

# VIBRANT INDIA Tariffs for advertising



Advertising Positions:	Regular Edition	Exhibition Edition
Front Cover (Four Color)	(USD\$) 1,140	(USD\$) 2,220
Back Cover (Four Color)	(USD\$) 1,000	(USD\$) 1,860
Front Cover Gatefold	(USD\$) 1,250	(USD\$) 1430
Front Inside Cover	(USD\$) 1,070	(USD\$) 1290
Opening Page	(USD\$) 650	(USD\$) 1070
Premium Page (2to 10)	(USD\$) 450	(USD\$) 800
Double Spread Page	(USD\$) 800	(USD\$) 930
Full Page	(USD\$) 400	(USD\$) 430
Full Page Yearly	(USD\$) 1,150	
Bookmark with lace	(USD\$) 650	(USD\$) 890
Half Page	(USD\$) 250	(USD\$) 285
Quarter Page	(USD\$) 150	(USD\$) 150

## Timeline:

### Issue 1 - January

15 December	AD booking deadline
25 December	Material deadline
25 January	Magazine out

### Issue 2 - April

15 March	AD booking deadline
25 March	Material deadline
25 April	Magazine out

### Issue 3 - July

15 June	AD booking deadline
25 June	Material deadline
25 July	Magazine out

### Issue 4 - October

15 September	AD booking deadline
25 September	Material deadline
25 October	Magazine out

Lifetime magazine subscription charge through which u can get the magazine of our each and every publication and all details regarding our previous and upcoming fairs etc.

## Subscription Charges:

Lifetime Subscriptions (USD\$) 150

## Page size

Advertising Sizes : (Bleed 3mm on trim)

Full Page	= 215 mm x 280 mm (WxH)
Half Page	= 215 mm x 140 mm (WxH)
Quarter Page	= 107 mm x 140 mm (WxH)

## Please note

- (a) All prices exclude GST.
- (b) All bookings carry a 30% cancellation fee.
- (c) All adverts must be CMYK press ready
- (d) PDFs or JPEGs.

Photos and editorial can be generated by the vibrant india editorial team if required. All newsworthy stories and leads are greatly appreciated.

## Editorial Coverage:

Vibrant India keeps a close tab on housewares, hotelwares, home appliances & stainless steel industries through incisive & informative features. these include :

- Market research & analysis
- Regulatory & policy issues
- Market trends & forecast
- Views of business thinkers
- Second opinion: voice of the buyer

## Frequency :

Five editions in a year - Four Regular & One Exhibition special edition

- January Issue
- April Issue
- July Issue
- October Issue
- Exhibition Special- July

## Promotional Options:

- Advertisement in printed version of magazine
- Presence in web
- Social Media Presence
- Custom Publication

## Exhibition Participation:

- Vibrant India Exhibition
- Indinox
- Ambiente India
- Aahar

The only national trade magazine for housewares, hotelware, home appliances & stainless steel reaching the dealer fraternity, including modern retail, for the past 7 years.



BANK DETAILS :- A/c Payee / Cheque / Bank Draft in favour of VIBRANT INDIA (AXIS BANK LIMITED)  
A/c No. : 912020054297780, IFSC CODE : UTIB0002651 BRANCH NAME : ODHAV, AHMEDABAD

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