

Marg

unravelling the past, understanding the present

ADVERTISE WITH MARG

Please send advertisement material to:

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ABOUT MARG

Today, MARG is the only art journal of its kind. Home to original research, evocative images and in-depth analysis, our magazine explores Indian art in its widest definition, with subjects ranging from industrial design and urban planning to painting and dance. MARG works towards the massive goal of identifying, cataloguing, and publicizing the nation's cultural heritage both within India and internationally.

Active since 1946, MARG has a rich history intricately intertwined with the development of discourse surrounding Indian art. To give just two examples, MARG played the role of urban catalyst with the publication of *Bombay: Planning and Dreaming* in 1965, and inspired a long-term research project at Hampi by documenting its earliest excavations and studies in *Homage to Hampi* in 1981.

MARG builds upon this history as catalyst for progress in artistic trends and urban planning, continuing as a dynamic voice today under the editorship of internationally renowned art historians Jyotindra Jain and Naman Ahuja. MARG has now published more than 200 magazines, developing a valuable repository of pioneering research in Indian art.

MARG is published by The Marg Foundation, a not-for-profit organization and a registered public charitable trust.

READERSHIP

With its unique themes and rich illustrations, MARG magazine is a collector's item with a long shelf life, treated like a book and treasured by its readers. The publication also enjoys a high academic reputation nationally and internationally. With contributions by some of the most distinguished scholars and insightful minds in their fields, each of our volumes is a comprehensive reference work on its subject.

The journal maintains a loyal readership and dedicated subscriber base worldwide, read not only in major cities but also in remote towns in India and across 26 countries abroad. MARG magazine is sold in leading bookshops throughout India and through subscription agents in India and abroad. Its reach is vast due to additional availability at major libraries, museums, and research and educational institutions. Our readers include Indophiles, art dealers and connoisseurs, executives, scholars, architects, designers and students.

Join us in our continuing efforts to engage and augment interest in Indian art and culture.

THEMATIC ADVERTISING

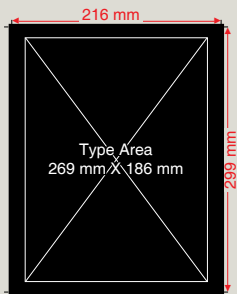
Thematic advertisements, a unique feature of the magazine, appear in its first section. For each issue, MARG chooses an organization or individual contributing to the fields of culture, visual arts, design or urban renewal and features them with a profile and portfolio of images. Should you decide to advertise in this opening section of the magazine, your company logo will be placed beneath one of the images in this portfolio. Advertisers in this section will join a list of eminent companies that have been regular supporters of MARG's efforts to promote Indian art.

Rates	
INSIDE FRONT COVER	₹ 48000.00
FULL PAGE	₹ 28000.00

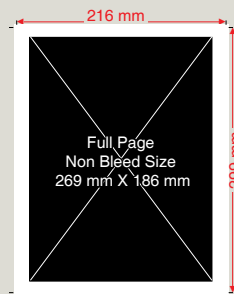


TECHNICAL SPECIFICATIONS

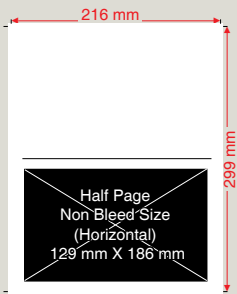
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<
Full Page Trim Size
299 x 216 mm
Full Page Bleed Size
305 x 222 mm
Type Area
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>
Full Page Non Bleed Size
269 x 186 mm



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Half Page Non Bleed Size
129 x 186 mm (Horizontal)



>
Half Page Non Bleed Size
269 x 88 mm (Vertical)

COMMERCIAL ADVERTISING

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

Rates	
BACK COVER	₹ 78000.00
INSIDE BACK COVER	₹ 48000.00
DOUBLE SPREAD	₹ 45000.00
FULL PAGE	₹ 28000.00
HALF PAGE	₹ 16800.00
COVER GATEFOLD (3 pages)	₹ 78000.00
BOOK MARK	₹ 70000.00



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.