

## DISPLAY ADVERTISING TARIFF

SIZE OF AD	RATE (IN INR)
Full Page	1,50,000
Double Spread	3,00,000
Centre Spread	3,75,000
Inside Covers	2,25,000
Outside Back Cover	3,00,000

SPECIAL POSITIONS	RATE (IN INR)
Half Page	1,05,000
Strip Ad	75,000

SIZES	WIDTH	HEIGHT
Full Page (Bleed)	21.0 cms	27.3 cms
Full Page (Non-Bleed)	19.0 cms	25.3 cms
Double Spread* (Bleed)	42.0 cms	27.3 cms
Double Spread* (Non-Bleed)	40.0 cms	25.3 cms
Half Page (Vertical)	9.5 cms	25.3 cms
Half Page (Horizontal)	19.0 cms	12.6 cms
Half Pg Double Spread - Horizontal	40.0 cms	12.6 cms
Strip Ad - Vertical (Non-Bleed)	5.0 cms	25.3 cms
Strip Ad - Horizontal (Non-Bleed)	19.0 cms	5.0 cms

\* For all Double Spread ads, gutter space of 4 mm is required. Also, it is advisable to avoid running matter across the pages for double spread ads.

### SPECIFICATIONS

Frequency	Monthly
Binding	Centre Stitched
Booking Deadline	Release order must accompany booking 6 weeks prior to the date of the issue
Cancellation	Four weeks before publication
Material Deadline	20th of preceding month
Material Required	All materials to be digital format i.e. in PDF and EPS format with CMYK high-resolution images along with colour proof to match.

**IMAGES**  
GROUP >>

For advertisement related enquiries, please contact:

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## MANAGEMENT MADE SIMPLE

**CASE STUDIES**  
Best practices that enable managers to reach the right decision.

**GLOBAL TRENDS**  
Business and management news from the four corners of the world.

**INDUSTRY PROFILE**  
Showcasing the world's most dynamic industries and career paths they offer.

**SECTOR WATCH**  
Emerging businesses analysed for opportunities and challenges.



## GO - MANAGEMENT MADE SIMPLE

### Your access to young, ambitious and high-spending managers

GO Magazine is a unique editorial concept, as it is the only existing magazine on management for a young audience. The magazine is positioned between business magazines and academic management

- Case studies on:
- Marketing
  - Finance
  - Operations
  - General management (IT, HR, Strategy)
- Global management news covering the four principal geographic areas:
- Americas
  - Asia
  - Europe
  - Middle East & Africa

GO Magazine is a true learning tool for its young audience, giving them practical insight on how to manage, including management areas that may not be core to their current responsibilities. GO Magazine helps expand managers' knowledge and horizons. It would also provide an global

The content is conceived with young readers in mind, with articles and boxes being short, to-the-point and easy to comprehend. GO's layout is lively and colorful, with numerous photos, charts and graphs. The language is kept simple and

