

# THE MILLI GAZETTE

*Indian Muslims' Leading English Newspaper*

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**MG**

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## ADVERTISEMENT TARIFF / RELEASE ORDER

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

For the past six years **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, as well as Web-only features, breaking news, exclusive e-mail newsletters 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 (B/W) PER INSERTION

24.4 cm x 36.5 cm (WxH) [full page]	: Rs 25,000	(Euro 626)
12 cm x 36.6 cm [Vertical half page]	: Rs 14,600	(Euro 365)
24.5 cm x 18 cm [Horizontal half page]	: Rs 12,700	(Euro 317)
9 cm x 24.5 cm [Quarter page]	: Rs 6,400	(Euro 160)
Custom size [per sq. cm space]	: Rs 32	(Euro 0.80)
Classifieds / Matrimonials [Max 30 words]	: Rs 10 / word	(Euro 0.25/word)

#### MECHANICAL DATA

Page size: 40 cm x 27 cm (tabloid)

Print area: 37.5 cm x 24.5 cm

Columns: 5 (column size 4.5 cm)

Pages: 32

Cover price: Rs 10 / Euro 1.50

Subscription: Rs 240 / Euro 30 per year

Language: English

Frequency: Fortnightly

**Title:** Back / Back inside: 50% extra (B/W) ; Any right page: 20% extra

**Colour:** Minimum Half page insertion; 50% extra over applicable b/w rates

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

**Print 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.

**Internet edition:** Your advertisements as text (not banners) will also appear free of cost on our website www.milligazette.com

**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.

Company/Organisation: ..... Size: ..... 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 "**The 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 25 (except if payable at New Delhi)

\*\* For cheques drawn on any bank outside India please add bank charges of Euro 3.00 or equivalent.