



Advertisement Tariff

Colour		1 X	3 X	6 X
Double Spread	Rs.	45,000	42,750	40,500
Full Page Colour	Rs.	25,000	23,750	22,500
Half Page Colour	Rs.	15,000	14,250	13,500
1/3 Page Colour	Rs.	10,000	9,500	9,000
1/4 Page Colour	Rs.	7,000	6,650	6,300
Bottom Panel	Rs.	3,500	3,325	3,150
Back Cover	Rs.	40,000	38,000	36,000
Inside Front Cover	Rs.	35,000	33,250	31,500
Inside Back Cover	Rs.	30,000	28,500	27,000
Black & White				
Full Page B&W	Rs.	15,000	14,250	13,500
Half Page B&W	Rs.	10,000	9,500	9,000
1/3 Page B&W	Rs.	6,000	5,700	5,400
1/4 Page B&W	Rs.	4,500	4,275	4,050
Bottom Panel	Rs.	2,000	1,900	1,800

All rates per insertion

Online advt.		1 mth	3 mths	6 mths	12 mths
Banner Advt	Rs.	15,000	13,000	11,500	10,000
Box Advt	Rs.	12,000	11,000	10,000	9,000

Online rates per month

For further details contact at address below

*Payments to be in favour of **Sumi Publications** payable at New Delhi*

Mechanical Data

Periodicity:
Bi-monthly

Size of publication:
210 x 290mm

Bleed (3mm on each edge)
216 x 296mm

Page type area
185 x 260

Paper for text:
Matt coated 130gsm

Paper for cover:
Matt coated 170gsm

Binding:
Saddle stitched

Advertisement material accepted

All advertisements to be sent in digitally

- High resolution press optimised PDF files
- EPS images with a resolution of 300dpi, 100% advt size, all fonts embedded, with a 3mm bleed on each edge
- High resolution TIFF files, 300dpi, 100% advt size
- Open files with all links in CMYK and fonts

When sending disks include a colour proof printout of the advertisement

Email PDF files to: info@sumiintercorp.com

or disks can be sent by post/courier to:

Production Department, Sumi Publications
at the address below.

For further information and details, write to:



SUMI PUBLICATIONS

2216 Hardhian Singh Road, Karol Bagh, New Delhi 110005, India
Tel: (91) 11 2875 5275, 4702 3527-28 Fax: (91) 11 2875 5131
E-Mail: info@sumiintercorp.com, Website: www.sumiintercorp.com