



The BPP Review is the monthly magazine of the Bombay Parsi Punchayet.

Developed and nurtured by the BPP, this magazine focuses on the community, its issues and its beliefs.

Dwelling on matters of religious interest from across the country, new initiatives undertaken by the members of this community and important events from around the world, it enlightens us with the mature views of both, the elders and the growing fraternity of active youngsters in our community.

With a print order of 21,000 copies, the BPP Review is now *the largest circulated publication in the Parsi/Irani Zoroastrian community.*

To avail of this marvellous opportunity to reach out to this audience, through advertising in the BPP Review, please contact us.

#### ADVERTISING ENQUIRIES

Dalzeen Minocher  
Manager (Marketing)  
*The BPP Review*

#### Spenta Multimedia

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#### MATERIAL

Advertising material is to be supplied on a CD in EPS/PDF format with a minimum resolution of 300 DPI in composite CMYK file and not RGB. This should be accompanied with a digital printout or calibrated printout for reference.

#### ADVERTISING RATE CARD

POSITIONS	CASUAL 1-6 Issues	CONTRACT 7-12 Issues
Back Cover	30,000	28,000
IFC/IBC	25,000	23,000
Full Page	20,000	18,000
Two Columns	15,000	13,500
Half Page	11,000	9,500
One Column	7,000	6,000
Quarter Page	5,500	5,000
One-Sixth Page	3,500	3,000
Classifieds Display (Per Col. Cm.)	150	140
Classifieds (Per word)	15	10

**All rates in INR per insertion.  
Rates effective Jan 2010.**

#### MECHANICAL DETAILS (H x W)

<b>Final Cut (Trim) Size i.e. Print Area</b>	278 x 215 mm
<b>Full Page Bleed</b>	278 x 215 mm (Plus 3 mm bleed margin)
<b>Full Page Non-Bleed</b>	258 x 195 mm
<b>Double Spread Bleed</b>	278 x 430 mm (Plus 3 mm bleed margin)
<b>Double Spread Non-Bleed</b>	258 x 410 mm
<b>Columns per Page</b>	3
<b>Two Columns</b>	249 x 123 mm
<b>Half Page (Horizontal)</b>	124 x 185 mm
<b>One Column</b>	249 x 60 mm
<b>Quarter Page</b>	124 x 92 mm
<b>One-Sixth Page</b>	124 x 60 mm

#### PAYMENT

All cheque payments to be received before the magazine goes to print.

Cheques to be drawn in favour of  
"Spenta Multimedia"