

A MAGAZINE OF THE ARTS

Māng

ADVERTISE WITH US

About Marg

Established in 1946, Marg is India's oldest continuously published art magazine, highly respected around the world. Home to original research, evocative images and in-depth analysis, our magazine explores Indian art and culture in the widest sense of the terms. Our subjects range from craft, design and urban planning to painting, theatre and dance; and our writers include established as well as younger scholars and practitioners.

Marg has published over 290 magazines. Our digital archives consists all past and current issues.

Readership and Circulation

Marg magazine maintains a loyal readership and dedicated subscriber base in India and across 21 countries. Our readers include artists, architects, designers, art dealers, students, connoisseurs and others who have a lively interest in the arts.

Our annual print run varies between 8,000 and 10,000 copies. The magazine's reach is far greater as India's major libraries, museums, art galleries and institutions subscribe to it. Marg is sold in leading bookshops throughout India and through subscription agencies abroad. The magazine is considered a collectible and has a long shelf life.

Audience Figures

Annual print run : 8,000 - 10,000

Digital subscribers : 1500

Website users : Over 2500 per month

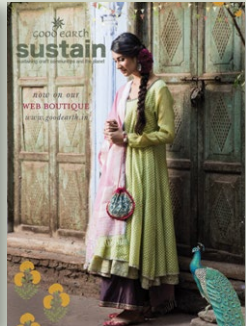
Social media followers : Over 30200

(Instagram, Facebook, Twitter)

Main distribution channels

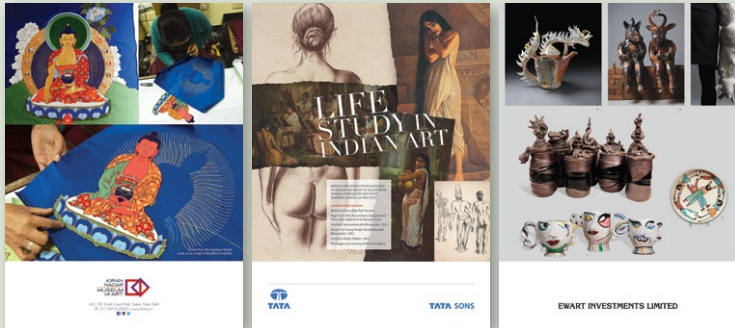
- Marg's website
- Leading bookshops
- Museum shops
- Art and book fairs
- Other cultural events

Promotional Advertising



These advertisements are placed in the closing section of the magazine, immediately after the text. The artwork in this section is provided by the advertiser.

Thematic Advertising



A unique feature of the magazine, thematic advertisements appear in the opening pages of each issue. In this section, we feature the advertisers' logos along with a set of specially curated, visually rich images that pertain to the focus of the issue.

If you choose to advertise here, your company branding will feature prominently on a single page, placed beneath one of the images from the portfolio.

Technical Specifications (height x width)

Full Page	: Trim Size 324 x 241 mm
	: Bleed Size 330 x 247 mm
	: Non Bleed Size 300 mm x 217 mm
Double Page	: Trim Size 324 x 482 mm
Half Page	: Non Bleed Horizontal Size 144 mm x 217 mm
	: Non Bleed Vertical Size 300 mm x 102 mm

Rates

Back Cover	: ₹134,000
Inside Front/Back Cover	: ₹94,000
Double Spread	: ₹82,000
Full Page	: ₹50,000
Half Page	: ₹32,500

Note: For a contract of four advertisements a 10% discount is offered.
GST as applicable

Terms and Conditions

Advertisement Material

Can be sent via email or in a CD.

1) For Thematic Advertisements

High resolution, colour logo/company name in “eps” or “cdr” format only.

2) For Commercial Advertisements

High resolution, CMYK - PDF format with a digital print for our reference.

Please ensure that:

All spot and RGB colours are converted to CMYK

All images are CMYK tiff files at a minimum of 300 dpi

All images are saved without any form of compression

All images have had any layers flattened

When supplying a pdf file please ensure it is created using the “Press for Press/Press Quality” standard and includes crop marks and bleed.

Create Outlines for fonts, to make sure that the fonts do not change at the time of ripping.

Production Deadlines

Booking Deadline: 8 weeks prior to publication

Material Submission Deadline: 4 weeks prior to publication

Periodicity of Publication: Quarterly (end March, June, September, December)

Advertisers shall be entitled to two copies of the issue.

The publishers reserve the right to refuse insertion of any advertisement.

Please contact us to talk about your advertising requirements
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