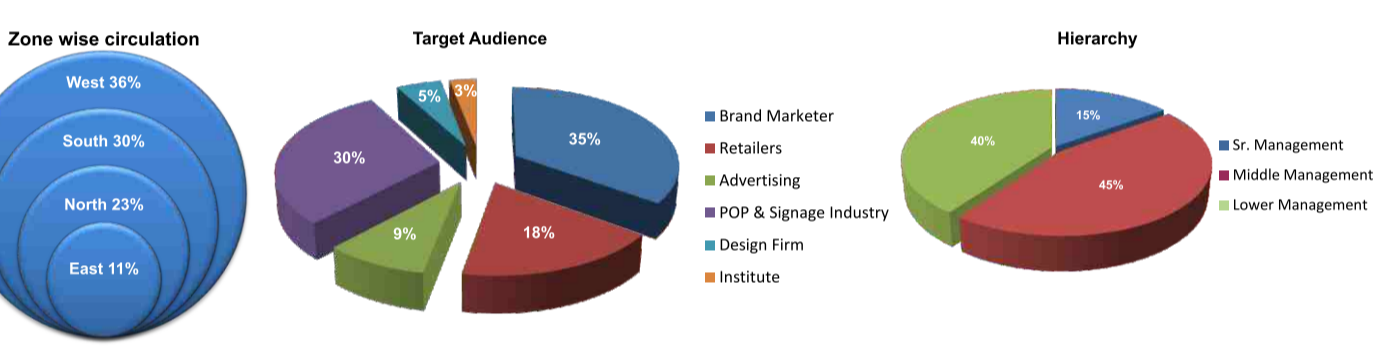




Point-of-Purchase is a monthly publication that updates the industry and helps them explore brand communication options at retail. It covers the in-store activities of brands, retail promotions, shopper marketing, review of POP products, consumer behavior and various resources relating to vendor contact details and new products. It provides a common communication platform that encourages knowledge-transactions between the various interest groups, such as Brand marketers, Retailers, POP/Signage producers and design agencies in the Indian POP industry. POP enjoys wide readership among Brand Managers from FMCG, FMCD, Telecom, Finance Sectors and Retailers, Advertising Agencies as well as POP & Sign Manufacturers. POP has a readership of 22500 includes Subscribers, pass along readers, retail sale, complimentary copies, institutional copies and events distributions.



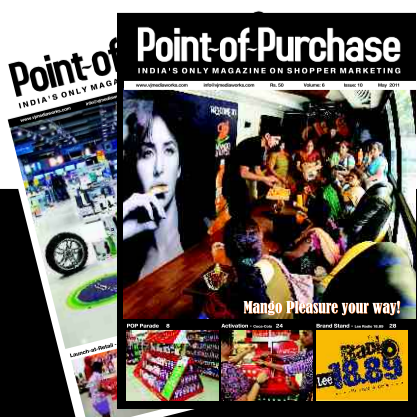
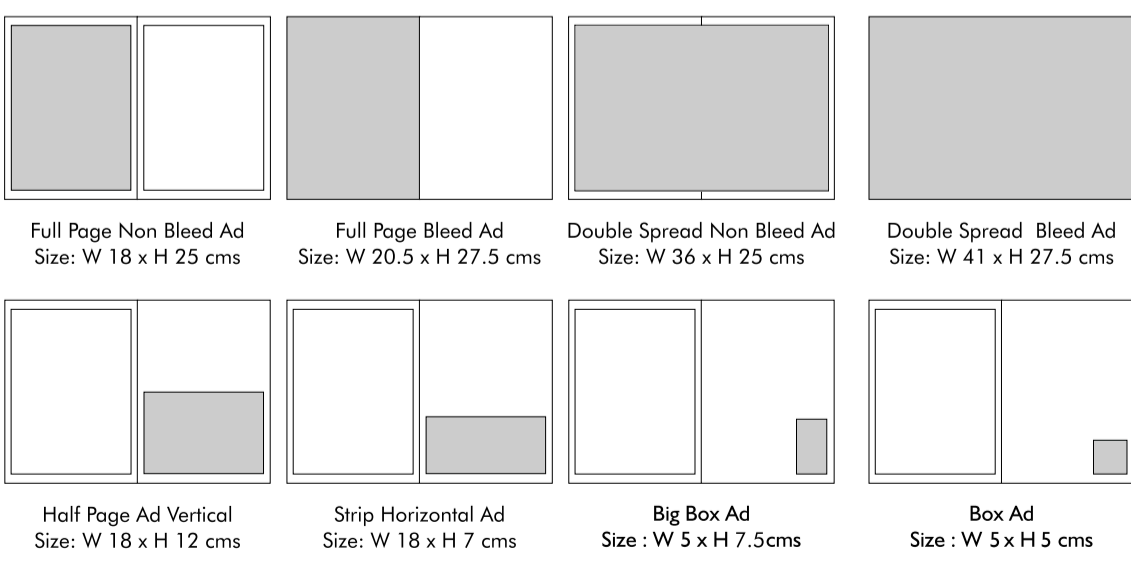
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INDIA'S ONLY MAGAZINE ON SHOPPER MARKETING

ADVERTISING FEATURES RATE CARD & AD SIZES 2011 - 2012

Ad Size	1 - 4 Issue (Rate per issue in Rupees)	5 - 8 Issue (Rate per issue in Rupees)	9 - 12 Issue (Rate per issue in Rupees)
Full Page	60,000	51,000	42,000
Half Page	35,000	30,000	25,000
Strip Ad	20,000	17,000	14,000
Inside Cover	80,000	68,000	56,000
Inside Back Cover	80,000	68,000	56,000
Back Cover	90,000	76,500	63,000
Double Spread	1,20,000	1,02,000	84,000

*Above rates includes 15% agency commission



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