



Advertising rates

COLOUR	DOMESTIC	FOREIGN
Back cover	Rs 1,00,000	\$ 2,000
Double spread	Rs 1,00,000	\$ 2,000
Inside Front/ Inside Back Cover	Rs 80,000	\$ 1,700
Full page	Rs 60,000	\$ 1,300
Half page (horizontal/vertical)	Rs 30,000	\$ 700
¼ page	Rs 20,000	\$ 500
Strip	Rs 15,000	\$ 400
Small colour ads (3.5x3 cm)	Rs 10,000	\$ 250
BLACK & WHITE		
Double page	Rs 60,000	\$ 1,300
Full page	Rs 30,000	\$ 700
Half page	Rs 15,000	\$ 400
¼ page	Rs 10,000	\$ 250
Strip	Rs 8,000	\$ 250
Small B/W ads (3.5x2.5 cm)	Rs 5,000	-
WEB: PREMIUM WITH PRINT		
Banner	Rs 5,000	\$ 150
Other (small)	Rs 3,000	\$ 100

Rates for special positions, committed campaigns, multiple insertions etc may be discussed individually. Special rates for independent publishers, galleries, artists and non-profit organisations.

Technical Specifications

Paper used throughout the magazine: Matte superprint, 100 gsm. Covers (laminated): Austrian art paper, 170 gsm

Magazine size	11" x 8.25"
Full page ad	10.5" x 7.75"
Full page bleed ad	11.25" x 8.5"
Double spread ad	10.5" x 15.5"
Double spread bleed ad	11.25" x 16.5"

R.O. to be delivered in advance with positives/ soft copy of ad material. Payments should favour **THE LITTLE MAGAZINE**.

TLM reserves the right to reject ads that harm sensitivities