

INSIGHTS

Bi-monthly Magazine Tariff *Plastic Industry in Focus*

For Indian Advertisers (Bi-monthly rates)

	W X H Size (CM)	1 insertion Rate / insertion INR	4 insertions (20% discount) INR	8 insertions (40% discount) INR
Full Page	20 X 28	25000	20000	15000
Half Page	20 x 14	15000	12000	9000
Full Page no 1	20 x 28	50000	40000	30000
Penultimate Full Page	20 x 28	45000	36000	27000
Back Cover	20 x 28	50000	40000	30000
Front Cover Inside / Back Cover Inside	20 x 28	45000	36000	27000
Front Cover Gate Fold Double Spread	20 x 28 + 20 x 28	100000	80000	60000
Back Cover Gate Fold Double Spread	20 x 28 + 20 x 28	80000	64000	48000
Double Spread Ad Inside Pages	41 X 28	55000	44000	33000
Advertorial		100000/ 3 PG	-	-
Envelope Cover	23 X 33	42000	36000	30000
Quarter page Ad	10 X 14	10000	8000	6000
Strip Ad Horizontal & Vertical (Quarter page size)	20 x 7 + 7 x 28	10000	8000	6000
Strip Ad Horizontal & Vertical (1/3rd page size)	20 x 9 + 9 x 20	12000	9600	7200
Star Bust on Content page	5 Inner radius	5000	4000	₹ 3000

+ Taxes as applicable

For International Advertisers

	W X H Size (CM)	1 insertion Rate / insertion		4 insertions (20% discount)		8 insertions (40% discount)	
		USD	EURO	USD	EURO	USD	EURO
Full page	20 x 28	450	420	360	340	270	252
Half Page	20 x 14	250	232	200	185	150	140
Back Cover	20 x 28	850	785	680	630	510	472
Front Inside Back Inside	20 x 28	750	700	600	560	450	420

+ Taxes as applicable