

AUTOCAR

INDIA

ADVERTISEMENT RATE CARD w.e.f. 1st January 2011

Type of advertisement	Rate per insert (Rs)
Full Page	1,65,000
Double Spread	2,90,000
Back Cover	2,55,000
Inside Front Cover	2,25,000
Inside Back Cover	2,20,000

Premium Positions

- **Cover gatefold** - Front Inside Reverse: Rs 6,50,000
- **Cover gatefold** - Back Inside Reverse: Rs 5,50,000
- **4-page gatefold** (130gsm): Rs 7,00,000
- **2-page tipping** (130gsm): Rs 4,50,000
- First 20 pages: 15% premium on the full page rate
- First advertisement in the magazine: 20% premium

Payment

- All rates quoted are in Indian rupees. Cheque should be made payable to 'Haymarket SAC Publishing India Pvt Ltd'.
- One voucher copy will be sent to each advertiser or two voucher copies accompanying the bill to each advertising agency concerned, as appropriate.
- Advertising agencies accredited by the INS will be entitled to a 15% agency commission.
- Advance payment is required from advertising agencies not accredited by the INS as well as from direct advertisers.

Frequency

- Monthly

Printing/Screen

- Covers: 170gsm art paper / 150#
- Inside pages: 65gsm Saima Star LWC (glossy) / 133#

Material deadline:

- One month prior to the issue date. Release orders must accompany all bookings.

Full Page Size (w x h)

Bleed Size: 23.2cm X 28.3cm

Trim (Cut Mark): 22.2cm X 27.3cm

Non Bleed: 20.2cm X 25.3cm

AUTOCAR INDIA reserves the right in its absolute discretion to reject, suspend or change the position of any advertisement accepted for publication.

WHAT CAR?

(Rate Effective from Jan 1st 2011)

ADVERTISEMENT RATE CARD

Size	Card Rate (Rs)
Full Page	95,000
Double Spread	1,70,000
Front Inside Cover	1,60,000
Back Inside Cover	1,15,000
Back Cover	1,35,000
Front Inside Gatefold	3,25,000
Back Inside Gatefold	2,75,000

Format: The material format preferred is EPS format (300-dpi resolution).

Payment Terms:

1. All cheque should be drawn in favour of "Haymarketsac Publishing India Pvt. Ltd."
2. Payment should be made within 30 days from the issue date for direct clients.
3. All agencies accredited to the INS will be allowed a credit period of 90 days from the issue date.

Material Specification (Width x Height)

- 1 Full Page - (Cut Mark) 20.3 cms (W) x 27.3 cms (H) (+5 mm bleed on all the four sides)
2. Double Spread - 40.6 (W) x 27.3 cms (H) (+5 mm bleed on all the four sides)



ADVERTISEMENT RATE CARD

DISPLAY

Type of Ad	Rate per insertion INR.	Specifications	
		Non Bleed Ad	Bleed ad
Full Page	75000	19cm w X 26 cm h	21 cm w x 28 cm h (+ 5mm cut space on all 4 side)
Half Page	50000	9.5cm w x26 cm h Vertical Ad	19 cm w x 13 cm Horizontal Ad
Strip Ad	40000	19 cm w x 3.5 cm h	
Double Spread	150000	40cm w x 26 cm h	42 cm w x 28 cm h, (+ 1 cm cut space on all 4 sides)
Back Cover	125000	19cm w X 26 cm h	21 cm w x 28 cm h (+ 5mm cut space on all 4 side)
Inside Front Cover	110000	19cm w X 26 cm h	21 cm w x 28 cm h (+ 5mm cut space on all 4 side)
Inside Back Cover	100000	19cm w X 26 cm h	21 cm w x 28 cm h (+ 5mm cut space on all 4 side)

Autocar Professional reserves the right in its absolute discretion to reject, suspend or change the position of any advertisement accepted for publication.

- **Payment Terms:** Payments to be made in favour of 'Haymarket SAC Publishing (I) Pvt. Ltd.' Within 30 days
- **Frequency:** Twice a month, every 1st & 15th.
- **Material format:** pdf/eps/ tiff format at 300 dpi resolutions CMYK
- **Material Deadline:** 10 days prior to the date of the issues.
- Release orders must accompany all bookings.

