

ELLE

INDIA
RATE CARD 2011



Ad Sizes

Full Page Bleed 27.5 x 21 cm
Full Page Type Area 25 x 19 cm
Double Spread Bleed 27.5 x 42 cm
Double Spread Type Area 25 x 38 cm
Half Page Horizontal Bleed 13.5 x 21 cm
Half Page Horizontal Type Area 12 x 19 cm
Half Page Vertical Bleed 27.5 x 10.5 cm
Half Page Vertical Type Area 25 x 9 cm
One Column Bleed 27.5 x 7 cm
One Column Type Area 25 x 5.5 cm
Two Column Bleed 27.5 x 13.5 cm
Two Column Type Area 25 x 11 cm

Standard Positions

Full Page ₹ 2,00,000
Double Spread ₹ 4,00,000

Special Positions

Opening Double Spread ₹ 5,50,000
Second /Third Double Spread ₹ 5,00,000
Double Spread Pre Contents ₹ 4,50,000
FP Premium (TOC till Dates) ₹ 3,30,000
Inside Back Cover ₹ 3,30,000
Back Cover ₹ 5,00,000

Odd Sized Ads

(only back of book)

Two Column Vertical ₹ 1,50,000
Half Page ₹ 1,25,000
One Column Vertical ₹ 80,000
Retail Box ₹ 40,000

Web Packages For

www.ellenow.com

STANDARD POSITIONS

Top Right Hand Banner: 215 X 208 pixel ₹ 15,000
Bottom Left Hand Banner: 200 X 169 pixel ₹ 10,000
Bottom Right Hand Banner: 215 X 169 pixel ₹ 15,000

SPECIAL POSITIONS

Top Banner Centre: 303 X 178 PIXEL ₹ 40,000
Main Banner Centre: 808 X 88 PIXEL ₹ 70,000