



ADVERTISE WITH

MARG

A MAGAZINE OF THE ARTS

NOW AVAILABLE IN PRINT AND DIGITAL FORM



ABOUT MARG

Established in 1946, Marg is India's oldest continuously published art magazine, highly respected around the world. Home to original research, evocative images and in-depth analysis, our magazine explores Indian art and culture in the widest sense of the terms. Our subjects range from craft, design and urban planning to painting, theatre and dance; and our writers include established as well as younger scholars and practitioners.

We have published over 280 magazines and in a recent endeavour to reach out to a wider readership, we have launched a digital archive where all past and current issues of the magazine are available.



READERSHIP AND CIRCULATION

Marg magazine maintains a loyal readership and dedicated subscriber base in India and across 21 countries. Our readers include artists, architects, designers, art dealers, students, connoisseurs and others who have a lively interest in the arts.

Our annual print run varies between 8000 and 10000 copies. The magazine's reach is far greater as India's major libraries, museums, art galleries and institutions subscribe to it and the digital version is now available online. Marg is sold in leading bookshops throughout India and through subscription agencies abroad.

The magazine is considered a collectible and has a long shelf life.

THEMATIC ADVERTISING

A unique feature of the magazine, thematic advertisements appear in the opening pages of each issue. In this section, we feature the advertisers' logos along with a set of specially curated, visually rich images that pertain to the focus of the issue.

If you choose to advertise here, your company branding will feature prominently on a single page, placed beneath one of the images from the portfolio. Advertisers in this section join a list of eminent companies who support the arts.

COMMERCIAL ADVERTISING

Commercial advertisements are placed in the closing section of the magazine, immediately after the text.

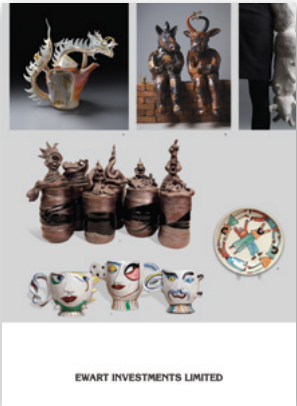
TECHNICAL SPECIFICATIONS (height x width)

- Full Page** : Trim Size 299 x 216 mm
: Bleed Size 305 x 222 mm
: Non Bleed Size 269 mm x 186 mm
- Double Page** : Trim Size 299 x 432 mm
- Half Page** : Non Bleed Horizontal Size 129 mm x 186 mm
: Non Bleed Vertical Size 269 mm x 88 mm

RATES

BACK COVER	₹84,000	DOUBLE SPREAD	₹52,000
COVER GATEFOLD (3 pages)	₹84,000	FULL PAGE	₹32,000
INSIDE FRONT/BACK COVER	₹56,000	HALF PAGE	₹20,000

GST as applicable



TERMS AND CONDITIONS

Note: For a contract of four advertisements a 10% discount is offered.

ADVERTISEMENT MATERIAL

Can be sent on CD or via email: margadvert@gmail.com

- 1) For Thematic Advertisements
High resolution, colour logo/company name in “eps” or “cdr” format only.
- 2) For Commercial Advertisements
High resolution, CMYK - PDF format with a colour proof matching the supplied artwork of the advertisement (digital colour proofs may not be matched exactly), in any of the above mentioned sizes.
Please ensure that:
All spot and RGB colours are converted to CMYK
All images are CMYK tiff files at a minimum of 300 dpi
All images are saved without any form of compression
All images have had any layers flattened
When supplying a pdf file please ensure it is created using the “Pass for Press/Press Quality” standard and includes crop marks and bleed.

PRODUCTION DEADLINES

Booking Deadline: 8 weeks prior to publication

Material Submission Deadline: 4 weeks prior to publication

Periodicity of Publication: Quarterly (end March, June, September, December)

Advertisers shall be entitled to two voucher copies of the issue.

The publishers reserve the right to refuse insertion of any advertisement.

Please send advertisement material to: Almitra Billimoria

E-mail : margadvert@gmail.com, almitra@marg-art.in | Website: www.marg-art.org

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