

Glamour

Bikes

Entertainment

Beauty

Cars

Sports

PARTIES

EVENTS

HYDERABAD'S LIFESTYLE MAGAZINE

People

Luxury

Gadgets

Shopping

Food&wine

News

Lifestyle

Travel

Fashion

www.tulipmag.com

TULIP



ABOUT US

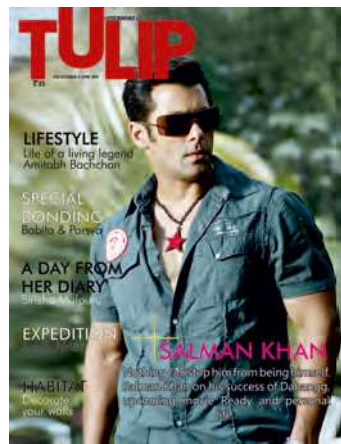
Tulip is a Hyderabad Based Lifestyle Magazine capturing Hyderabad engulfed in both traditional warmth and contemporary civilization. A truly magnificent city in every way epitomizes true old world charm, yet progressing by leaps and bounds. On one side is the legendary Charminar, traditional wood cooked food, quaint buildings, by-lanes filled with nostalgia and the area that weaves a magic spell while on the other are mushrooming coffee lounges, continental food outlets, IT hubs and multi ethnic crowd. Tulip brings you the voice of thousands of these people who have made Hyderabad what it is today.

The captivating city has been created beautifully by a collection of cross cultural influences. With its pleasant climate, wonderful shopping areas, magnificent and much talked about cuisine and the amalgam of diverse cultures- every street, every monument, every tree must have a wonderful story to narrate. Also called the City Of Pearls, the streets of Hyderabad once saw these precious items being sold on the street like the peanuts being sold these days. We help in re-telling the same.

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MEDIA KIT

Covers



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CONTENTS PROFILE

It is a blend of various facets of life and lends vibrancy to an everyday life of a Hyderabadi. From what's happening around the city to what's happening in the lives of your favourite celebs. From discovering the chef in you to discovering what's on the menu of restos and bars. From covering minds of youngsters to socialite parties hosted every weekend. The rise in demand of vintage jewellery to the newly found fashion of popular bohemian bead. Follow the trend of picking outfits from designer stores or follow your heart and try an ethnic Ikat from an exhibition.

Ever wonder what hides behind the mask of heavily caked base, blush, shadow and liner? Peel it off, layer by layer, and you see the real thing. The quintessential beauty!!! The icon that colors fairy tales of love, relationships and longing. Tulip associates to the same.

Beauty, food, feature stories, theatre, parties, events, social gatherings, campus, work, health, new hangouts, reviews, gadgets, entertainment, grooming, style guide and an endless list of topics that will interest you. The magazine will acquaint you to a blend of colors, style, bonding and lifestyle in a way seldom sensed before. An assortment of the flavor of Hyderabad, we believe in bringing forth the culture and essence of Hyderabad through the various sections and people of the city. Our interesting stories, out of the box ideas, fascinating sagas, updated reviews and, sections like "perfect bonding" & "day from you diary" will leave you glued to the magazine. Tulip brings to you- the cosmopolitan and blinkered city put together in one bundle.



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UNDERSTANDING THE READER'S MIND

Our pages are all special because of the immense research we do before putting in the facts and features. It's a great survey with all exact points that come directly from the expert's point of view and some are our own innovations that we present. Tulip goes according to the reader's choice, whatever information they want we put it in our pages. We keep our readers updated with all sorts of sections they require. Giving the latest fashion and beauty reports we also present the much loved entertainment news for our readers. As we are aware that our readers want the scoop of what's all happening around the town we give them tinsel town section which is loved by all. Every bit and every page of Tulip is as per the reader's choice, what they want we give them here!



Glamour



Bikes



Information



Beauty

What the reader wants...



