



INTRODUCTION

Smart PHOTOGRAPHY

The world of photography and imaging has been undergoing a major transformation. And unlike other photo magazines, *Smart Photography* enables you to ride this transformation successfully. It provides a unique blend of practical and inspirational information for all segments of the photography and imaging industry. Through its modern and accessible style, the magazine deals with real problems and solutions that are relevant to today's photographers, whether they are shooting on film or digital.

Our emphasis is on how to take the best pictures, using a combination of camera craft and creative thinking. Not just that, we also offer advice to those wanting to understand how imaging software can complement traditional skills. And in our Buyers' Guide section, we provide our readers with all the information they need on a range of products, from cameras to lenses and accessories, so that they can make informed buying decisions.

The circulation and readership figures along with the strongest editorial content make *Smart Photography* a clear leader in its segment and a one-stop shop for companies offering photographic products and services!

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ABOUT THE COMPANY

Incorporated in October 2004, Next Gen Publishing Ltd. (a Forbes Group and HDFC enterprise) has come into being at a time when the publishing industry in India is at its boom. Established with a view to offer the finest in the field of Special Interest Publications and Business Directories, the company has, within a short span of time, launched its first magazine *Smart Photography* in March '05.

Within two years, the company has made considerable progress and has already launched five SIPs, *Car India* and *Bike India*, *Computer Active*, *The Ideal Home and Garden*, and *Commercial Vehicle* (which is Next Gen's first B-2-B publication). On the directories front, it has already launched the *Forbes Yellow Pages* in Ahmedabad and New Delhi and Mumbai, where information is accessible through print, Internet, phone and CD

Today, not only are these magazines on their way to carve a niche in their respective fields, but also become trend setters. Next Gen is all set to capture the market with its cutting edge journals and magazines.

Our Vision...

To be a leading content-generation company in India.

Our Mission...

To leverage human capital in building strong publishing brands that reach the end user through various media of their choice.

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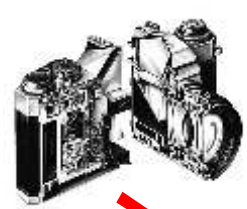
PEOPLE BEHIND SMART PHOTOGRAPHY

Smart PHOTOGRAPHY

- **H.S. Billimoria**
Editor, Smart Photography
Founder Editor, Better Photography
- **Krupa Gandhi**
Deputy Editor, Smart Photography
Founder Member, Better Photography
Former Principal Correspondent, Better Photography
Graduate in Applied Art with specialization in Photography from Sophia Polytechnic
- **Rohinton Mehta**
Technical Editor, Smart Photography
Former Associate Editor, Better Photography
Over 25 years of experience in the photography industry
Has conducted innumerable photography workshops and training courses
- **Khushroo Bhadha**
Publisher, Smart Photography
Founder Publisher and Product Head, Better Photography, AV Max and Better Interiors
Conceptualized India's first photography expo 'Photo Asia', currently South Asia's biggest expo
Conceptualized India's first Hi-Fi show AV EXPO
- **Khushraho Kapadia**
Marketing Manager, Smart Photography
Former Assistant Marketing Manager, Better Photography

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EDITORIAL PHILOSOPHY

Smart PHOTOGRAPHY

- Has a unique combination of practical and inspirational information for amateurs as well as professionals.
- Unbiased reviews.
- Written for people with a passion for photography and its culture.
- Delivers the most insightful news and analysis, features, equipment and software tests.
- Gives practical advice that's clear, simple and easy to understand.
- Always questions and scrutinizes.
- Tells the reader something they don't know.
- Provides entertainment as well.
- The only imaging magazine to review camera phones

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WHO READS SMART PHOTOGRAPHY?

Generation Gap? No, Sir!

All dedicated photographers and enthusiasts between **18-65** years of age read *Smart Photography*, the average age being 40 years

Definitely Male

At 85 percent, a majority of *Smart Photography* readers will be male. The females are at 15 percent and growing.

Class

2 out of every ten readers will belong to the **higher strata** of society (Chairmen/MDs/CEOs/Solicitors/Top Managers).

Decision Makers

Prime decision makers in every major photography organization.

Gizmo Freaks

Educated urban readers with a craze for computers, mobile phones, cars, and, of course, cameras and photography.



