

THE iDEAL HOME AND GARDEN

The MARKET

It's changing. Homemakers aren't just mothers anymore. At least not in the way they used to be. Youth is finally coming of age on the home front. There are more young couples setting out to create a space they can call home today than ever before. House-proud and happy at home is what the new generation of young homemakers is — with the kind of pressures we face and hours we put in at work, the time spent at home becomes that much more precious. Not only to the women, but to the men as well. The home has come to stand for everything that work isn't. Familiarity, comfort, luxury, relaxation, recreation, personal space.

THE IDEAL HOME AND GARDEN

The Ideal Home and Garden is not just an 'interiors' magazine. To label it that would be unfair. It would also narrow its scope. It is a magazine about, yes, the home and also the heart. There will be a lot of shopping, travel, dining, fine dining...in a nutshell, great living. And at the end of the day, we'd like to believe that we're creating great lifestyles. At home.

The tone, by and large, will be feel-good and friendly. Whether it is ideas we are imparting or electronics we are appraising, the matter will be easy and the information accessible.

Trends come and go, but in our world, style remains eternal and our unique approach to living will always be original and breathtaking. Our pages are more than just a reflection of the current trends – they capture a lifestyle that we all aspire to. One where everything is beautiful.

The
ESSENCE



THE IDEAL HOME AND GARDEN

As a magazine about good, comfortable, wholesome living, The Ideal Home and Garden will cover a bit of everything that goes in to make the picture complete. Expectedly, the magazine will feature real interiors of homes around the country and gardens as well. There will also be good things to do this season, value-for-money shopping (at home and abroad), gastronomic indulgence, house fashion, do-it-yourself delights, easy makeover suggestions and lots of tips, ideas and advice.

With iconic designers working with the most professional manufacturers, the choice of technology for the home is exciting but also mystifying. The market pages feature products that seamlessly integrate into the world of interior design, creating a whole new shopping list of gadgets for the interiors-conscious reader. But our editorial goes way beyond the home – every month we reveal the best products in the market that are shaping our world and enhancing our lives.

We expect to reflect a

lot of trends along with setting a few good one of our own to inspire and excite our readers as well as the market that caters to them. Through the magazine, our readers will have access to a voracious marketplace, the consumer's ultimate dream.

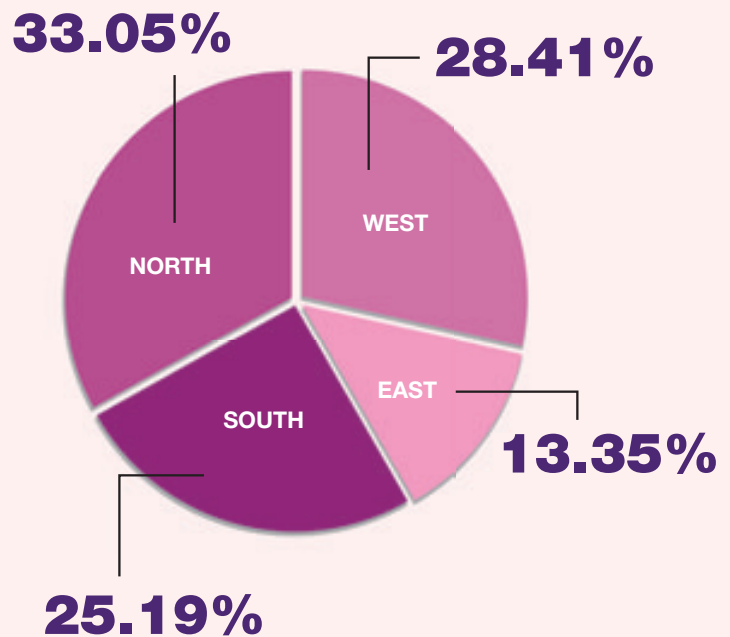
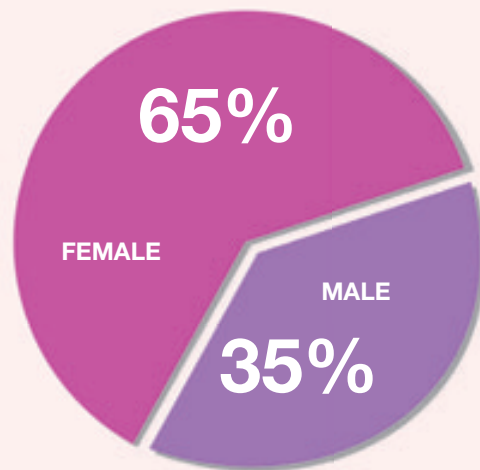


The
FOCUS

THE IDEAL HOME AND GARDEN



READERSHIP



The TIHG reader :

- n Falls in the SEC A1 & A1+ category.
- n Believes in good living - travels abroad for work.
- n Enjoys urban adventures , enjoys going to resorts and for whom traveling within the country & abroad is the preferred way to spend leisure time.
- n Someone who is consumed by good ideas and lives by them.
- n In a nutshell, someone who knows what he / she wants and goes that extra distance to get it.