Fashion



Cars



Gadgets



Events & Entertainments



Food&wine

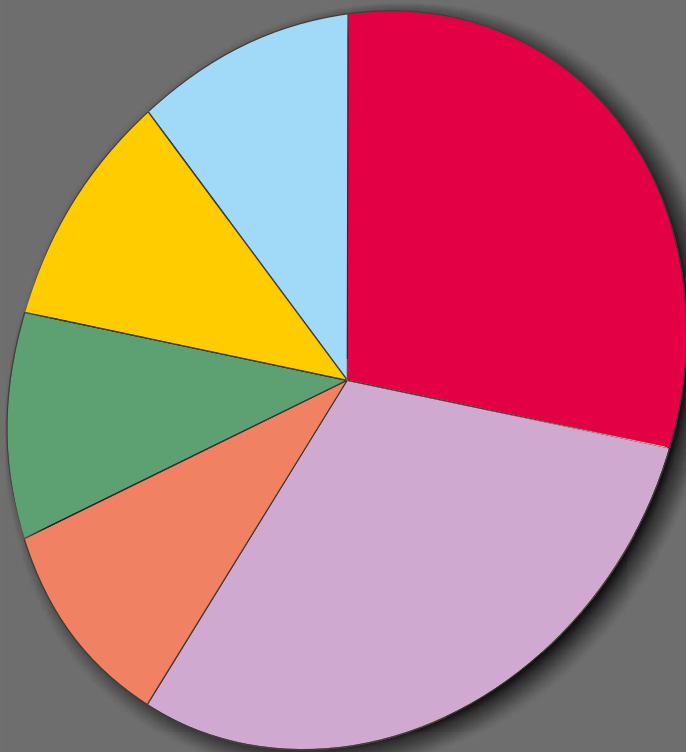


Sports

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CIRCULATION & DISTRIBUTION



Subscription	30%
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We assume 1 copy is read by 9 people
Our circulation in Hyderabad is 50,000
 $50,000 \times 9$

Readership 4,45,000

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PAY PAGE

Advertising rate:	Price	Size
Full Page	35,000	8.25 x 10.75
Front & Back Inside	50,000	8.25 x 10.75
Back Cover	70,000	8.25 x 10.75
Gate Fold	80,000	8.25 x 10.75
Centre Spread	60,000	16.5 x 10.75
Half Page	18,000	8.25 x 5.375

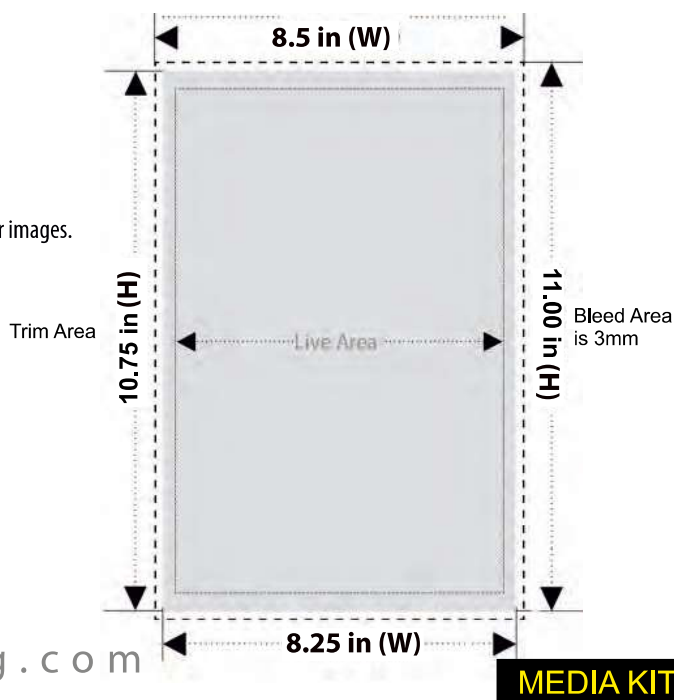
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PAGE MEASUREMENTS

Tech. Specs in inches	Page Size (Page Size With 3mm Bleed)	Final Trim (Actual Size Of Magazine)	Live Area* (Safety area for text)
Full Page	8.5 (W) X 11.0 (H)	8.25 (W) X 10.8 (H)	7.25 (W) X 9.8 (H)
Spread	17.0 (W) X 11.0 (H)	16.5 (W) X 10.8 (H)	14.5 (W) X 9.8 (H)
Gatefold Cover	17.0 (W) X 11.0 (H)	16.5 (W) X 10.8 (H)	14.5 (W) X 9.8 (H)
Gatefold Back Cover	17.0 (W) X 11.0 (H)	16.5 (W) X 10.8 (H)	14.5 (W) X 9.8 (H)

- We accept InDesign, Photoshop, Illustrator and Corel Draw in CMYK at a resolution of 300 dpi for images.
- PDF, TIFF and EPS format required for highly manipulated images/objects.
- The size of the artwork should be the same as that of the Final Trim area.
- Please provide PSD files along with final file.
- Artwork is accepted on CDs and DVDs only.



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