More Power

Although accessible to all, more of middle and upper middle class fellows with a minimum MHI of **20K rupees** would read and subscribe to *Smart Photography*.

Die hards

Apart from the professionals, the die hard enthusiasts who take their camera out at least twice a month.

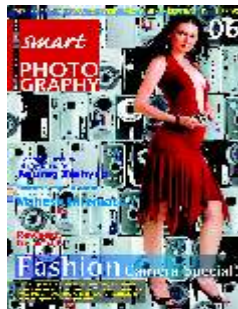
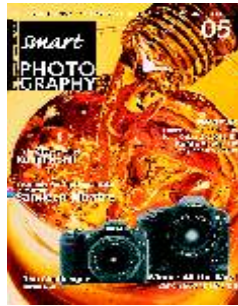
WHAT DOES THE SP READER LOOK FOR?

- **Smart Photography** readers want good, practical information that inspires them to go out and use their photography equipment, whether it's a digital or analogue SLR or compact, and helping them take better pictures.

They want:

- Simple and accessible information on how to improve their technique and camera craft.
- Information relevant to their needs.
- Simple and trustworthy reviews.
- The **why behind the what** - how the pictures are taken et al.
- Techniques of the image editing software to create the best pictures.
- Authoritative tips on what to buy.
- Latest international and national news and reviews that reflect the market trends.
- Camera Directory that gives clear, accurate and updated information.

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HOW DO WE DELIVER?

By giving smart advice to the readers on getting the most from their cameras.

Providing information on how professional photographers take their best shots.

Correct buying advice that helps the reader in taking a sound decision.

Unbiased and trustworthy reviews in simple language.

Techniques that take the reader through digital manipulation techniques.

Latest news and scoops, almost as it happens.

Only photo magazine in the country covering motion photography.

Readers' photos are assessed and correct feedback is given.

Contests for readers from time to time.

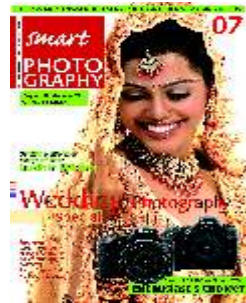
Tutorials on everything in photography, including image editing software like Adobe Photoshop.

Updated Buyers' Guide with complete and concise information on digital SLRs, compacts, lenses and camcorders.

Interesting and informative photography books sold through us at a discount to our readers.

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WHY CHOOSE SMART PHOTOGRAPHY?

The team behind SP has **immense number of man years** in the photography publishing business.

In a short span of time, it has become the **biggest** and **most authoritative photography** magazine.

Smart Photography readers are people who know, need to know or want to know about photography and digital imaging.

Our readers are intelligent, discerning, literate and opinionated.

They are most passionate about photography.

They will have more trust in what they read in **Smart Photography** than in any other monthly on photography.

They read **Smart Photography** product reviews before making a purchase.

More importantly, most readers pass on our purchase recommendations to other potential buyers.

Smart Photography is the place to reach out to more and more potential customers, who are Guaranteed more often than not.

Smart Photography - a passionate magazine by passionate people for passionate people

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MAGAZINE STRUCTURE [PART1]



News Watch

This section aims at creating a stir and informing people about newly launched equipment.

Ask Uncle Ronnie

This section provides in-depth answers to readers' queries by an experienced photographer, laying emphasis on images and diagrams to make understanding easier.

Learnings

In-depth tutorials and techniques of digital photography are covered in this, in simple language and supported with relevant images and illustrations.



Kaleidoscope

This section aims at providing the readers a platform to highlight their work and express themselves. Images are blown to their maximum and the photographer's comments are included.

My Dream Image

This section deals with known names/celebrities talking about their dream image, which could be either something that they would like to shoot, or something that has been shot by someone else. This adds the necessary glamor to the magazine.



Tricks of the Trade

Analogue photography is still going strong in India, so we have a section on the tricks and tools of analogue for you.



If I Were You

This section evaluates readers' images, providing them with an alternative approach without being condescending.

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MAGAZINE STRUCTURE [PART 2]



Buyers' Guide

A comprehensive guide to latest cameras, mobile phones and camcorders is provided, updated and with photographs.

Moving Images

Looking at the growing demand of camcorders, we have introduced a section devoted to moving photography, so that readers interested in that genre do not miss out on anything.



