



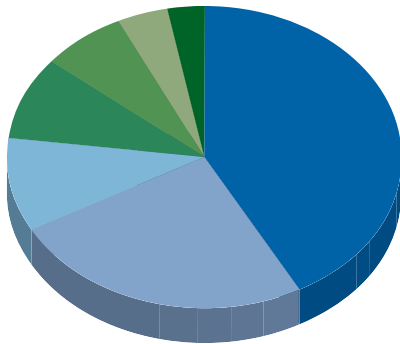
# Shopping Centre **News**

IMAGES SHOPPING CENTRE NEWS has been incepted 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

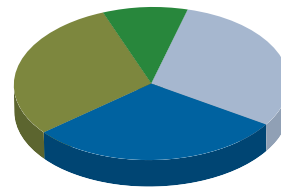


- 42% ■ Shopping centre owners & developers
- 25% ■ Retailers, food plazas, entertainment zones
- 10% ■ Mall management & marketing, security & parking management, footfall counting agencies, graphics & signages
- 9% ■ Indian & international property consultants
- 7% ■ Architects, design & construction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

| Sizes & Position                  | INR (₹)  | US\$  | SIZE (WIDTH X HEIGHT)                    |
|-----------------------------------|----------|-------|--|
| <b>DISPLAY ADVERTISING TARIFF</b> |          |       |  |
| Full Page                         | 75,000   | 3,000 | Bleed: 240 X 315<br>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<br>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<br>Non-Bleed: 110 X 295 |
| Half Page (Horizontal)            | 50,000   | 2,000 | Bleed: 240 X 155<br>Non-Bleed: 220 X 145 |
| <b>INNOVATIVE SIZES</b>           |          |       |  |
| Bookmarks                         | 1,25,000 | 4,400 | 50 X 130                                 |
| Island                            | 50,000   | 2,000 | 70 X 70                                  |
| <b>STRIPS</b>                     |          |       |  |
| 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.

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

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