www.imagesfood.com

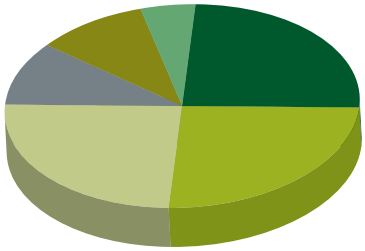
foodService
INDIA EDITION

The FoodService India magazine is dedicated to the F&B and HoReCa industries. It offers well-researched information on new consumption trends and world cuisines that are changing the dining experience of Indian consumers. It provides updates on international and regional cooking ingredients and kitchen equipments; and reports on new and upcoming restaurants, QSRs, casual and fine dine restaurants. Articles, interviews and reports by industry leaders and experts offer insights that help food service operators and related stakeholders to grow their business.

The magazine aims to support India's food service industry with the latest know-how on business management and marketing, new technologies and IT solutions designed to make the industry more efficient, new products and cooking techniques being adopted by masterchefs, international QSR chains entering the country, domestic brands that are growing strong, new restaurant concepts and formats that are redefining the industry, and new entrants and entrepreneurs in the F&B space.

FoodService India is a joint venture between Images Group/New Delhi and Deutscher Fachverlag/Germany, publisher of the internationally renowned FoodService Europe & Middle East. It is also the Official Partner of India Food Service Forum (IFSF) - the premium event of India's Food & Beverages and HoReCa industry.

SEGMENT WISE DISTRIBUTION

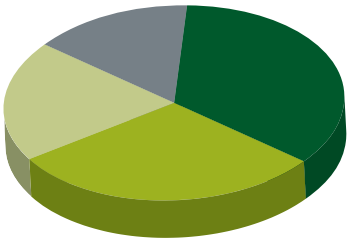


25% Brand & Chain Restaurants
25% QSRs
25% Chain hotels (Restaurants & Banquets)
10% Pubs, Taverns & Bars
10% Food court operations
5% Institutional Catering

Sizes & Position	INR (₹)	US$	SIZE (WIDTH X HEIGHT)
DISPLAY ADVERTISING TARIFF			
Full Page	75,000	1700	*Bleed:* 210 X 300 *Non-Bleed:* 190 X 280
Inside Front Cover	1,50,000	3400	
Inside Back Cover	1,25,000	2850	
Back Cover	2,00,000	4550	
Double Spread	1,25,000	2850	*Bleed:* 420 X 300 *Non-Bleed:* 400 X 280
Front Gate Fold	2,00,000	4550	
Back Gate Fold	1,75,000	4000	
Half Page (Vertical)	50,000	1100	*Bleed:* 105 X 300 *Non-Bleed:* 95 X 280
Half Page (Horizontal)	50,000	1100	*Bleed:* 210 X 150 *Non-Bleed:* 190 X 140
Quarter Page	30,000	700	*Bleed:* 105 X 150 *Non-Bleed:* 95 X 140
CLASSIFIED ADVERTISING TARIFF			
Half Page (Vertical)	30,000	700	95 X 280
Half Page (Horizontal)	30,000	700	190 X 140
Quarter Page	20,000	450	95 X 140
Strip (Vertical)	20,000	450	50 X 280
Strip (Horizontal)	20,000	450	190 X 50
INNOVATIVE SIZES			
Bookmarks	1,50,000	3400	50 X 130
Island	50,000	1100	70 X 70
Dog Ear	1,25,000	2850	210 X 300 (Full Page) + 12 X 36 (Flag size)
STRIPS			
Vertical	30,000	700	50 X 280
Horizontal	30,000	700	190 X 50

All Specifications are in millimeters

REGIONAL DISTRIBUTION BREAKUP



35% North
30% West
20% South
15% East

- 25% premium for the opening page
- Contract discounts applicable upon honouring of the ad package or, against full advance payment
- Agency commission: 15% to INS-Accredited agencies

SPECIFICATIONS

Frequency : bimonthly (6 issues in a year)
Binding : Perfect
Printing : Sheet-Fed Offset
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.

ADVERTORIAL

IMAGES offers attractive advertorial features for new brand/ collection launches. Net cost of a 4-page advertorial is only ₹2,00,000 (US$4550). Each additional page will cost ₹50,000 (US$1100). Basic inputs like ready pictures/ TP's/ logos/ tags etc. to be provided by client/ agency.

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