Reviews

The section is divided into regular reviews for consumer equipment and detailed reviews for professional equipment.



Mailbag

Our section for letters has a more personal and encouraging overtone towards our readers, for we understand our readers needs.

First Look

The latest equipments and accessories launched are covered in this section which is amply illustrated and emphasizing on the technological advancements in the product.



Postcards From

This photo feature depicts the journey and experience of the photographer, as well as facts and information about the place.



Master Craftsman (Interview of the Month)

Master Craftsman is different from the interviews in other photo magazines, as it also talks about relevant details of the photographer and interesting nuances the writer experiences while interviewing the master.

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RATE CARD & PRINTING DETAILS

Smart PHOTOGRAPHY

PRODUCT	FINISHED SIZE(cm) Width x Height	BLEED SIZE(cm) Width x Height
Half Page	19.5 x 11.5	21.5 x 13.5
Full Page	19.5 x 25.3	21.5 x 27.3
Double Spread	41 x 25.3	43 x 27.3
Covers	19.5 x 25.3	21.5 x 27.3
Gatefold	40 x 25.3	42 x 27.3

MATERIAL REQUIRED

One set of Ready Four Color Positives.
 One set of each proofs and progressive proofs.
 Screen Ruling 133# LPI (Lines Per Inches)
 Soft copy .pdf 300dpi resolution

MATERIAL DEADLINE

20th of the Month prior to the Issue date. For Example April 05 issue material should reach us at Mumbai latest by March 20, 2005.

ADVERTISEMENT TARIFFS FOR FOUR COLOR ADS

PRODUCT	RATE (Rs.) Per Insertion	RATE (US\$) Per Insertion
HALF PAGE	60,000	1,364
FULL PAGE	1,00,000	2,273
DOUBLE SPREAD	2,50,000	5,682
BACK COVER	3,00,000	6,818
FRONT INSIDE COVER	2,25,000	5,114
BACK INSIDE COVER	2,00,000	4,545
GATEFOLD	3,25,000	3,786

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RATE CARD & PRINTING DETAILS

ADVERTISEMENT CLASSIFICATION DETAILS RATES FOR FOUR COLOR ADVERTISEMENTS IN FRAMES



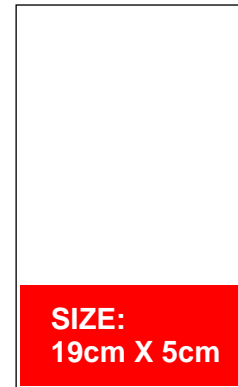
SIZE:
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FULL PAGE - Rs. 48,000



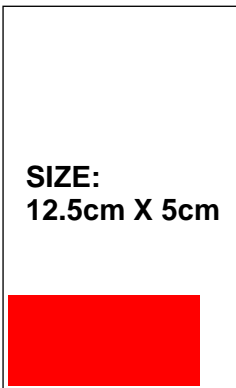
SIZE:
19 x 11.5

HALF PAGE - Rs. 24,000



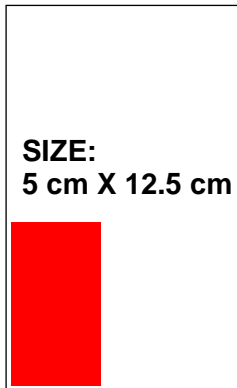
SIZE:
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D3 - Rs. 12,000



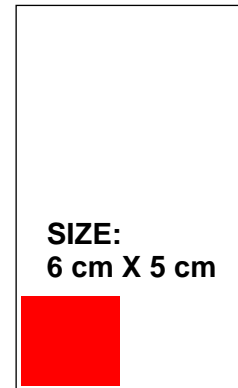
SIZE:
12.5cm X 5cm

D2H - Rs. 8,000



SIZE:
5 cm X 12.5 cm

D2V - Rs. 8,000



SIZE:
6 cm X 5 cm

D1 - Rs. 4,000

This material should reach us by the 20th of the prior month.

A surcharge of 15 % will be levied on all the Advertisements released effective April 2001 as per the INS (The Indian Newspaper Society).

Payment should be done in favor of "Next Gen Publishing Limited."

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Outline Map of India
OFFICES ACROSS INDIA



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