



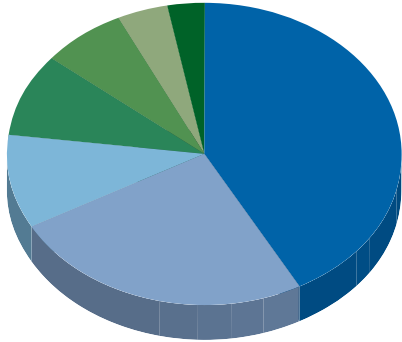
Shopping Centre **News**

IMAGES SHOPPING CENTRE NEWS has been inception with a vision that is far-reaching. The magazine strives to be a knowledge resource centre that collects, analyses and disseminates information on the Indian shopping centre industry in all its aspects of operations. It seeks to build and inspire a body of focused research into the architecture and design aspects of shopping centres. It also aims to encourage the development of sophisticated management paradigms and maintenance methods, keeping in context global benchmarks. Finally, it aims to be a bridge between shopping centre developers and the retail community, to help forge mutually profitable relationships.

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Shopping Centre News

SEGMENT WISE DISTRIBUTION

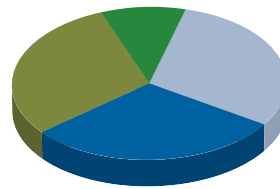


- 42% Shopping centre owners & developers
- 25% Retailers, food plazas, entertainment zones
- 10% Mall management & marketing, security & parking management, footfall counting agencies, graphics & signages
- 9% Indian & international property consultants
- 7% Architects, design & construction firms
- 4% Elevators & escalator firms, lighting, flooring, a/c & engineering management, landscaping
- 3% Miscellaneous

Sizes & Position	INR (₹)	US\$	SIZE (WIDTH X HEIGHT)
DISPLAY ADVERTISING TARIFF			
Full Page	75,000	3,000	Bleed: 240 X 315 Non-Bleed: 220 X 295
Opening Page	1,00,000	1,800	
Inside Front Cover	1,50,000	6,000	
Inside Back Cover	1,25,000	4,400	
Back Cover	2,00,000	7,800	
Double Spread	1,25,000	4,400	Bleed: 480 X 315 Non-Bleed: 460 X 295
Front Gate Fold	1,50,000	6,000	
Back Gate Fold	1,25,000	4,400	
Half Page (Vertical)	50,000	2,000	Bleed: 120 X 315 Non-Bleed: 110 X 295
Half Page (Horizontal)	50,000	2,000	Bleed: 240 X 155 Non-Bleed: 220 X 145
INNOVATIVE SIZES			
Bookmarks	1,25,000	4,400	50 X 130
Island	50,000	2,000	70 X 70
STRIPS			
Vertical	30,000	1,750	50 X 295
Horizontal	30,000	1,750	220 X 50

All Specifications are in millimeters

REGIONAL DISTRIBUTION BREAKUP



- 30% North
- 30% West
- 30% South
- 10% East

- Contract discounts applicable upon honouring of the ad package or, against full advance payment
- Agency commission: 15% to INS-Accredited agencies

SPECIFICATIONS

- Frequency : Monthly (12 issues in a year)
- Binding : Center-Stitch
- Printing : Sheet-Fed Offset
- Booking Deadline : Six weeks before publication
- Cancellation : Four weeks before publication
- Material Deadline : 18th of every prior month
- Material Required : EPS/PDF/CDR(X4) with all fonts converted to curves. Graphics to be at least 300 dpi and in CMYK.

Please note

- For all bleed ads, 4 mm extra on all sides is required for trimming. The Publisher reserves the right to trim 4mm off each edge of the trimmed page dimension. Vital matter should be kept within these tolerances.
- For all double spread ads, gutter space of 10 mm is required. Also, it is advisable to avoid running matter across the pages for double spread ads.

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To Discuss How Best To Plan Your Ad Campaigns Talk To Our Business Development Advisors:

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