

Double Spread Trim (270x400mm)
Double Spread Bleed (296x432mm)

Full Page Bleed/ Covers (216x296mm)
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Full Page Trim (190x270mm)
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Half Page (125x190mm-Hor)
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1/3 Page (60x270mm-Vert) (85x190mm-Hor)
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1/4 Page (88x125mm-Vert) (60x190mm-Hor)
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Bottom Panel (38x175mm)
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## Advertisement Tariff

Colour	1 X		3 X		6 X	
	US \$	€	US \$	€	US \$	€
Double Spread	2,500	1,650	2,375	1,570	2,250	1,485
Full Page	1,500	1,000	1,425	950	1,350	900
Half Page	900	600	855	570	810	540
1/3 Page	600	400	570	380	540	360
1/4 Page	420	275	400	260	375	250
Bottom Panel	200	130	190	125	180	115
Back Cover	3,000	2,000	2,850	1,900	2,700	1,800
Inside Front Cover	2,500	1,650	2,375	1,570	2,250	1,485
Inside Back Cover	2,000	1,400	1,900	1,330	1,800	1,260
<b>Black &amp; White</b>						
Full Page B&W	900	600	855	570	810	540
Half Page B&W	600	400	570	380	540	360
1/3 Page B&W	360	250	340	235	325	225
1/4 Page	270	200	255	190	240	180
Bottom Panel	120	100	115	95	110	90

All rates per insertion

Online advt.	1 mth		3 mths		6 mths		12 mths	
	US \$	€	US \$	€	US \$	€	US \$	€
Banner Advt	450	300	400	260	375	250	325	215
Box Advt	400	260	350	230	300	195	250	165

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](mailto: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:



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