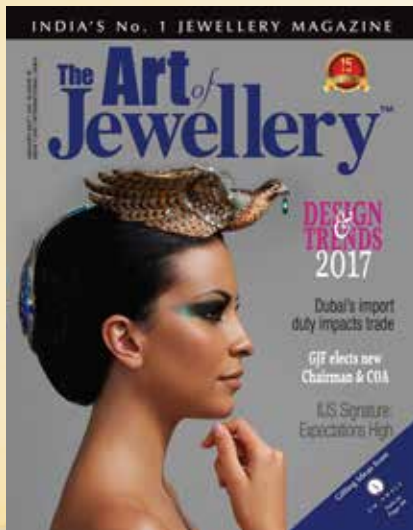


ADVERTISE AND BE AHEAD WITH INDIA'S LEADING JEWELLERY MAGAZINE



The Art of
Jewellery™
INDIA'S No.1 JEWELLERY MAGAZINE

MEDIA PLANNING KIT

2017 - 18

BE AHEAD WITH THE ART OF JEWELLERY YOUR BUSINESS PARTNER IN GROWTH



There's only one number one. No other magazine covers the jewellery industry like The Art of Jewellery (AOJ), India's No.1 jewellery magazine does. Well known for its rich editorial content and brilliant presentation. Now in its 15th year of publishing, the magazine has won rich accolades for its contribution to the jewellery industry and trade.



TALK TO JEWELLERS IN THEIR LANGUAGE



The Art of Jewellery - Hindi edition provides relevant, authentic and customized content, packaged and presented to jewellers in tier II and tier III cities of India in their native language.

The magazine, which has completed 5th year, has received tremendous response from the jewellers fraternity, particularly in North, West and East India.



MEDIA OF THE FUTURE - AOJ DIGITAL



The Art of Jewellery has an active web presence offering the magazine content and archives, besides the daily e-news capsule; it is the only one of its kind in the world in the precious metals segment, reaching close to 50,000 professionals each day.



ADVERTISEMENT RATES

THE ART OF JEWELLERY MAGAZINE - ENGLISH

PAGE SIZE	INR	US\$	COVERS		
DOUBLE SPREAD	1,20,000	2,500	FRONT GATE FOLD	1,80,000	3,500
FULL PAGE	60,000	1,250	BACK COVER	1,60,000	3,000
HALF PAGE	35,000	700	INSIDE FRONT COVER	1,20,000	2,500
<i>Other premium positions on request</i>			INSIDE BACK COVER	1,20,000	2,500



THE ART OF JEWELLERY MAGAZINE - HINDI

PAGE SIZE	INR	US\$	COVERS		
DOUBLE SPREAD	90,000	1,750	FRONT GATE FOLD	1,20,000	2,500
FULL PAGE	50,000	1,000	BACK COVER	1,00,000	2,000
HALF PAGE	30,000	650	INSIDE FRONT COVER	75,000	1,500
<i>Other premium positions on request</i>			INSIDE BACK COVER	75,000	1,500

THE ART OF JEWELLERY - ONLINE



WEBSITE

POSITION	INR	US\$	SPECIFICATION
TOP BANNERS	50,000	1,000	355px x 70px
MIDDLE BOX ADS	40,000	800	160px x 160px

DAILY ENEWS

POSITION	INR	US\$	SPECIFICATION
TOP BANNERS	50,000	1,000	275px x 100px
SIDE BOX ADS	40,000	800	180px x 180px

The above rates are per month basis.



ENGLISH

MAGAZINE SCHEDULE 2017-18 ENGLISH & HINDI



HINDI



Month	Booking and Artwork Deadline	Release Date
Apr 2017	25th Mar 2017	10th Apr 2017
May 2017	25th Apr 2017	10th May 2017
Jun 2017	25th May 2017	10th Jun 2017
Jul 2017	25th Jun 2017	10th Jul 2017
IJS Special	20th Jul 2017	30th Jul 2017
Aug 2017	10th Aug 2017	25th Aug 2017
Sep 2017	25th Aug 2017	10th Sep 2017
Oct 2017	25th Sep 2017	10th Oct 2017
Nov 2017	25th Oct 2017	10th Nov 2017
Dec 2017	25th Nov 2017	10th Dec 2017
Jan 2018	25th Dec 2017	10th Jan 2018
Feb 2018	25th Jan 2018	10th Feb 2018
Mar 2018	25th Feb 2018	10th Mar 2018

BOOKING & MATERIAL DEAD LINE

Release order must accompany 100% advance payment and the advertisement material should reach us within 15 days from the release date.

Month	Booking and Artwork Deadline	Release Date
Apr 2017	30th Mar 2017	15th Apr 2017
May 2017	30th Apr 2017	15th May 2017
Jun 2017	30th May 2017	15th Jun 2017
Jul 2017	30th Jun 2017	15th July 2017
Aug 2017	30th Jul 2017	15th Aug 2017
Sep 2017	30th Aug 2017	15th Sep 2017
Oct 2017	30th Sep 2017	15th Oct 2017
Nov 2017	30th Oct 2017	15th Nov 2017
Dec 2017	30th Nov 2017	15th Dec 2017
Jan 2018	30th Dec 2017	15th Jan 2018
Feb 2018	30th Jan 2018	15th Feb 2018
Mar 2018	29th Feb 2018	15th Mar 2018

MATERIAL REQUIRED

All materials to be in digital format i.e. in **PDF format with CMYK high-resolution images** along with colour proof to match and JPEG file for reference.



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