



**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.

# **BIKE**

INDIA

India's First Two-Wheeler Magazine!

Rs 50.00

# **BIKE**

Volume 3 Issue 007 February 2008

INDIA

NDTV  
PROFIT  
BIKE INDIA  
AWARDS  
2008

## TINY TORNADOS!

YAMAHA AND KAWASAKI'S WEAPONS OF MASS DESTRUCTION



**AUTO EXPO 2008**  
THE ULTIMATE BIKE COVERAGE!



MIDDLEWEIGHT MELEE : PREMIUM 150'S SLUG IT OUT IN OUR SUPER SHOOTOUT!

# NEX GEN

FEB 08

# Editorial Philosophy

- ‡ India's most authoritative motorcycle 2 wheeler Magazine with a most authoritative test team
- ‡ Deliver the definitive verdict on machinery, performance, accessories & Kit
- ‡ The information are delivered in a friendly, accessible and light hearted style
- ‡ Is the soundtrack to mainstream riders biking life
- ‡ Written for people with a passion for bikes and everything connected with its culture and heritage
- ‡ Delivers the news almost as it happens
- ‡ Takes the newest bikes and strips them threadbare to see what makes them tick
- ‡ An appreciation
  - ‡ Extreme speed, Danger, Technology, Courage & Superhuman skills of Bike racing
- ‡ Go behind the scenes to understand the back-of-beyond needs of bikers.
- ‡ Educates and inform the readers in a bid to make motorcycling a responsible and enjoyable form of personal mobility
- ‡ International experts to expound their biking views and philosophy (the latter a very profound aspect in biking circles)
- ‡ Go anywhere in the world to ride a bike worthy of interest to its readers
- ‡ It is not just about what happens but, its about why?

## Who will read?

- ‡ **Targeted Age group** – 15 to 55 years & virtually all of them being enthusiasts and Passionate Bikers in the country
- ‡ **Income bracket** –Middle class & upper middle class, MHI over at least Rs 15K. Most buyers will be Income earners, includes school & college students
- ‡ Mostly **Male dominated**. dedicated Motorcyclist who ride the latest bikes, wear the latest gear and buy the latest accessories
- ‡ **Educated reader** from urban as well as semi-urban and rural areas with an all- encompassing passion for bikes and biking
- ‡ Magazine is read by the **decision makers** in every major Automotive organization

# Magazine Structure

- ‡ **IGNITION:** Latest news from India and the rest of the world
- ‡ **STORY LINES:** Best biking stories from across the biking world
- ‡ **TEST CENTRE:** Latest bikes put through the most daunting test courses and actual real world conditions
- ‡ **UNRAVELLING TECH:** Most recent advances in technology discussed in depth
- ‡ **BIKER:** Highlighting the typical motorcycle enthusiast and catering to his whims and fancies, handholding him through his fears and phobias, all in a bid to improve the quality of his biking life
- ‡ **FORUM:** Meeting place for enthusiasts from all over the world to help others of their ilk with their experience, tips and dos and don'ts
- ‡ **BIKE Sport:** Best writers on the subject bring the fastest men and machines to life in every issue as they cover all competitive bike-sport events from every corner of the world
- ‡ **D-I-Y:** A hands-on guide to doing it yourself, a trait which works akin to Zen & The Art of Motorcycle Maintenance
- ‡ **GEARBOX:** Latest kits reviewed, tested and recommended
- ‡ **CLASSIC BIKER:** Fast forward into the past to understand the future! Enthusiasts' corner with history and anecdotes enlivening his very existence
- ‡ **Comprehensive Guide:** to bikes and getting on two wheels (Latest information on Scooters to Superbikes)

# Why Choose?

- ‡ BIKE India is the **biggest** and the only two wheeler magazine
- ‡ BIKE India is the market place to reach more potential customers, **more often guaranteed**
- ‡ BIKE India is **stylish, insightful & well informed**
- ‡ BIKE India is the **pre eminent** environment to establish your brand
- ‡ Our readers are amongst the **most passionate** in the market
- ‡ Our readers have more trust in what they read in our magazine
- ‡ BIKE India readers **pass on the purchase recommendation to potential buyers**
- ‡ BIKE India readers don't just read the magazine, they **actively take part in MOTORCYCLING**, they **RIDE**, they **REPAIR** & most importantly they **BUY**
- ‡ Content has unrivalled coverage of BIKE sport

**BIKE India is a passionate magazine handled by passionate people**

# Rate Card

Positions	Price (INR)	Price (Euros)
Back Cover	2,00,000	3575
Front Inside Cover	1,50,000	2680
Back Inside Cover	1,25,000	2235
Front Gate Fold	2,50,000	4475
Back Gate Fold	2,25,000	4025
Full Page Colour	85,000	1525
Double Spread	1,50,000	2680
Half Page	50,000	900
<b>Print Run</b>	<b>65,000 copies</b>	

Last date for Releasing advertisements : 8th of previous month  
Last date for submitting Creative: 10th 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



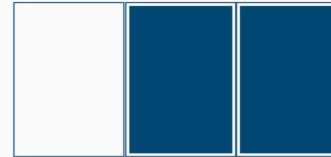
### Double Spread

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](http://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>