



LAUNCHED SEPTEMBER 2006

2011 SOUTH ASIA



DEMOGRAPHIC SNAPSHOT

AUDIENCE 500,000
AGE 18-44 (62%) 45+ (38%)
MALE/FEMALE 60/40%

2011 ORDER + MATERIAL CLOSE DATES

(ALL DATES ARE LOCAL TIME AT ADDRESS BELOW)

ISSUE	ORDER CLOSING	MATERIALS DUE
JAN	December 10, 2010	December 15, 2010
FEB	January 10, 2011	January 15, 2011
MAR	February 10, 2011	February 15, 2011
APR	March 10, 2011	March 15, 2011
MAY	April 11, 2011	April 15, 2011
JUNE	May 10, 2011	May 15, 2011
JULY	June 10, 2011	June 15, 2011
AUG	July 11, 2011	July 16, 2011
SEPT	August 10, 2011	August 16, 2011
OCT	September 12, 2011	September 16, 2011
NOV	October 10, 2011	October 15, 2011
DEC	November 10, 2011	November 15, 2011

SPECIFICATIONS & REQUIREMENTS

LANGUAGE English
FREQUENCY Monthly
CIRCULATION 100,000
 • Single Copy + Other 65%
 • American Express Cardmembers 35%

2011 RATES
1P4C
 \$7,700 USD
DPS
 \$14,400 USD

MAGAZINE SPECS

TRIM
 205 x 273 mm
BLEED
 3mm extra bleed margin after above trim size
SAFETY
 all live matter should be 5mm inside from trim size
SPREAD TRIM
 410 x 273mm
SPREAD BLEED
 3mm extra bleed margin after above trim size

SEND MATERIALS

FILE FORMAT HIGH-RES, TIFF, EPS, PDF
SCREEN LINES PER INCH 150 LPI
DENSITY OF PICTURE FILES 300 DPI
HOST ftp://65.182.161.196
USER NAME mtil
PASSWORD india
NOTIFY sunil@mtil.biz; ritesh@mtl.biz

MAILING ADDRESS

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