

# THE MILLI GAZETTE

Indian Muslims' Leading English Newspaper

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**MG**

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## PRINT EDITION ADVERTISEMENT TARIFF / RELEASE ORDER

### Ideal vehicle to reach out to the Muslim Community in the country and the world

Since January 2000, *The Milli Gazette* has been a resource for millions of readers across the country and around the world. Readers trust *The Milli Gazette* to provide them with the most authoritative coverage of the news. We have an epaper edition, Web-only features, e-mail newsletter, a successful facebook page and more. The combination of truthful content and an affluent audience of educated readers creates a powerful vehicle for advertisers. When you advertise with *The Milli Gazette* you can expect results.

#### ADVERTISEMENT RATES FOR PRINT EDITION

Cover page block 24.6 cm x 10 cm (Colour)	: Rs 40,000
Back cover full page 24.6 cm x 35.2 cm (Colour)	: Rs 50,000
B/W inside full page 24.6 cm x 37.5 cm (WxH)	: Rs 31,000
Colour inside full page 24.6 cm x 37.5 cm (WxH)	: Rs 40,000
B/W [Vertical half page] 12 cm x 37.5 cm	: Rs 18,000
B/W [Horizontal half page] 24.6 cm x 18.6 cm	: Rs 16,000
B/W [Quarter page] 12 cm x 18.6 cm	: Rs 8,500
B/W Custom size [per sq. cm space]	: Rs 40
Colour Custom size [per sq. cm space]	: Rs 80
Classifieds / Matrimonials [Min 20 words]	: Rs 25 (per word)

#### MECHANICAL DATA

Page size: 40 cm x 27 cm (tabloid)  
 Print area: 37.5 cm x 24.6 cm  
 Columns: 5 (column size 4.5 cm)  
 Pages: 24  
 Cover price: Rs 15 / Euro 1.50  
 Subscription: Rs 320 per year India  
 Rs 2000 per year foreign by Airmail  
 Language: English  
 Frequency: Fortnightly

**Any right page:** 20% extra

**Rebate on multiple insertions:** 3-5 : 10%; 6-11 : 15% ; 12+ : 20%

**Print, epaper and web readership:** 5,00,000 and growing

**Reader target:** International - India, Gulf, North America and Western Europe, especially among Indian Muslims and NRIs of Indian Muslim origin.

**Ad Artwork:** Besides laser printout, file positives and digital files are also accepted. PS / PDF is preferred with all fonts embedded and high resolution pictures.

**Deadlines** are the 6th for 16-30 issue of the same month and 21st of the month for 1-15 issue of the next month.

**FOR ONLINE AD CAMPAIGNS:** There are customised packages for advertising on our website, e-newsletter and facebook page. Email us for details.

Company/Organisation: ..... Size: ..... Colour | B/W

Publication date(s) / issue(s) ..... Frequency:..... Total Insertions:.....

Name: ..... Designation: .....

Special Instructions (if any) : .....

.....Enclosed: Laser print out / CD / Positive Film

**ENCLOSED** Cheque payable to "*Milli Gazette*" for

Rs\* / Euro\*\* .....No.....dated...../...../..... drawn on.....bank

MG Rep:

Signature

Signature &

Rubber Stamp of the advertiser

\* For cheques drawn on any bank in India please add bank charges of Rs 20 (except if payable at par or New Delhi)

Please remit advance payment before the deadline dates as mentioned above.

\*\* Please convert Indian Rupees rates to Euro/USD according to current rates.