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.
### Display Advertising Tariff

<table>
<thead>
<tr>
<th>Sizes &amp; Position</th>
<th>INR ($)</th>
<th>US$</th>
<th>SIZE (WIDTH X HEIGHT)</th>
<th>Bleed:</th>
<th>Non-Bleed:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>60,000</td>
<td>2400</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Inside Front Cover</td>
<td>1,25,000</td>
<td>5000</td>
<td>205 X 275</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Inside Back Cover</td>
<td>1,25,000</td>
<td>5000</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Back Cover</td>
<td>2,50,000</td>
<td>10000</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Double Spread</td>
<td>1,10,000</td>
<td>4400</td>
<td>410 X 275</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Front Gate Fold</td>
<td>1,75,000</td>
<td>7000</td>
<td>390 X 255</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Back Gate Fold</td>
<td>1,50,000</td>
<td>6000</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cover On Cover</td>
<td>3,50,000</td>
<td>14000</td>
<td></td>
<td>205 X 205</td>
<td></td>
</tr>
<tr>
<td>Half Page (Vertical)</td>
<td>35,000</td>
<td>1400</td>
<td>103 X 275</td>
<td></td>
<td>93 X 255</td>
</tr>
<tr>
<td>Half Page (Horizontal)</td>
<td>35,000</td>
<td>1400</td>
<td>205 X 138</td>
<td></td>
<td>185 X 128</td>
</tr>
<tr>
<td>Quarter Page</td>
<td>25,000</td>
<td>1000</td>
<td>103 X 138</td>
<td></td>
<td>93 X 128</td>
</tr>
</tbody>
</table>

**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
  - Branch Address: S-355, Panchshila Park, New Delhi 110 017, India
  - RTGS Code: HDFC0000248 | MICR Code: 110240029

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**Regional Distribution Breakup**

- **36%** North
- **33%** West
- **21%** South
- **10%** 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: 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.

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

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