



**Appointment ads::**

	Rupees	US\$
Full page	25,000	700
Half page	15,000	450
Vertical	11,000	300

**Premium Positions**

	Rupees			US\$		
	1	3	6	1	3	6
Back cover	85,000	80,000	75,000	2,300	2,175	2,050
Front inside cover	75,000	70,000	65,000	2,050	1,900	1,750
Back inside cover	75,000	70,000	65,000	2,050	1,900	1,750
Opening page	75,000	70,000	65,000	2,050	1,900	1,750

**Advertising rates:**

Specifications:	Rates						Dimensions	
	Rupees			US\$			With bleed	Non bleed
	1 issue	3 issues	6 issues	1 issue	3 issues	6 issues	All sizes in width x height (Trim Size:210mm X 297mm)	
Double Spread	85,000	80,000	75,000	2,300	2,175	2,050	Text Area:381.305mm X 254.406mm Bleed Size:431.749mm X 311.15mm	419.481mm X 298.806mm Center Margin: 38mm X 254.406mm
Full Page	49,000	44,000	39,000	1,325	1,200	1,050	Text Area:171.865mm X 254.406mm Bleed Size:215.9mm X 311.15mm	209.601mm X 298.806mm
Half Page Horizontal	30,000	27,000	25,000	815	730	680	—————	171.865mm X 127mm
Half Page Vertical	30,000	27,000	25,000	815	730	680	—————	85mm X 254.406mm
Vertical Strip	20000	18,000	17,000	550	490	460	—————	53mm X 254mm
Bottom Strip	12000	11,000	10,000	325	300	270	—————	172mm X 40mm
Classified Window	6000	5,500	5,000	165	150	135	—————	—————
Classified Listing	2100	2000	1,800	60	50	50	53mm X 63mm	—————

**Innovative Positions: (Prices on request)**

- Belly tag
- Cover inside Gatefold
- Back cover Reverse Gatefold
- Branding on cover
- Cover on Cover
- Book mark
- Extended Insert

**Special Promotions: (Prices on request)**

- Advertorial/Report in the magazine
- Loose inserts with the magazine
- Promotion Booklet
- Product samples to be distributed with the magazine
- 10% Premium for page specific ads

Please note: The rates for placing color & black/white ads are the same.