

AD

AD INDIA: MEDIA KIT 2019



EDITORIAL CALENDAR 2019



Subject to change

PRINT RATE CARD 2019

Position	INR	USD
Single spread	3,00,000	4,950
Double page spread	6,00,000	9,800
Premium Positions		
Inside front cover gatefold	16,50,000	26,500
Inside front cover spread	8,50,000	13,500
1st Fashion/Beauty/ Watch DPS Before TOC	7,50,000	12,800
2nd Fashion/Beauty/Watch DPS before TOC	7,20,000	12,000
Double page spread before Table of contents	6,50,000	11,000
Double page spread - specified position	6,30,000	10,500
Single page facing contents	3,95,000	6,500
Single page specified position	3,70,000	6,200
Single page facing editor's Letter/Masthead/Contributors	3,50,000	5,600
Inside Back Cover	3,95,000	6,500
Outside back Cover	6,20,000	9,800

DIGITAL RATE CARD 2019

Solutions	INR	USD
Site Options		
Display (Standard Banners)	550 CPM	8 CPM
Display (Rich Media)	650 CPM	9 CPM
Video	3 CPM	0.04 CPM
Takeovers		
Homepage Carousel 1 week	4,75,000	6,600
Homepage Carousel with Standard Banners	6,75,000	9,380
Homepage Carousel with Rich Media Banners	7,50,000	10,420
Section Homepage Carousel with Standard Banners	4,50,000	6,250
Section Homepage Carousel with Rich Media Banners	5,62,500	7,800
Social Media Option		
Instagram Post	60,000	830
Instagram Carousel (Photo/Video)	75,000	1,040
Instagram Stories (Photo/Video)	75,000	1,040
Facebook	50,000	695
Facebook Album	50,000	695
Facebook Live	5,00,000	6950
Twitter	50,000	695
Native Options		
Native Stories	3,00,000	4,170
Native Microsites	25,00,000	34,740
Native News letters	3,50,000	4,860