

# MARWAR

PORTRAIT OF A COMMUNITY

*India*





## REACH

MARWAR provides an unparalleled ambience to communicate your advertisement message to an audience who is passionate about owning and using the best product the world has to offer.

### About Marwar readers

8 out of 10 subscribers of MARWAR save the entire issue for future reference. On an average, MARWAR subscribers share the magazine with five to six other professionals and inform several others about it. Over 70% of MARWAR readers' influence select or approve the purchase of products and services offering you a unique opportunity to reach crucial decision makers.

**Total circulation:** 75,000 Copies.

**International circulation:** 2500

**Readership:** 3,37,000

**Frequency:** bi-monthly

**Distribution:** India Book House

## DISTRIBUTION

Primary Metros

Secondary Other cities

### Distribution break-up

Mumbai – 40% = 28,400

Delhi – 25 % = 17,750

Calcutta – 11% = 7,810

Chennai – 9% = 6,390

Bangalore – 10% = 7,100

Pune – 2% = 1420

Rest – 3% = 2130

International = 4000

The MARWAR copies are circulated in the following cities -

Rest - Hyderabad, Rajasthan, Nepal & Assam

International - London, Chicago, New York, Singapore, Hongkong, Dubai

## SALES

75% through subscription

25% through book stores / direct sales

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## A LITTLE OVER A DECADE AGO, MARWAR WAS LAUNCHED

with the objective of highlighting the rich heritage, culture and current day achievements of India's Marwari community. Today, Marwar has achieved more than its original objective with the magazine being recognised as one of India's leading lifestyle magazines.

A bi-monthly, Marwar covers the lifestyle, culture and musings of the community's globally recognized achievers in corporate corridors and other walks of life. With over 150 glossy pages every issue, Marwar also explores the heritage and culture of a community that is known for its colour and zest for life; making the magazine highly appealing to destination and armchair travellers.

There's more. Inside Marwar, the reader is invited to wander through a glamorous world of luxury featuring the jet setting crowd, fine residences and exquisite products and services.

Marwar portrays one of India's oldest communities but that portrait's rich appeal is one that transcends borders and crosses oceans.

Currently, the bi-monthly magazine has a circulation of over 50,000 and a readership of over 330,000 among the highly affluent and successful segment of Indian society and Diaspora, mirroring the lifestyle reflected on the pages of the magazine.

In its eleven years, Marwar's growth has been marked by many milestones, including the highly successful Marwar Mega Wedding and Marwar Lifestyle Show, which are seen as a natural extension of the magazine's reflection of glamorous lifestyles.

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## ADVERTISING DETAILS

Issue dates January, March, May, July, September, November.

POSITIONS	INR
Front Cover Reverse Gate Fold	7,00,000
Back Cover	5,50,000
Inside Cover	4,50,000
Double Spread Colour	3,60,000
Full Page Colour	1,80,000
Direct Mailer	Re. 5/- per contact
Envelope Branding	Re. 7/- per contact

### Corporate Advertorial

This would give the advertiser two pages to speak about their company, it's history, philosophy and future growth plans, or even dedicate the pages to the founder of the group. The initiative to write and design the pages can be taken up by the publisher.

### Mechanical Details

Final Cut (Trim) Size :	281 x 218 mm
Full-Page Bleed :	281 x 218 mm (Plus 3 mm bleed margin)
Full-Page Non-Bleed :	245 x 192 mm
Double-Spread Bleed :	281 x 436 mm (Plus 3 mm bleed margin)
Double-Spread Non-Bleed :	245 x 385 mm

### Material

On CD – ESP / PDF format – Minimum 300 dpi resolution with digital colour printout or calibrated printout for references

### Deadlines

Booking: 6 weeks before publication  
Material: 4 weeks before publication

### Subscription rates

1 YEAR ₹800    ₹YEAR RS. 1600    ₹YEAR RS. 3200

**Binding:** Perfect Binding

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### MARKETING OFFICES

#### Mumbai

Peninsula Spenta, Mathuradas Mill Compound,  
N. M. Joshi Marg, Lower Parel (W), Mumbai - 400 013.  
Tel: 022-2481 1010 Fax: 022-2481 1021

#### New Delhi

No. 7, First floor, Nizammudin (West) market, New Delhi - 110 092.  
Tel: +91 11 4669 9999

#### Bengaluru

Old No. 583, New No. 9, Sri Manjunatha Krupa, 80 feet Road,  
3rd Cross, Opp. Koramangala Police Station, Bengaluru - 560 095.  
Tel: +91 80 4161 8966/77

#### Kolkata

206 Jodhpur Park, Kolkata 700 068.  
Tel: +91 33 2473 5896 Fax: +91 33 2413 7973

#### Chennai

AKS Pooja Complex, 2nd floor, Old No. 203, New No. 154.  
(Next to Jagmohan Clinic), R. K. Mutt Road, Madavelli, Chennai 600 028  
Tel: +91 44 4218 8985 Telefax: +91 44 4218 8984

#### Hyderabad

Flat No. 2, Vimla Vihar Apts, Goutham Nagar, Dilshuk Nagar, Hyderabad 500 060  
Tel: +91 40 2416 0571

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multimedia