

RATE CARD AND PRINT SPECIFICATIONS

ADVERTISING RATES (US\$)

Regular positions

ROP-double page spread	\$12,300
Full page (ROP)	\$6,500
1/2 solus	\$4,800
1/2 non-solus	\$4,100

Premium positions

Outside back cover	\$14,100
Inside front cover spread	\$23,400
Inside back cover	\$11,000

Special request

Opp contents	\$7,800
FP <25%	\$7,100
1st DPS	\$18,400
2nd DPS	\$17,800
3rd DPS	\$16,500
Advertorial FP	\$8,100
Advertorial DPS	\$14,500

Creative solutions

Front cover gate fold	\$20,700
Inside front cover gate fold	\$26,700
ROP - gate fold	\$15,900
Book mark	\$16,500
Belly band	\$15,600

Special report

FP	\$8,500
DPS	\$12,500

Profile

FP	\$8,500
DPS	\$9,500

Photo-shoot

FP	\$10,500
DPS	\$18,500

All invoice amounts are exclusive of VAT and shall be paid in full, free of any deductions, withholding taxes, and any other charges including but not limited to bank charges.

SERIES DISCOUNT

☞ 3-5 insertions	5%
☞ 6-9 insertions	10%
☞ 10+ insertions	15%

For advertising enquiries:

Manish Chopra, senior sales manager
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PRINT SPECS (H X W MM)



DPS spread
Trim: 270 x 412
Type: 252 x 410



Full page
Trim: 270 x 206
Type: 245 x 182



Half page horizontal
Type: 122 x 182



Half page vertical
Type: 122 x 182

DIGITAL MEDIA FORMATS

PDF (Portable Document Format)

- ☞ The artwork should be a press ready PDF file (version 1.3) generated through Illustrator/Quark Xpress or InDesign, saved on maximum resolution (300 dpi) in actual size with bleed and crop marks.
- ☞ All files must be CMYK format and all black text as over print. For bleed size add 3mm extra on all four sides after trim marks.
- ☞ Image loss in the gutter 3mm either side.
- ☞ Please ensure that text is at least 10mm inside from the crop marks.
- ☞ If text runs across a DPS please ensure that the text is 10mm away from the gutter on either side.
- ☞ A colour printout of the saved artwork should be sent for reference along with the CD. Colour prints/digital proofs supplied will be used only as a guideline and the advertisements will be reproduced as per the data/specifics supplied on the CD.

DEADLINES

- ☞ Bookings: 15th of month prior to publication.
- ☞ Material: 20th of month prior to publication.
- ☞ Prime positions cancellation: 3 months prior to publication cover date. eg. 30 September for January issue.
- ☞ Standard advertising cancellations: 1 month prior to publication cover date. eg. 30 September for November issue

GENERAL INFORMATION

- ☞ 12 issues per year.
- ☞ Standard agency commission rates apply.