

# ADVERTISE AND BE AHEAD WITH INDIA'S LEADING JEWELLERY MAGAZINE



**The Art of Jewellery™**  
INDIA'S No.1 JEWELLERY MAGAZINE

**MEDIA PLANNING KIT**

2019 - 20

# BE AHEAD WITH THE ART OF JEWELLERY YOUR BUSINESS PARTNER IN GROWTH



There's only one number one. No other magazine covers the jewellery industry like The Art of Jewellery (AOJ), India's No.1 jewellery magazine does. Well known for its rich editorial content and brilliant presentation. Now in its 18th year of publishing, the magazine has won rich accolades for its contribution to the jewellery industry and trade.



## TALK TO JEWELLERS IN THEIR LANGUAGE

The Art of Jewellery - Hindi edition provides relevant, authentic and customized content, packaged and presented to jewellers in tier II and tier III cities of India in their native language.

The magazine, which has completed 8th year, has received tremendous response from the jewellers fraternity, particularly in North, West and East India.



## MEDIA OF THE FUTURE - AOJ DIGITAL



The Art of Jewellery has an active web presence offering the magazine content and archives, besides the daily e-news capsule; it is the only one of its kind in the world in the precious metals segment, reaching close to 50,000 professionals each day.



## ADVERTISEMENT RATES

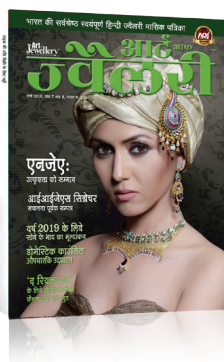
## THE ART OF JEWELLERY MAGAZINE - ENGLISH

PAGE SIZE	INR	US\$	Size (in cm)
DOUBLE SPREAD	1,20,000	2,500	H 281 x W 44.4
FULL PAGE	60,000	1,250	H 281 x W 22.2
HALF PAGE	35,000	700	Hor 12x18, Ver 23x10

*Other premium positions on request*

*3mm Bleed all the sides*

COVERS	INR	US\$
FRONT GATE FOLD	1,80,000	3,500
BACK COVER	1,60,000	3,000
INSIDE FRONT COVER	1,20,000	2,500
INSIDE BACK COVER	1,20,000	2,500



THE ART OF JEWELLERY MAGAZINE - **HINDI**

PAGE SIZE	INR	US\$	Size (in cm)
DOUBLE SPREAD	90,000	1,750	H 281 x W 44.4
FULL PAGE	50,000	1,000	H 281 x W 22.2
HALF PAGE	30,000	650	Hor 12x18, Ver 23x10

*Other premium positions on request*

*3mm Bleed all the sides*

COVERS	INR	US\$
FRONT GATE FOLD	1,20,000	2,500
BACK COVER	1,00,000	2,000
INSIDE FRONT COVER	75,000	1,500
INSIDE BACK COVER	75,000	1,500

## THE ART OF JEWELLERY - ONLINE

## WEBSITE

POSITION	INR	US\$	SPECIFICATION
TOP BANNERS	50,000	1,000	355px x 70px
MIDDLE BOX ADS	40,000	800	160px x 160px

DAILY **ENEWS**

POSITION	INR	US\$	SPECIFICATION
TOP BANNERS	50,000	1,000	275px x 100px
SIDE BOX ADS	40,000	800	180px x 180px

*The above rates are per month basis.*







# MAGAZINE SCHEDULE 2019-20

ENGLISH & HINDI

ENGLISH



HINDI



Month	Booking and Artwork Deadline	Release Date
Apr 2019	25th Mar 2019	10th Apr 2019
May 2019	25th Apr 2019	10th May 2019
Jun 2019	25th May 2019	10th Jun 2019
Jul 2019	25th Jun 2019	10th Jul 2019
<b>IJJS Special</b>	20th Jul 2019	30th Jul 2019
Aug 2019	10th Aug 2019	25th Aug 2019
Sep 2019	25th Aug 2019	10th Sep 2019
Oct 2019	25th Sep 2019	10th Oct 2019
Nov 2019	25th Oct 2019	10th Nov 2019
Dec 2019	25th Nov 2019	10th Dec 2019
Jan 2020	25th Dec 2020	10th Jan 2020
Feb 2020	25th Jan 2020	10th Feb 2020
Mar 2020	25th Feb 2020	10th Mar 2020

## BOOKING & MATERIAL DEAD LINE

Release order must accompany 100% advance payment and the advertisement material should reach us within 15 days from the release date.

Month	Booking and Artwork Deadline	Release Date
Apr 2019	30th Mar 2019	15th Apr 2019
May 2019	30th Apr 2019	15th May 2019
Jun 2019	30th May 2019	15th Jun 2019
Jul 2019	30th Jun 2019	15th July 2019
Aug 2019	30th Jul 2019	15th Aug 2019
Sep 2019	30th Aug 2019	15th Sep 2019
Oct 2019	30th Sep 2019	15th Oct 2019
Nov 2019	30th Oct 2019	15th Nov 2019
Dec 2019	30th Nov 2019	15th Dec 2019
Jan 2020	30th Dec 2020	15th Jan 2020
Feb 2020	30th Jan 2020	15th Feb 2020
Mar 2020	29th Feb 2020	15th Mar 2020

## MATERIAL REQUIRED

All materials to be in digital format i.e. in **PDF format with CMYK high-resolution images** along with colour proof to match and JPEG file for reference.



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