

Indian Wedding 2010

the most extravagant and glamorous wedding magazine



rate card

DON'T GET MARRIED WITHOUT IT...

We understand what goes into planning a wedding - lots of time, oodles of patience and the organizational skills. So we have teamed to make the planning of your wedding easy. We've designed Cine Fashion's **INDIAN WEDDING** to give you quick, informative tips that will help you along the way. CineFashion's **INDIAN WEDDING** the most glamorous and beautiful wedding magazine is packed with information, inspiration and ideas to plan the wedding of your dreams. Every aspect of your beauty need is covered, everything a bride-to-be needs to know about skin care, beauty plus the latest trends and must have products. Not forgetting the groom and his special needs! And need we say more, an **INDIAN WEDDING** is a family affair. CineFashion's **INDIAN WEDDING**, a celebrity, lifestyle and fashion magazine, was launched in year 2000 and within eight years has emerged as one of the most successful Indian Wedding magazines on newsstands today. **INDIAN WEDDING** takes a uniquely fun and inviting attitude towards style in all its issues. On every page, Indian Wedding presents a vibrant, exciting visual feast of fashion, beauty and lifestyle that bridges the gap between fantasy and reality. The magazine inspires readers to express their individual style and show the personal side of you "the celebrity".

WHO SHOULD ADVERTISE

WEDDING PLANNERS ● **BRIDAL MAKEUP** ● **BANNER & SIGNAGE MAKERS**
EVENT PHOTOGRAPHERS / VIDEOGRAPHERS ● **LIMOUSINE SERVICES**
BRIDAL PHOTOGRAPHY ● **FASHION HOUSE** ● **CATERERS**
CANOPY SERVICES ● **BEAUTY PRODUCTS** ● **FASHION DESIGNERS**
BEAUTY SALON / SPA ● **JEWELLERS** ● **ACCESSORIES** ● **WEDDING ATTIRE** ● **FLORIST**
GARLANDS ● **INVITATION CARDS** ● **ASTROLOGER** ● **CAKES & SWEETS SHOP** ●
PERFORMERS ● **SOUND & LIGHT SERVICES** ● **TRAVEL AGENCY** ● **HOME FURNISHING**
● **DECORATORS** ● **GIFT SHOPS** ● **HOTELS / VENUES**

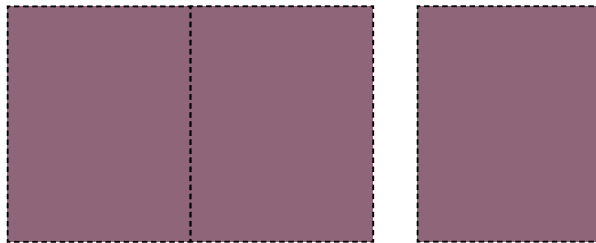
WHY ADVERTISE

- It stands out from the crowd, as it is the only magazine dedicated to real Indian wedding.
- A personalised approach that makes a genuine connection with brides, through honest and independent advice — like talking to a good friend.
- The magazine is the most upscale and glamorous wedding publication in the market, designed by PERCEPTION MEDIA's team.
- Research shows that brides are fascinated by other weddings, and will keep referring back to our real stories.
- Reinforcement of suppliers, showcasing products and services via 'word of mouth' & referral.
- A high editorial to advertising ratio.

READER PROFILE

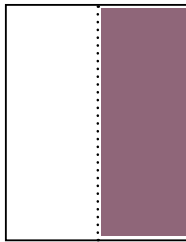
- Men & Women age 18-34 years, planning to get married
- Women who seek a sophisticated, stylish and creative wedding.
- Independent, savvy, and discerning decision makers, who are likely to contribute financially to their own wedding. Subsequently, they are one of the most desirable consumer groups.
- Our bride is an impressionable and passionate consumer, who will not compromise on quality.
- She is open to a wide range of products and services, and knows the value of premium brands.
- The bride-to-be exerts significant influence on the purchases that her fiancé makes.
- Apart from wedding products and services, engaged couples are making big decisions on holidays, cars, new homes, investments, insurance and new possessions.

Advertisement Sizes

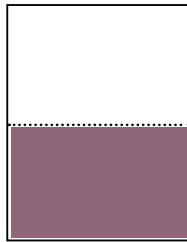


Double Page saiz 44.0 x 29.7cm

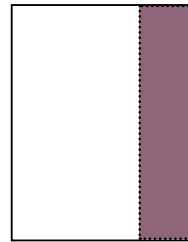
Full Page 22.0 x 29.7cm



HalfPage (v) 11.0 x 29.7cm

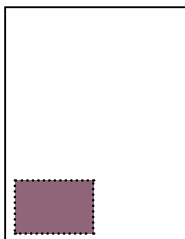


HalfPage (h) 22.0 x 15.0cm

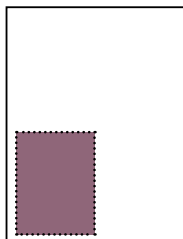


Vertical Panel 6.5 x 29.7cm

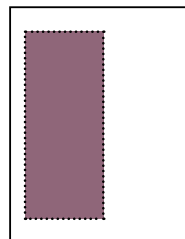
Advertisement Sizes - Classified



Mini Panel 9.52 x 6.7cm



Quarter Pg 9.52 x 13.4cm



HalfPage 8.8 x 26.4cm

ADVERTISEMENT BOOKING FORM

Authorisation for the booking of advertisement space in the Indian Wedding 2010 as follows:

INDIAN WEDDING

	RM
<input type="checkbox"/> Front Cover Gatefold	10,000
<input type="checkbox"/> Back Cover Gatefold	7,000
<input type="checkbox"/> Bookmark	6,000
<input type="checkbox"/> Outside Back Cover	5,500
<input type="checkbox"/> Inside Front Cover	4,500
<input type="checkbox"/> Inside Back Cover	4,000
<input type="checkbox"/> Full Page Colour	2,000
<input type="checkbox"/> Half Page	1,000
<input type="checkbox"/> Vertical Panel	750

Signatory undertakes authority to contract for this advertisement and guarantees full payments upon confirmation. Every Full Page Full Color advertisement will receive 1 complimentary copy upon publication

Advertiser

Product

Contact Person

Tel

Fax No

Authorised Signature

& Company Stamp

INDIAN WEDDING - CLASSIFIEDS

	RM
<input type="checkbox"/> Mini Panel	300
<input type="checkbox"/> Quarter Page	500
<input type="checkbox"/> Halfpage	700

TECHNICAL DETAILS (CM)

Trimmed Size :	29.7 x 22.0
Bleed Size :	30.7 x 23.0
Type Area :	25.2 x 19.6

MATERIAL REQUIREMENTS

Full Colour : CD ROM (High Res PDF)
with a set of colour proof

A Publication by:



PERCEPTION MEDIA SDN BHD

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