

Inaugural Price for Retale Magazine Rate (INR)

Cover Pager : INR 50,000/-

Including Shoot and Content plus 2 pages in magazine.

Half Page Ad : INR 5,000/-

Full Page Ad : INR 10,000/-

Two Page Advertorial : INR 15,000/-

Ad after 20th Page Full Page : INR 8,000/-

Two Page Ad : INR 12,000/-

No Half Page Ad after 20th page.

Ad in bottom of Subscription Form : INR 7,000/-.

Size will be upto 3inch in height.

Advertising Tariff

Inside Pages	Bleed Size(mms)	Non Bleed Size (mms)	Rate (INR)
Full Page	215.9 x 279.4	190.9 x 254.4	1,00,000
Double Spread	431.8 x 279.4	406.8 x 254.4	2,25,000
Center Spread	431.8 x 279.4	406.8 x 254.4	2,75,000
Covers			
Inside Front Cover	215.9 x 279.4	190.9 x 254.4	3,50,000
Outside Back Cover	215.9 x 279.4	190.9 x 254.4	4,00,000
Inside Back Cover	215.9 x 279.4	190.9 x 254.4	3,00,000
False Cover	215.9 x 279.4	190.9 x 254.4	8,00,000
Half False Cover	107.95 x 279.4	95.45 x 254.4	6,00,000
2 Page Cover(Reverse Gatefold)	431.8 x 279.4	406.8 x 254.4	6,00,000
Special Positions			
Half Page - Horizontal	215.9 x 134.7	181.9 x 114.7	80,000
Half Page - Vertical	107.95 x 279.4	90.95 x 229.4	80,000
Half Page - Double Spread	431.8 x 139.7	406.8 x 114.7	1,50,000
Strip ads (Horizontal)	215.9 x 57.35	181.9 x 57.35	70,000
Extended Gatefold(4 Pages)	431.8 x 279.4	406.8 x 254.4	6,00,000
Innovations			
Bookmark			2,00,000
Belly Band			4,00,000
Belly Band with Double Spread			6,00,000
Dog Ear Tag- One side(1 Page)			2,00,000
Dog Ear Tag- Both sides(2 Pages)			3,00,000
French Window			10,00,000
Envelope/ Jacket			12,00,000