



**NEXT
GEN**

Next Gen Publishing Limited



Introduction to Next Gen Publishing's Special Interest Publications

Next Gen Publishing Ltd, an enterprise of the Forbes Group, HDFC Ltd and Emap Automotive Ltd, U.K.. was incorporated in October 2004 and commenced operations from January 2005 with the promise of offering the finest in the field of publishing and with a vision to be a leading content generation company in India across media platforms.

Over time, not only have its B2C titles, Car India (licensed from Emap), Bike India, Computer Active (licensed from VNU), Smart Photography, Ideal Home & Garden, and FHM (licensed from Emap) set trends in their categories, they have also earned considerable critical acclaim.

Not only does the path breaking Commercial Vehicle (CV) attempt to set the record straight, it represents a hat trick of sorts for Next Gen's automotive division. Joining forces with, Car India and Bike India, Commercial Vehicle, a B2B magazine provides clear, in-depth and differentiated content for readers across the spectrum of the automotive industry.

Key Aspects

NEXT GEN PUBLISHING LTD

The Organization

Vision / Mission

AUTOMOTIVE

car
India

Bike
INDIA



- ‡ Editorial Philosophy
- ‡ Partners – EMAP
- ‡ Why choose?
- ‡ Who will read?
- ‡ Target Audience
- ‡ Magazine Structure

- ‡ Editorial Philosophy
- ‡ Who will read?
- ‡ Magazine Structure
- ‡ Why choose?

- ‡ Indian Automobile Industry
- ‡ Why CV Magazine?
- ‡ CV Universe
- ‡ The Magazine Content
- ‡ The Magazine Readers

Our Vision...

To be a leading content generation company in India with truly contemporary levels of delivery to readers and enthusiasts in various streams.

Our Mission...

To leverage human capital in building strong publishing products, to reach the end consumer through various media of their choice.

Behind the Scene

At the helm of CAR India and BIKE India is the very experienced Aspi Bhathena, one of the most respected names in the Indian and international motoring journalism and with a formidable reputation in the biking industry.

Commercial Vehicle has a very able man at the helm - Shridhar Chari. As one of the doyens of Indian automotive journalism, his expertise provides a ready head start for the new magazine.

car

India

THE DEFINITIVE VIEW

car

Rs 75.00

India's gift to the world?

India

Volume 3 Issue 007 February 2008

TATA GOES SHOPPING!

Two amazing British brands,
One wealthy Indian buyer

JAGUAR XF DRIVEN LRX CONCEPT OUR VERDICT ON THE SALE

NDTV
PROFIT
CAR INDIA
AWARDS
2008

CAPTIVATING!
CHEVROLET CAPTIVA
DRIVEN, SIDEWAYS!

BAVARIAN BEAUTIES
BMW X3 & 7 SERIES TESTED

7 FOV

■ VW'S INDIA PLAN UNVEILED ■ 25 TOP CARS THAT'LL ROCK THE WORLD IN 2008



FEB 08

Editorial Philosophy

- ‡ Is the world's most authoritative automotive magazine
- ‡ Written for people with a passion for Cars and Car culture
- ‡ Delivers the most insightful news and analysis, features and road tests
- ‡ Entertains readers like no other with its delivery
- ‡ Has award winning photography and stunning designs
- ‡ Always questions and scrutinizes
- ‡ Takes the readers behind the stories and explains why behind the what
- ‡ Tells the reader something they don't know
- ‡ Go anywhere in the world to drive a car of interest for its readers

CAR puts its readers in the drivers seat - literally and figuratively!

Partners – E-MAP

- ‡ EMAP PLC(Estd.1947) - UK'S leading media company with a turnover of over **GBP 1 Bn**
- ‡ **300** Special Interest Magazine titles
- ‡ **25** dedicated Automotive titles
- ‡ Most impressive Automotive titles :**Car , Bike, Max Power, Motorcycle News, Classic Cars, Classic Bike, Fleet News**
- ‡ **Over 150** top selling consumer magazines in the UK, France and around the world
- ‡ **Over 200** business to business events, magazines and conferences, many of these market leaders
- ‡ **19** UK local analogue radio stations, **seven** digital music TV channels and one of the biggest digital radio networks in the UK
- ‡ Employs around **5,500 people based in over 50 offices** around the world
- ‡ EMAP Automotive is the **UK's leading car and bike media company** and aspires to be the world's biggest and best.

Why choose ?

- || CAR India readers are people, who know, need to know or want to know about cars. They are **intelligent**, **discerning**, **literate** and **opinionated**. They understand cars not simply as mechanical objects and methods of transport, but as part of their lives and lifestyle- as symbols of style and wealth, taste and utility, form and function
- || Our readers are amongst the most **passionate** in the market
- || Our readers have **more trust** in what they read than in any other monthly title existing in the country
- || CAR India readers are an **up-market** and **affluent** audience, who count real insight and market intelligence as high priorities
- || CAR India is the market place to reach more potential customers, **more often guaranteed**
- || CAR India readers **passes on the purchase recommendation to potential buyers**
- || CAR India puts its readers into the driving seat of the **latest** and **most compelling** new cars

Who will read ?

