

INDIA'S FIRST REAL ESTATE MONTHLY

**REALTY** PLUS

ILLUMINATING REAL ESTATE

# India's Leading National Real Estate Magazine

[www.realtyplusmag.com](http://www.realtyplusmag.com)



The bellwether publication of the burgeoning real estate sector, Realty Plus has been acknowledged as a key instrument in reporting the latest developments in real estate across the country, and helping illuminate the path forward. While the sector grows from US\$12 billion to US\$45 by the end of the decade, Realty Plus will continue to fulfill the need of the end consumers and industry professionals for up-date information and in-depth analysis.

- ❑ Analysis of residential, commercial, retail and industrial real estate markets.
- ❑ Comprehensive coverage of major real estate developments, in-depth discussions on prevailing issues and insights into market trends and forecasts.
- ❑ Interviews with eminent personalities from real estate, legal, financial and other related sectors
- ❑ Current rates of all real estate segments from across the country

**Realty Plus**

Your Comprehensive guide to the Real Estate Universe!

# Advertising Tariff

 Effective April 1, 2006

Inside Page	Rates (In Rupees)	Bleed (In cms)	Non Bleed (In cms)
Full Page	75,000	19.8 x 26.5	17.3 x 24.0
Double Spread	1,50,000	39.6 x 26.5	37.1 x 24.0
Center Spread	1,90,000	39.6 x 26.5	37.1 x 24.0
<b>Covers</b>			
Inside Front Cover	1,30,000	19.8 x 26.5	17.3 x 24.0
Outside Back Cover	1,75,000	19.8 x 26.5	17.3 x 24.0
Inside Back	1,20,000	19.8 x 26.5	17.3 x 24.0
<b>Special Positions</b>			
Half Page - Horizontal	50,000	19.8 x 12.8	17.3 x 11.5
Half Page - Vertical	50,000	09.4 x 26.5	08.2 x 24.0
Half Page - Double Spread	1,00,000	39.6 x 12.8	37.1 x 11.5
Strip Ads (Horizontal)	40,000	19.8 x 06.5	17.3 x 05.0
2 Page Cover Recerse Gatefold	2,25,000	39.1 x 26.5	36.6 x 24.0

**Innovations****We are open to Innovative ads on request****Technical Specifications:**

Artwork must be supplied in one of following formats - CDR, EPS, TIFF and PDF only. Files must be saved as flat (i.e. no fonts, no layers) and should be supplied as CMYK high resolution 300 DPI. Artwork in CD must be accompanied with colour printout of the advertisement for colour proffering.

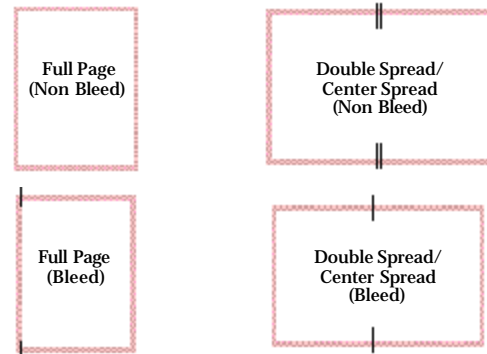
Bleed artwork must have 5mm bleed on all four sides. 5mm gutter space must be provided in the center of all double spread ads. It is recommended that the text or subject matter dosent fall within 5 mm of the trim edge to prevent any of the content being trimmed.

**Paper quality:** Cover 170 GSM Art Paper  
Inside Pages 70 GSM LWC Paper

**Material Required for B&W ad:** Positive of 100 Screen,  
**For 4 Colour ad:** Positive of 120 Screen,

**Progressive Proofs:** On Glazed Newsprint

**Booking and Material Deadline:** 10 days before issue date



**Artwork:** Include 5mm space on all four sides of bleed ads. Keep live area 5mm in from trim.

**For Advertisement in Realty Plus, Please Contact:****Delhi**

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**Other exchange4media publication:**  
Pitch, Franchise Plus and Impact