

# Businessworld

## ADVERTISEMENT RATE CARD

Effective from May 1, 2008.

OPTIONS	Rate (INR)	Size	
		Bleed (In cms.)	Non-Bleed (In cms.)
<b>PREMIUM POSITION</b>			
Back Cover	750000	26 x 19.2	23.5 x 16
Inside Cover	575000	26 x 19.2	23.5 x 16
Inside Front Cover+Opening Page	950000	26 x 38.4	23.5 x 35
Front or Back Inside Gatefolds (3 pages)	1650000	26 x 37.2 + 26 x 18.5	23.5 x 34 + 23.5 x 17
Front Reverse Gatefold (2 pages)	1430000	26 x 37.2	23.5 x 34
Full Page Colour (Opening page)	450000	26 x 19.2	23.5 x 16
First RHP After Opening Page	440000	26 x 19.2	23.5 x 16
Centre Spread (only colour)	940000	26 x 38.4	23.5 x 35
First Double Spread	880000	26 x 38.4	23.5 x 35
<b>INSIDE PAGES (COLOUR OPTIONS)</b>			
Full Page Colour	425000	26 x 19.2	23.5 x 16
Double Spread	850000	26 x 38.4	23.5 x 35
Half Page Double Spread	580000	13 x 38.4	11.5 x 35
Half Page Horizontal	280000	13 x 19.2	11.5 x 16
Half Page Vertical	280000	26 x 9.5	23.5 x 8
Horizontal Strip	190000	5 x 19.2	4 x 16
Single Column	190000	26 x 6.5	23.5 x 5.5
<b>BLACK &amp; WHITE OPTIONS</b>			
Full Page	265000	26 x 19.2	23.5 x 16
Double Spread	530000	26 x 38.4	23.5 x 35
Half Page Horizontal	200000	13 x 19.2	11.5 x 16
Single Column	140000	26 x 6.5	23.5 x 5.5
<b>SPECIAL RUNS</b>			
Two Region Splits	275000		
Top 8 Metro Split	335000		
Top 5 Metro Split	315000		
Top 3 Metro Split	290000		
North Split	165000		
West Split	185000		
South Split	200000		
East Split	125000		
<b>UFR/AFR/CHAIRMAN SPEECH</b>			
Full Page Colour	325000		
Full Page B&W	245000		

Format of material: PDF and EPS files with colour proof.

**Technical specifications: Bleed ads:** Please note that all bleed sizes should indicate flush-cut marks. Please allow an extra margin of 0.5 cm on all sides of flush-cut mark area. For full page, copy/key number/main visual must be within an area of 24.0 cms x 17.0 cms. For double spreads, copy/key number/main visuals must be within an area of 24.0 cms x 36.0 cms. Cutting/Folding mark at centre should be clearly indicated in the case of double spread colour and centre spread colour advertisements, gutter space for double spread ads is 0.2 cm.

Screen for colour ads: 120.

**Booking and material deadline:** 15 days before issue date. Magazine hits the stands one week before the issue date. Businessworld magazine is released every Monday.



**THE LARGEST SELLING  
AND THE MOST READ BUSINESS  
MAGAZINE IN THE COUNTRY.**