CORE READERS

AFICIONADOS

Involved reader, the person who breathes and lives cars

- Caters to those who need to feed on their thirst for car knowledge
- A magazine for whom Cars are their over-riding passion
- Interested in everything to do with cars - from detailed performance capabilities to what's happening behind the scenes

AESTHETES

Cars are part of their self-image

- They are interested in designs and aesthetic aspect of cars
- They are potential to be developed as AFICIONADOS

POTENTIAL READERS

DREAMERS

- **Readers who have / are developing interest in cars and car culture**
- Are at a superficial level
- Are interested in vicarious driving pleasure and car fantasizing
- Will buy the magazine depending on the proposition each month

Target Audience

- ‡ **Age Group** – 18 years to 65 years & all virtually dedicated enthusiasts
- ‡ **Income Group** – Middle class & upper middle class, MHI of over Rs 20K minimum
- ‡ **Demographics** – Metros & A & B class cities & towns
- ‡ **Male** - People who like to keep up with global trends & lifestyle. Educated urban reader with a flair for cars and the motoring life
- ‡ **Industry** - Magazine is read by the **decision makers** in every major Automotive organization
- ‡ **4 out of 10** readers are of social grade (Chairmen/MD's/CEO's/Solicitors/Top Managers)

Magazine Structure

- ‡ People who make the magazine and the stories
- ‡ News from : The Globe Part 1 / The Globe Part 2 / National News
- ‡ Bouquets & Brick Bats
- ‡ The world's best automotive writers expound their vision and view
- ‡ CARS of the month
- ‡ Drive Stories from all over the world
- ‡ Technology Corner
- ‡ Gear Box- Most exciting new bits and pieces for car enthusiast
- ‡ View Point- Industry Voice
- ‡ New Comers- First look at new cars and latest variants
- ‡ Classic Car Section
- ‡ Kerb crawler-Section on Second Hand car market/Dealers Watch
- ‡ CAR Sport- F1, WRC, APCR & Indian Motor Sport
- ‡ GBU - The Good, The Bad & The Ugly (Patterned on the world famous CAR Directory)

Rate Card

Positions	Price (INR)	Price (Euros)
Back Cover	2,50,000	4460
Front Inside Cover	2,25,000	4012
Back Inside Cover	2,00,000	3565
Front Gate Fold	3,25,000	5795
Back Gate Fold	3,00,000	5350
Full Page Colour	1,25,000	2230
Double Spread	2,00,000	3565
Half Page	75,000	1340
Print Run	65,000 copies	

Last date for Releasing advertisements : 12th of previous month
Last date for submitting Creative: 14th of previous month.

Mechanical Specification

MAINSTREAM



Back Cover

Non-bleed : 19.5 cms x 25.3 cms
Bleed : Cut Size 21.5 cms x 27.3 cms
Key No./ Visual & text with in 19.5cms x 25.3cms
3mm bleed from all sides



Back Inside Cover

Non-bleed : 19.5 cms x 25.3 cms
Bleed : Cut Size 21.5 cms x 27.3 cms
Key No./ Visual & text with in 19.5cms x 25.3cms
3mm bleed from all sides



Front Inside Cover

Non-bleed : 19.5 cms x 25.3 cms
Bleed : Cut Size 21.5 cms x 27.3 cms
Key No./ Visual & text with in 19.5cms x 25.3cms
3mm bleed from all sides



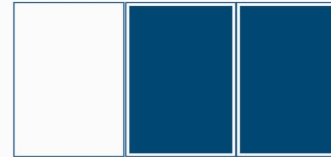
Double Spread

Non-bleed : 41 cms x 25.3 cms
Bleed : Cut Size 43 cms x 27.3 cms
Key No./ Visual & text with in 41 cms x 25.3cms
3mm bleed from all sides. Gutter Space : 6mm



Front Gatefold

Non-bleed : 40 cms x 25.3 cms
Bleed : Cut Size 42 cms x 27.3 cms
Key No./ Visual & text with in 40 cms x 25.3cms
3mm bleed from all sides



Back Gatefold

Non-bleed : 40 cms x 25.3 cms
Bleed : Cut Size 42 cms x 27.3 cms
Key No./ Visual & text with in 40 cms x 25.3cms
3mm bleed from all sides



Full Page

Non-bleed : 19.5 cms x 25.3 cms
Bleed : Cut Size 21.5 cms x 27.3 cms
Key No./ Visual & text with in 19.5 cms x 25.3
3mm bleed from all sides



Half Page-Horizontal

19.5 cms x 11.5 cms



Half Page-Vertical

9.5 cms x 25.3 cms

MATERIAL SPECIFACITONS

Magazines are produced by direct-to-plate technology, therefore single, high resolution, press optimized files are required in Hi Res PDF or TIFF formats. All images and fonts must be embedded in supplied PDF files. All colour artwork must be CMYK with ICC Profiles OFF at 300 dpi

CONTACT US

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Visit us at: www.nextgenpublishing.in

The logo for Next Gen features the words "NEXT" and "GEN" stacked vertically in a bold, white, sans-serif font. A white arrow starts from the bottom left of the "N" in "NEXT" and points diagonally upwards and to the right, ending at the top right corner of the "G" in "GEN".

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**THANK
YOU !!**

To know more about us, visit: <http://www.nextgenpublishing.in>