

# OPEN

Inside Pages	Rates(INR)	Non Bleed Size(cm)	Trim size(cm)
Full Page	3,00,000	24.4 x 16.9	27.3 x 19.7
Double Spread	6,00,000	24.4 x 36.6	27.3 x 39.4
Covers	Rates(INR)	Non Bleed Size(cm)	Trim size(cm)
Reverse Cover Gatefold	10,00,000	27.3 x 58.2	27.3 x 58.2
Opening Double Spread	7,00,000	24.4 x 36.6	27.3 x 39.4
Inside Front Cover	4,25,000	24.4 x 16.9	27.3 x 19.7
Inside Back Cover	4,25,000	24.4 x 16.9	27.3 x 19.7
Outside Back Cover	5,00,000	24.4 x 16.9	27.3 x 19.7

Special Positions	Rates(INR)	Non Bleed Size(cm)	Trim size(cm)
Half Page	1,90,000	11.8 x 16.9	13.5 x 19.7
Half Page Double Spread	3,80,000	11.8 x 36.6	13.5 x 19.7
Single Column	1,20,000	24.4 x 16.0	24.4 x 6.7
Horizontal Strip	90,000	4.4 x 16.9	6.0 x 19.7

- 25% extra on specific positions, 50% extra for letters page. Other rates will be on request
- For Bleed ad, allow 3mm bleed margins from all sides
- Gutter - 4mm only for the live matter

### Booking Deadlines

Release order to accompany booking 2 weeks prior to the date of issue

All materials to be in digital format i.e. PDF and EPS format with CMYK high - resolution images along with colour proof to match and JPEG file for reference.

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