RATE CARD

ADVERTISING RATES	
POSITION	RATE (INR)
FULL PAGE	90,000
DOUBLE SPREAD	1,60,000
HALF PAGE	50,000
OPENING DOUBLE SPREAD	1,80,000
BACK COVER	1,75,000
FRONT INNER COVER	1,30,000
BACK INNER COVER	1,20,000



AD - DIMENSIONS

FULL PAGE	WIDTH	HEIGHT
TRIM:	220MM	297MM
BLEED:	220MM	297MM + 5MM ON ALL SIDES
NON-BLEED:	220MM	297MM – (MINUS) 5MM ON ALL SIDES
TYPE AREA:	220MM	297MM – (MINUS) 15MM ON ALL SIDES
DOUBLE SPREAD		
TRIM:	440MM	297MM
BLEED:	440MM	297MM + 5MM ON ALL SIDES
NON-BLEED:	440MM	297MM – (MINUS) 5MM ON ALL SIDES
TYPE AREA:	440MM	297MM – (MINUS) 15MM ON ALL SIDES
HALF PAGE		
TRIM:	220MM	143MM
BLEED:	220MM	143MM + 5MM ON TOP, LEFT & RIGHT
NON-BLEED:	220MM	143MM – (MINUS) 5MM ON TOP, LEFT & RIGHT
HALF PAGE TYPE AREA:	220MM	143MM – (MINUS) 15MM ON TOP, LEFT & RIGHT





WHAT HI-FI? SOUND AND VISION

India's No.1 home entertainment magazine

EDIT FOCUS

- ★ **Super Test: Cover Story** every month where we do comparative review
- ★ **Next Big Thing Special**
- ★ **Instant expert**
- ★ **Buyers Guide:** every month it features the verdicts, specifications and prices on over 1400 products that we've tested.

AUDIENCE PROFILE

- ➔ As expected, 99% readership is Male with 82% aged 35-55 years
- ➔ The primary reason for 93% of What Hi-Fi? readers is to keep up-to-date
- ➔ 82% own their own car and home
- ➔ Indicating a high disposable income, 64% of our readers enjoy regular holidays
- ➔ With an influencing aura, the fact that 55% of our readers have bought a product after reading about it in proves its indispensable nature
- ➔ 73% of our readers preserve old copies of What Hi-Fi? For future reference

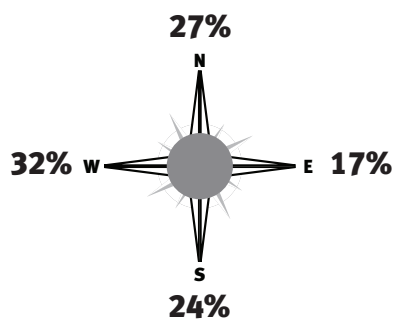
*Source: Internal readers survey

PERIODICITY : MONTHLY

CIRCULATION : 68,750

SUBSCRIPTION : 15,000

City Specific Circulation	
Delhi	16,000
Mumbai	12,000
Chennai	13,500
Bangalore	4,250
Kolkatta	7,000
Ahmedabad	5,000
Pune	5,000
Ludhiana	3,000
Trivandrum	3,000



RATE CARD

Mainstream Ads	
Position	Rates (Rs)
Back cover	1,32,000
Inside Front cover	1,10,000
Inside Back cover	1,05,000
Double Spread	1,50,000
Full-page colour	85,000
Half Page colour	55,000
Classified Ads	
Position	Rates (Rs)
Full Page	50,000
Half Page	30,000
Quarter Page	15,000

ADVERTISEMENT SIZES

Position	Size (W x H)
Double Spread Bleed	430mm x 307mm
Double Spread Non-Bleed	400mm x 275mm
Full Page Bleed	220mm x 305 mm
Full Page Non-Bleed	190mm x 275mm
Half-page Horizontal	190mm x 135mm
Half-page Vertical	95mm x 275mm
Quarter-page	90mm x 135mm
Strip Advert	190mm x 50mm
Guidelines for the Ad	
Cut/Trim Size	210mm x 297mm
Bleed Size	220mm x 307mm
Text Area	190mm x 287mm



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