



IMAGES **BUSINESS OF FASHION**

With a 24 year old loyal reader base of over 60,000 top decision makers, fashion retailers and fashion buyers, spread across all sectors of the business of fashion in India, IMAGES BoF has constantly proven itself as easily the most focused and best targeted fashion business media in India.

IMAGES (Business of Fashion) BOF launched in the year 1992 has played the role of a catalyst in the retail evolution in India focused on and driven by the Branding, Marketing & Retailing of branded fashion. IMAGES Business of Fashion (BOF) is amongst the country's top recall business publication brands. It enables continuous information exchanges through its activities - facilitating networking among investors, retailers and brand leaders.

As an advertising option, look no further.

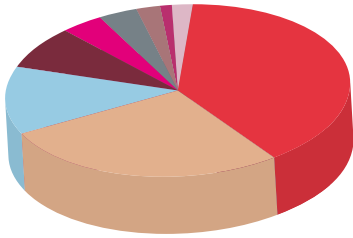
Now as part of the Images Group's digital media its reach extends to 2,00,000 of India's top decision makers in retail and retail support business.

FASHION
BUSINESS

FASHION
RETAIL

FASHION
CREATION

SEGMENT WISE DISTRIBUTION



- 39.2% Fashion Retailers, Store Managers, Distributors, Agents, Buying Houses, Buying Agents
- 27.7% Fashion (Clothing, Textiles & Beauty Care) Manufacturers and Exporters
- 12.6% Fashion Brand Owners and Marketers
- 7.9% Academic Institutes, Students, Designers, Research Bodies
- 3.8% Suppliers and service providers to the fashion makers and retailers
- 3.6% Media, Advertising and PR Agencies, Consultants etc.
- 2.3% Govt. Bodies, Trade Associations, Export Promotion Councils, etc.
- 1.2% Foreign Embassies, High Commissions, Consulates, Business Promotion Bodies
- 1.7% Malls, Plaza Developers & Managers, potential Investors in Apparel Business

Sizes & Position	INR (₹)	US\$	SIZE (WIDTH X HEIGHT)
DISPLAY ADVERTISING TARIFF			
Full Page	60,000	2400	Bleed: 205 X 275 Non-Bleed: 185 X 255
Inside Front Cover	1,25,000	5000	
Inside Back Cover	1,25,000	5000	
Back Cover	2,50,000	10000	
Double Spread	1,10,000	4400	Bleed: 410 X 275 Non-Bleed: 390 X 255
Front Gate Fold	1,75,000	7000	
Back Gate Fold	1,50,000	6000	
Cover On Cover	3,50,000	14000	205 X 205
Half Page (Vertical)	35,000	1400	Bleed: 103 X 275 Non-Bleed: 93 X 255
Half Page (Horizontal)	35,000	1400	Bleed: 205 X 138 Non-Bleed: 185 X 128
Quarter Page	25,000	1000	Bleed: 103 X 138 Non-Bleed: 93 X 128
INNOVATIVE SIZES			
Bookmarks	90,000	3600	50 X 130
Island	35,000	1400	70 X 70
Dog Ear	1,00,000	4000	210 X 300 (Full Page) + 12 X 36 (Flag size)

All Specifications are in millimeters

PAYMENT GATEWAY DETAILS

For international: Payment to be remitted in favour of Images Multimedia Pvt. Ltd.

Bank RTGS Details: Standard Chartered Bank

SWIFT (TT) of Current Account: 52805035830

Branch Address: M-1, South Extension Part-II, New Delhi 110 049, India

SWIFT Code: SCBLINBBDEL

For Domestic: Payment to be remitted in favour of Images Multimedia Pvt. Ltd.

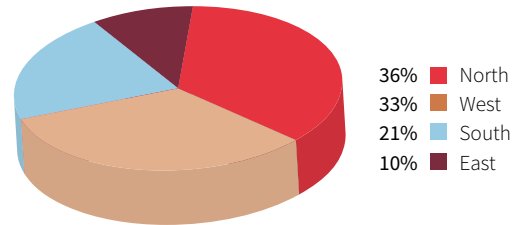
Bank RTGS Details: HDFC BANK LTD

Bank A/c No. 2482000004779

Branch Address: S-355, Panchshila Park, New Delhi 110 017, India

RTGS Code: HDFC0000248 | MICR Code: 110240029

REGIONAL DISTRIBUTION BREAKUP



- 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	: 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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