double page -Bleed

418 mm(W) X 273 mm(H)



Double page -Non Bleed

360 mm(W) X 245 mm(H) - Print area



Material Format

Materials should be submitted in PDF or CMYK format. Images should be of high resolution at 300 dpi. Files should be right reading. Portrait made, 100% size with no rotations and include standard trim, bleed and center marks outside of live area (illustrated as above). Adobe illustrator, files and any open files will not be accepted. Also JPEG/RGB images will not be accepted.

Print rate of paid section

Rates quoted are in Rupees Effective January 01, 2021

Size and section	Price (₹)
Advertisement (Inside front Cover)	₹175000
Advertisement (Back Cover)	₹225000
Advertisement (Inside Back Cover)	₹150000
Full page ad	₹80000
Double page ad	₹160000
Half page ad	₹40000
Quarter page ad	₹20000
Block ad	₹4000
Advertorial	₹100000
Feature Article	₹120000
Cover story single page (Without photo on front page)	₹55000
Cover story double spread (Without photo on front page)	₹110000
Cover story single page (With photo on front page)	₹280000
Cover story double spread (Without photo on front page)	₹335000
Brand Interview single page (Only for corporate)	₹65000
Rates for premium position	
First 15 pages	
Full page	₹120,000
Double spread	₹200,000
Cover Story	
Full Page	₹110,000
Double spread	₹175,000



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