

Magazine Details

Name of Magazine	DHATUKAM
Size of magazine	190mm x 260 mm
Printing area	160mm x 230mm
With Bleed	190mm x 260mm (+5mm Bleed)
Total pages	80 - 100
Distribution	16,000 Copies
Frequency	12 Per Year
Binding	Perfect Binding
Advt. resolution	Min.300 DPI
Media	Cover -170 gsm Matt, Other Pages-70 gsm
Printing	4 Colour

Advertisement Details

Advertisement Details Chart - Rate card in Rs.

Space	No of Insertion(s)			
	1	3	6	12
Double Spread	90,000	2,64,600	5,18,400	9,72,000
Full Page	50,000	1,47,000	2,88,000	5,40,000
3/4th Page	40,000	1,17,600	2,30,400	4,32,000
2/3rd Page	37,000	1,08,780	2,13,120	3,99,600
Island Unit	35,000	1,02,900	2,01,600	3,78,000
1/2 Page Vertical	32,000	94,080	1,84,320	3,45,600
1/2 Page Horizontal	32,000	94,080	1,84,320	3,45,600
1/3 page	25,000	73,500	1,44,000	2,70,000
1/4th page vertical	18,000	52,920	1,03,680	1,94,400
1/4th page Horizontal	18,000	52,920	1,03,680	1,94,400
1/6th Page Product Info	10,000	29,400	57,600	1,08,000
1/16th Page Classified	2,000	5,880	11,520	21,600
Front Cover inside	65,000	1,91,100	3,74,400	7,02,000
Back cover inside	65,000	1,91,100	3,74,400	7,02,000
Back cover	70,000	2,05,800	4,03,200	7,56,000

Advertisement Print Specs

Final Trim
(370 mm × 245 mm)

Double Spread

175 mm × 240 mm 160 mm × 169 mm

Full Page 3/4 Page

117 mm × 230 mm 117 mm × 169 mm

2/3 Page Island Unit

77 mm × 230 mm 160 mm × 112 mm

1/2 Page Vertical 1/2 Page Horizontal

160 mm × 77 mm 77 mm × 112 mm

1/3 Page 1/4 Page Vertical

160 mm × 74 mm 77 mm × 74 mm

1/4 Page Horizontal 1/6 Page Product Info

77 mm × 29 mm

Full Size w/Bleed
196 mm × 266 mm
Live Area
176 mm × 246 mm
Final Trim
190 mm × 260 mm
Back Page
Back in, Front in

1/16 Page Classified Full Page

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