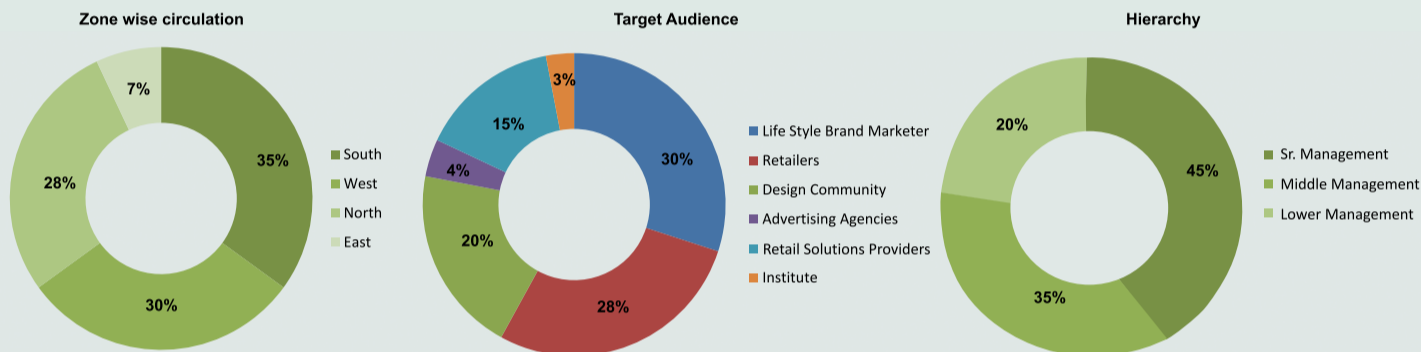


VM&RD is India's only magazine on Visual Merchandising & Retail Design. A bi-monthly that is underscoring the best there is to the systematic art of creating a complete retail experience. Each Issue of VM&RD is focusing on all aspects of retail design and visual merchandising in the context of branded shopping environment. The editorial focus is as much on design-emphatic lifestyle categories as it is on providing insights into the impact that good design can bring to any retail category.

The primary target readers for the magazine are organized retailers, brand marketers and the design community comprising of Retail Designers, Store Planners, Project Heads and VM Heads. VM&RD is also of significant relevance to advertising agencies and suppliers / vendors to the retail industry. The magazine has already achieved the readership of 12500 since its launch in September 2005.

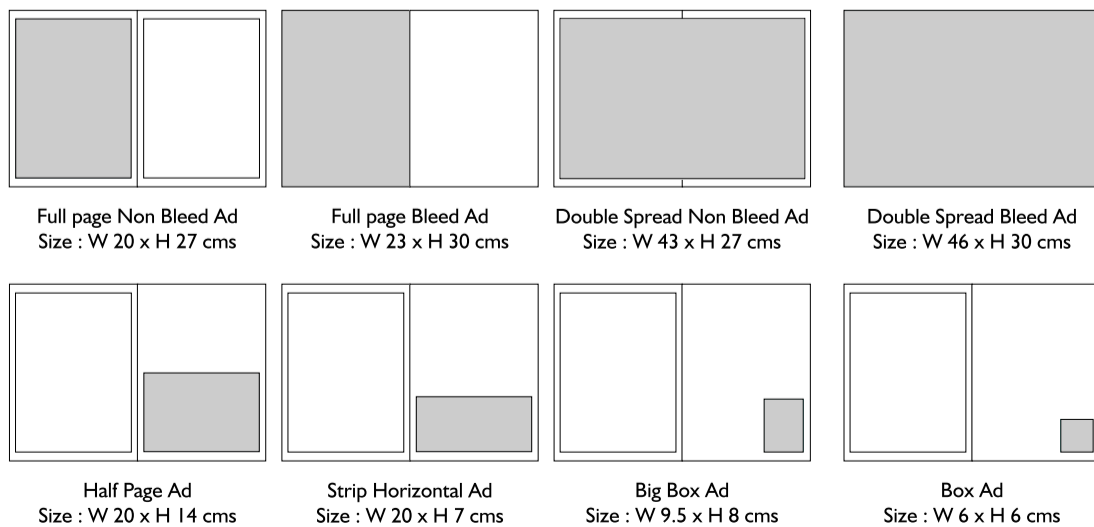


VM&RD VISUAL MERCHANDISING & RETAIL DESIGN

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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