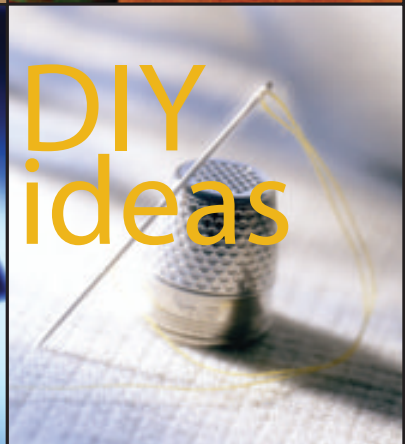
The Magazines readership is:

- n 65% women and 35% men
- n Between 25-60 years of age

The magazine has a print run of 65000 copies which are being predominantly sold in the top seventeen Indian cities and apart from the traditional distribution channels, the magazine is also available at leading boutiques , interior salons, exhibition centers and airports.

The
[READER

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Specifications for MAINSTREAM

SIZE :
21.5cm X
27.3cm

FULL PAGE - Rs 1,25,000
Non Bleed: 19.5 cms x 25.3 cms
Bleed: Cut Size -21.5cms X 27.3cms
Key no./visual and text within 19.5cms X 25.3cms
+3mm bleed from all sides.

SIZE :
43cm X
27.3cm

DOUBLE SPREAD - Rs 2,50,000
Non Bleed: 41 cms x 25.3 cms
Bleed: Cut size 43 cms x 27.3 cms
Key no./visual and text within 41 cms x 25.3 cms
+3mm bleed from all sides.
Gutter space for Double Spread : 6 mm

SIZE :
21.5cm X
27.3cm

BACK COVER Rs 3,50,000
Non Bleed: 19.5 cms x 25.3 cms
Bleed: Cut Size -21.5cms X 27.3cms
Key no./visual and text within 19.5cms X 25.3cms
+3mm bleed from all sides.

SIZE :
21.5cm X
27.3cm

FRONT INSIDE COVER - Rs 2,50,000
BACK INSIDE COVER - Rs 2,15,000
Non Bleed: 19.5 cms x 25.3 cms
Bleed: Cut Size -21.5cms X 27.3cms
Key no./visual and text within 19.5cms X 25.3cms
+3mm bleed from all sides.

SIZE :
42cm X 27.3cm

FRONT/BACK GATEFOLD - Rs 4,25,000
Non Bleed: 40 cms x 25.3cms
Bleed: Cut size 42 cms x 27.3 cms
Key no./visual and text within 40 cms x 25.3 cms
+3mm bleed from all sides.

Other details: Magazine Cut size: 21.5 cms x 27.3cms
Format: Press optimised PDF (Version 1.4 onwards), CMYK colour space with ICC Profiles off/disabled.

Rates for Squarefoot section

SIZE :
21.5cm X
27.3cm

FULL PAGE - Rs 70,000

SIZE :
19cm X 11.5cm

HALF PAGE(H) - Rs 35,000

SIZE :
25.3cm
X 9.5cm

HALF PAGE(V) - Rs 35,000

SIZE :
8.5cm X 11.5cm

QUARTER PAGE - Rs 23,000

THE IDEAL HOME AND GARDEN

Editor

Ronitaa D.

Staff Writers

Anuradha Arora, Nikita Jain
Shibani Shah, Benoy Sebastian

Editorial Coordinator

Vanita Arora

Art Director

Atul Bandekar

Designer

Puja Devare

Production Executive

Dinesh Bhajnik

Staff Photographer

Pratul Joshi

Publisher

Khushroo Bhadha

Product Manager

Amit Tewari

Marketing Manager

Pratik Misra

Circulation

NR Lakshman,
Amarendra Yadav

Subscription

Sachin Kelkar

Tel +91 22 55525220 Fax +91 22 24448289
subscriptions@nextgenpublishing.net

Marketing Offices

Ahmedabad

Chandan House, 3rd Floor,
Mithakhali Six Roads,
Ahmedabad 380006

(Mob): + 91 7940008000 Fax: + 91 79 40008080

Mumbai

2nd floor, Khatau House, Mogul Lane,
Mahim (W), Mumbai 400016, India

Tel +91 22 67525252 Fax +91 22 24448289

New Delhi

24 & 30 Okhla Industrial Estate, Phase III, Okhla,
New Delhi 110020, India

Tel +91 11 52345678 Fax +91 11 52345679

Bangalore

1115 and 1116, B Wing,
Mittal Towers, M.G. Road,
Bangalore 560001

(Mob): +91 9886223368

Chennai

Unit No. 30, 3rd Floor, Modern Towers,
No. 35/23 West Cott Road,
Royapettah, Chennai - 600014.

(Mob): + 91 9940173454

(Mob): +9940381971

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