

# INDIA'S FIRST RETAIL OPPORTUNITY MAGAZINE



we create retail  
**BRANDS**

MediaKIT-2009

Run On Positions (full Color Advertisements)	
	Single Issue
Full Page	Rs 75,000 / \$1630
Full Page (first 20 Pages)	Rs 80,000 / \$1739
Half Page	Rs 40,000 / \$870
1/2 Page Double Spread	Rs 75,000 / \$1630
Double Spread	Rs 1,40,000 / \$3045
Strip Ads	Rs 25,000 / \$545
Special Positions (full Color Advertisements)	
Outside Back Cover	Rs 2,00,000 / \$4350
Inside Front Cover	Rs 1,15,000 / \$2500
Inside Front Facing	Rs 1,15,000 / \$1700
Inside Back Cover	Rs 1,15,000 / \$1700
2 Page Cover Gatefold	Rs 2,10,000 / \$4550
3 Page Cover Gatefold	Rs 3,00,000 / \$ 6520
First Double Spread	Rs 1,50,000 / \$3260
Art Card Both Sides	Rs 2,00,000 / \$4356
Commissioned Editorial Per Page	Rs 60,000 / \$1334

**FREQUENCY:** Monthly  
 On stand 1st January, 1st  
 February, 1st March, 1st April, 1st  
 May, 1st June, 1st July, 1st  
 August, 1st September, 1st  
 October, 1st November, 1st  
 December

**DEADLINE**  
**BOOKING** - 3 wks before  
 publication date

**MATERIAL** - 2 wks before  
 publication date  
**MATERIAL**

PDF with 300 dpi Control to curve  
 fonts OR EPS in a CD

### TECHNICAL SPECIFICATIONS

Paper: 65 gsm Art paper  
 Printing Process: Web-fed  
 Binding: Perfect binding  
 175 - line screen, emulsion side down  
 Cover: 170 gsm Art paper

**Full Page**  
 Bleed 195x268  
 +3mm bleed allowance all four sides  
 N. Bleed 168x245

**Half page**  
 Horizontal  
 N. Bleed 168x122

**Half page vertical**  
 N. Bleed 84x245

**Horizontal Strip**  
 175 x 70

**Double Spread**  
 Bleed 396x268  
 +3mm bleed allowance all four sides  
 N. Bleed 369x240

Magazine: 195x268 mm, Size Perfect  
 Please provide cut marks.

Bleed margin of 3 mm on all four side of  
 the page and 3 mm gutter space is required

ALL DIMENSIONS IN MM

CALL OUR ADVERTISING MANAGER FOR A DETAILED PRESENTATION

# FRANCHISE INDIA

## Publications

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