



LAUNCHED SEPTEMBER 2006

2012 INDIA + SOUTH ASIA

DEMOGRAPHIC SNAPSHOT

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

2012 ORDER + MATERIAL CLOSE DATES

(ALL DATES ARE LOCAL TIME AT ADDRESS BELOW)

ISSUE	ORDER CLOSING	MATERIALS DUE
JAN	December 10, 2011	December 15, 2011
FEB	January 10, 2012	January 15, 2012
MAR	February 10, 2012	February 15, 2012
APR	March 10, 2012	March 15, 2012
MAY	April 11, 2012	April 15, 2012
JUNE	May 10, 2012	May 15, 2012
JULY	June 10, 2012	June 15, 2012
AUG	July 11, 2012	July 16, 2012
SEPT	August 10, 2012	August 16, 2012
OCT	September 12, 2012	September 16, 2012
NOV	October 10, 2012	October 15, 2012
DEC	November 10, 2012	November 15, 2012

SPECIFICATIONS & REQUIREMENTS

LANGUAGE English
FREQUENCY Monthly
CIRCULATION 105,000
 • Single Copy + Other 65%
 • American Express Cardmembers 35%

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

MAGAZINE SPECS

TRIM
 205 x 273mm

BLEED
 208x276mm

SAFETY
 5mm

SPREAD TRIM
 410 x 273mm

SPREAD BLEED
 416x276mm

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

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MAILING ADDRESS

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