

INSIGHTS

Plastics Industry in Focus

Magazine Tariff – Quarterly Rates

For Indian Advertisers (Quarterly rates)				
	W x H Size (cm)	1 insertion Rate/insertion	4 insertions (20% discount) Rate/insertion	8 insertions (40% discount) Rate/insertion
Full Page (INR)	18 X 26	25000	20000	15000
Half Page (INR)	18 X 13	15000	12000	9000
Full Page no 3 (INR)	18 X 26	50000	40000	30000
Full Page facing back inside (INR)	18 X 26	45000	36000	27000
Back Cover (INR) (Sold Out)	18 X 26	50000	40000	30000
Front Inside (INR) (Sold Out)/ Back Inside (INR) (Sold Out)	18 X 26	45000	36000	27000
Center Spread Ad (INR) (Sold Out)	39 X 26	55000	44000	33000
Anchor Story (INR)	-	100000/3 pages		-
Logo Branding on Magazine Cover (INR)	20 X 16.5	42000	36000	30000
Front Cover (INR)(Sold Out)	21 X 21.2	108000	86500	65000
Quarter page Ad	9 X 13	10000	8000	6000
Strip Ad Horizontal & Vertical (quarter page size)	18 X 8.7	10000	8000	6000
Strip Ad Horizontal & Vertical (1/3rd page size)	18 X 6.5	12000	9600	7200
Star Bust on Content page	Inner Radius 5 cm	5000	4000	3000

*Taxes are applicable