

IMAGES Retail

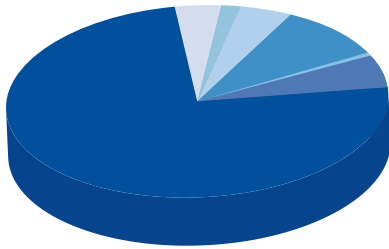
www.indiaretailing.com

FUTURE OF BUSINESSES

IMAGES RETAIL focuses on business of retail covering the entire gamut of retail & franchising operations. Key issues like investments and opportunities in retailing, formats, store design and operations, visual merchandising, logistics, consumer trends and metrics, real estate, security, supply chain & merchandise, customer management etc. are addressed in IMAGES Retail.

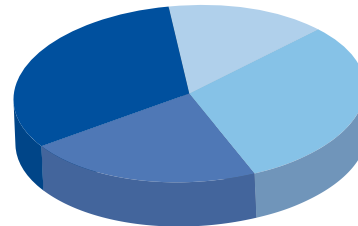


SEGMENT WISE DISTRIBUTION



- 74.3% Retailers, store managers, distributors, agents, buying houses
- 9.6% Suppliers and service providers to the retailers
- 5.6% Malls, plaza developers & managers, potential investors in retail business
- 4.2% Academic institutes, media, advertising and PR agencies, consultants etc.
- 1.8% Govt. & trade bodies, foreign embassies & trade commissions
- 0.5% Brand owners and marketers
- 4.0% Miscellaneous

REGIONAL DISTRIBUTION BREAKUP



- 32% North
- 22% East
- 31% West
- 15% South

Sizes & Position	INR (₹)	US\$	SIZE (WIDTH X HEIGHT)
DISPLAY ADVERTISING TARIFF			
Full Page	75,000	1400	Bleed: 205 X 275 Non-Bleed: 185 X 255
Inside Front Cover	1,50,000	2700	
Inside Back Cover	1,25,000	2300	
Back Cover	2,00,000	3600	
Double Spread	1,25,000	2300	Bleed: 410 X 275 Non-Bleed: 390 X 255
Front Gate Fold	1,50,000	2700	
Back Gate Fold	1,25,000	2300	
Half Page (Vertical)	50,000	900	Bleed: 103 X 275 Non-Bleed: 93 X 255
Half Page (Horizontal)	50,000	900	Bleed: 205 X 138 Non-Bleed: 185 X 128
Quarter Page	30,000	550	Bleed: 103 X 138 Non-Bleed: 93 X 128
INNOVATIVE SIZES			
Bookmarks	1,25,000	2300	50 X 130
Island	50,000	900	70 X 70
Dog Ear	1,00,000	1900	210 X 300 (Full Page) + 12 X 36 (Flag size)
STRIPS			
Vertical	30,000	550	50 X 255
Horizontal	30,000	550	185 X 50

All Specifications are in millimeters

- 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 : Monthly (12 issues in a year)
- Binding : Perfect
- Printing : Sheet-Fed Offset
- Booking Deadline : Six weeks before publication
- Cancellation : Four weeks before publication
- Material Deadline : 20th 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 ₹3,00,000 (US\$5500). Each additional page will cost ₹50,000 (US\$900). Basic inputs like ready pictures/ TP's/ logos/ tags etc. to be provided by client/ agency.