

# IMAGES Retail

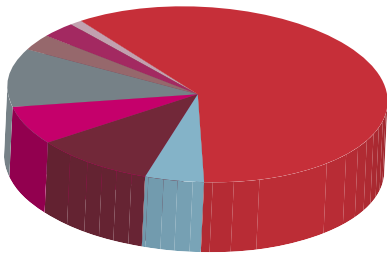
www.indiaretailing.com

FUTURE OF BUSINESSES

**IMAGES RETAIL** is a monthly publication disseminating retail intelligence to the stakeholders of retail business in India. It focuses on retail and franchising businesses across product categories, retail formats, E Commerce, retail real estate, retail support and retail technology. This monthly publication (print and digital versions) gives an insider's view of the entire Indian retail industry by featuring the latest trends, hottest ideas, exclusive features, current technologies and consumer attitudes. The companies and professionals engaged with the retail and franchising business turn to Images Retail as a definitive source of retail business intelligence.



## SEGMENT WISE DISTRIBUTION

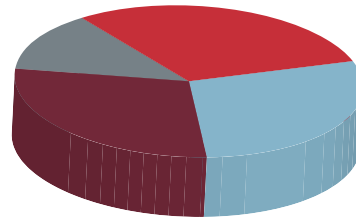


- 60% **Retailers(Offline & Online):** Retail CEOs, CFOs, CTOs, Functional Heads, Project Heads & Store Managers
- 5% **Brand Owners:** CEOs, CFOs, Visual Merchandisers, Product, Brand, Sales and Marketing professionals
- 10% **Retail Real Estate:** Shopping Centre Developers, Managers, leasing Heads, Retail Real Estate consultants, Architects
- 7% **Retail Support:** CEOs, Product and marketing managers of Shop fit, lighting, VM, Marketing and Branding agencies, Logistics & Supply Chain, Warehousing etc.
- 11% **Retail Technology:** Founders, MDs, CEOs, Industry Practice Heads of the companies offering technology Solutions to retailers both offline & online
- 3% **Distributors, Importers & Stockists**
- 3% **Institutes, Associations, Govt. Bodies**
- 1% **Miscellaneous**

Sizes & Position	INR (₹)	US\$	SIZE (WIDTH X HEIGHT)
<b>DISPLAY ADVERTISING TARIFF</b>			
Full Page	75,000	1400	Bleed: 205 X 275 Non-Bleed: 185 X 255
Opening Page	1,00,000	1800	
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
<b>INNOVATIVE SIZES</b>			
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)
<b>STRIPS</b>			
Vertical	30,000	550	50 X 255
Horizontal	30,000	550	185 X 50

All Specifications are in millimeters

## REGIONAL DISTRIBUTION BREAKUP



- 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.

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

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