

EDITORIAL CALENDAR



EDITORIAL CALENDAR 2013

April		May		June	
ART AND HEALTH		HEALTHY COMMUNITIES		HAIR	
Music's magical touch, Dance your doubts away!, Art therapy, Food art – eating your way to good health		Walking buddies, Community Qi-gong club, Club-houses worth mentioning, Building healthy homes		Dreadful dandruff!, Hair changes by the ages- 20s. 30s. 40s. 50s. 60s.70s, Understanding hair loss, 10 tips for healthy luscious locks	
Advertorial Booking Due: 04.02.13 Material Due: 08.02.13	Advertisement Booking Due: 04.02.13 Material Due: 21.03.13	Advertorial Booking Due: 01.03.13 Material Due: 05.03.13	Advertisement Booking Due: 01.03.13 Material Due: 03.04.13	Advertorial Booking Due: 29.03.13 Material Due: 04.04.13	Advertisement Booking Due: 29.03.13 Material Due: 02.05.13
July		August		September	
WALKING		OCCUPATIONAL SAFETY		FORTY WINKS	
Shoes are made for walking, Aerobic Exercise: Walking, Bone density & Walking, 7 wonders of walking		Occupational Safety & Health: How are you protected?, Occupational Health Psychology, Risk assessment in public health Occupational Therapy		Sleep walking and talking, Sleep apnea 10 ways to wake up feeling fresh, Sleep Deprivation: Brings out the monster in you	
Advertorial Booking Due: 29.04.13 Material Due: 02.05.13	Advertisement Booking Due: 29.04.13 Material Due: 03.06.13	Advertorial Booking Due: 31.05.13 Material Due: 05.06.13	Advertisement Booking Due: 31.05.13 Material Due: 05.07.13	Advertorial Booking Due: 28.06.13 Material Due: 05.07.13	Advertisement Booking Due: 28.06.13 Material Due: 03.08.13
October		November		December	
PEST CONTROL		TOILET TALK		SPECIAL KIDS	
Make your life pest & poison free, Stay protected at work, Natural pest-control home remedies, Pest – A hazard to health		Potty Training, Toilet diseases, Bloody stools: Is it cancer?, Sitting toilet increases risk of colorectal cancer. True or false?		Caring for kids with special needs, Dyslexia: Know the signs, Special kids and medical needs, Special children: A bright future	
Advertorial Booking Due: 31.07.13 Material Due: 05.08.13	Advertisement Booking Due: 31.07.13 Material Due: 06.09.13	Advertorial Booking Due: 30.08.13 Material Due: 06.09.13	Advertisement Booking Due: 30.08.13 Material Due: 07.10.13	Advertorial Booking Due: 30.09.13 Material Due: 04.10.13	Advertisement Booking Due: 30.09.13 Material Due: 06.11.13

AD RATES



Run-On-Page (ROP)

AD SIZE	PUBLISHED RATE	3 X	6 X	12 X
Double Spread	10,800	10,260	9,720	9,180
Full Page	6,600	6,270	5,940	5,610
Half Page (Vertical)	4,200	3,990	3,780	3,570
Half Page (Horizontal)	4,200	3,990	3,780	3,570

Premium Positions

AD SIZE	PUBLISHED RATE	3 X	6 X	12 X
Center Spread	16,200	15,390	14,580	13,770
Inside Front Cover Spread (IFCS)	15,600	14,820	14,040	13,260
Outside Back Cover (OBC)	10,800	10,260	9,720	9,180
Facing Inside Front Cover (FIFC)	10,000	9,500	9,000	8,500
Inside Front Cover (IFC)	9,600	9,120	8,640	8,160
Pages before Masthead	9,600	9,120	8,640	8,160
Facing Masthead Page	8,400	7,980	7,560	7,140
Facing Content Page	8,400	7,980	7,560	7,140
Inside Back Cover (IBC)	7,800	7,410	7,020	6,630

Notes:-

- a) All advertising rates are subject to 6% government tax.
- b) Advertising rates are subject to change.
- c) 10% loading fee is applicable for any preferred position.

AD SPECS



AD DIMENSIONS & MECHANICAL REQUIREMENTS



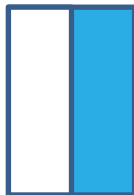
Double Spread

Bleed Size: (H) 285mm x (W) 430mm
Trimmed Size: (H) 275mm x (W) 420mm
Text Area: (H) 255mm x (W) 400mm



Full Page

Bleed Size: (H) 285mm x (W) 220mm
Trimmed Size: (H) 275mm x (W) 210mm
Text Area: (H) 255mm x (W) 190mm



Half Page - Vertical

Bleed Size: (H) 285mm x (W) 115mm
Trimmed Size: (H) 275mm x (W) 105mm
Text Area: (H) 255mm x (W) 85mm



Half Page - Horizontal

Bleed Size: (H) 147.5mm x (W) 220mm
Trimmed Size: (H) 137.5mm x (W) 210mm
Text Area: (H) 117.5mm x (W) 190mm

Media Files supported are PDF (High-resolution), JPEG (300dpi), Tiff (300dpi), EPS or AI (Adobe Illustrator).
All submitted media must be clearly labelled. All link image must be embedded.

Resolution 300 dpi for all submitted images and all files.
Linework 2400 dpi

Colour All submitted images/files must be converted to CMYK

Fonts All submitted fonts (for digital files) must be in PC format and postscript in nature. Illustrator and Photoshop files should have all fonts converted to paths/outlines

Proofs All submitted files must have color prints or digital proofs for colour guidance on press, completed with standard trim and bleed marks