

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.

