

Adventure

..... sports and beyond

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The very idea of Adventure is infectious. At Adventure and Outdoors Media Pvt. Ltd. we believe that adventure is an instrument that can be effectively used to draw people towards the outdoors. At the same time, through our magazine Adventure sports and beyond, we understand and respect the fact that, the sense and spirit of Adventure plays an important role in the development of individual and the society as a whole.



Our Vision

'Adventure - sports and beyond' plans to cut across spectrums and explore the spirit of Adventure through different genres of adventure sports, allied activities; health, fitness; issues related to ecology & exploration thereby highlighting avenues to exploit a resource called natural outdoors to the fullest. It's our endeavor to promote Adventure Sports, Outdoor Activities and Active Lifestyles in a manner that they positively impact and inspire an individual and the society at large.

Another important aspect of our endeavor is that we are trying our level best to create a new 'beat' in news reporting - 'Adventure Sports Journalism'. At the same time we attempt to spotlight the social relevance of what we call 'the spirit of adventure'.

Who we are

Adventure sports and beyond is jointly conceptualised product of the National Education Foundation (NEF), Pune and Adventure & Outdoor Media Pvt. Ltd., Mumbai. NEF has been pivotal in the field of adventure training and events for the last 18 years and their flagship programmes are the much popular and India's first ever endurance race called 'The NECC-NEF Enduro3'. The race will be running its 13th edition in the year 2015. (www.enduro3.com)

- India is coming of age in terms getting outdoor and adventure savvy. Looking at the number of dedicated brands of adventure sports goods bringing themselves into India, it is not hard to imagine the ever increasing number of people using these brands.
- There is hardly any Indian magazine in this space and our magazine 'Adventure sports and beyond' is probably the first of its kind.
- With its focus on the 'Spirit of Adventure' the magazine promises to reach across to a wide spectrum of audience in varied interest groups.
- The magazine content is so broad based, that it caters to every possible demographic group in our country's population.
- We are specially driven to reach out to the youth and young adults and are backing that up with suitable content as well.
- The magazine is providing a platform for Indian adventure sports athletes and personalities to share their experiences, voice their concerns, get applauded for their achievements and at the same time disseminate information about current issues and events, and comprehensively educate novices as well as contemporary and veteran adventurers about the varied aspects of adventure sports and the outdoors itself.

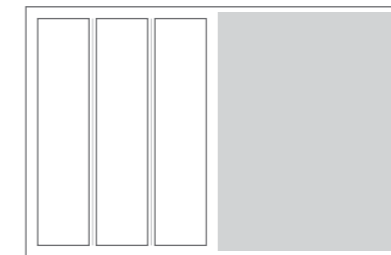
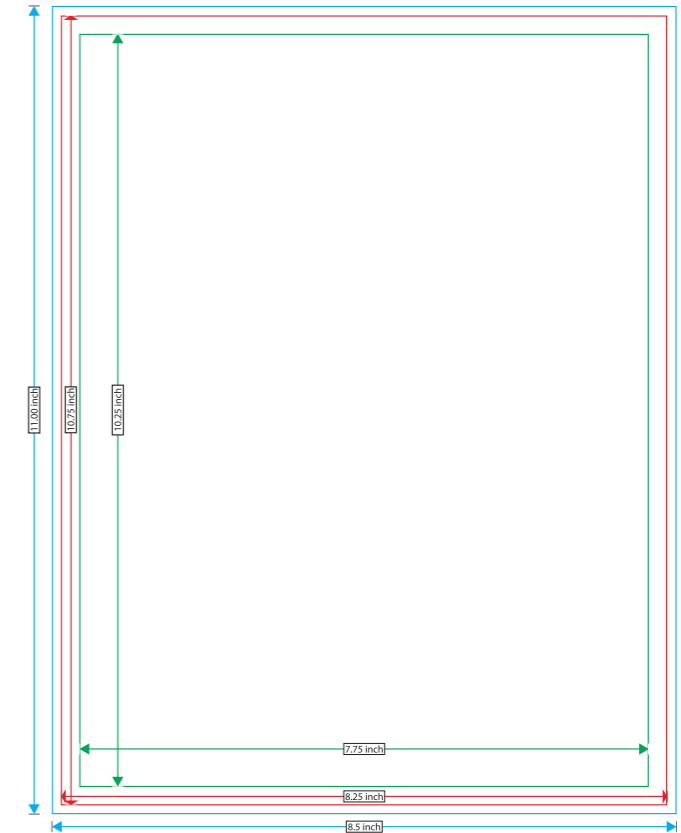
About Adventure sports and beyond (specifications)

- A quarterly magazine with a print cycle: January – April – July – October.
- Total number of pages: 96 (inside) + 4 cover pages. All colour pages.
- Inside pages will be printed on 90 GSM Sinar Mass Art Paper.
- Cover will be printed on 130 GSM Sinar Mass Art Paper.
- Magazine bound is Section Sewn and Perfect Binding. This facilitates minimum gutter space for double spreads and also enhances the durability and shelf life of the magazine.

Advertising in Adventure sports and beyond

The following table gives you the proposed rates for placing advertisements with us along with the different possibilities in avenues for placing your advertisements within the magazine.

Positioning	Dimensions	(₹) Rates per issue
Inside Cover	Non Bleed - 07.75" (W) X 10.25" (H) Bleed - 08.25" (W) X 10.75" (H)	65,000.00
Single Page	Full Page Non Bleed - 07.75" (W) X 10.25" (H) Bleed - 08.25" (W) X 10.75" (H) <hr/> Full Page (DS) Non Bleed - 16.00" (W) X 05.125" (H) Bleed - 16.5" (W) X 05.375" (H) <hr/> Full Page (Split) Non Bleed Left Column - 02.45" (W) X 10.25" (H) Right Column - 05.00" (W) X 10.25" (H) Bleed Left Column - 02.70" (W) X 10.75" (H) Right Column - 05.23" (W) X 10.75" (H)	45,000.00
Half Page	Non Bleed - 7.75" (W) X 05.125" (H) Bleed - 08.25" (W) X 05.375" (H)	30,000.00
Double Spread	Non Bleed - 16.00" (W) X 10.25" (H) Bleed - 16.50" (W) X 10.75" (H)	80,000.00
Inside Back Cover	Non Bleed - 07.75" (W) X 10.25" (H) Bleed - 08.25" (W) X 10.75" (H)	65,000.00
Back Cover	Non Bleed - 07.75" (W) X 10.25" (H) Bleed - 08.25" (W) X 10.75" (H)	80,000.00

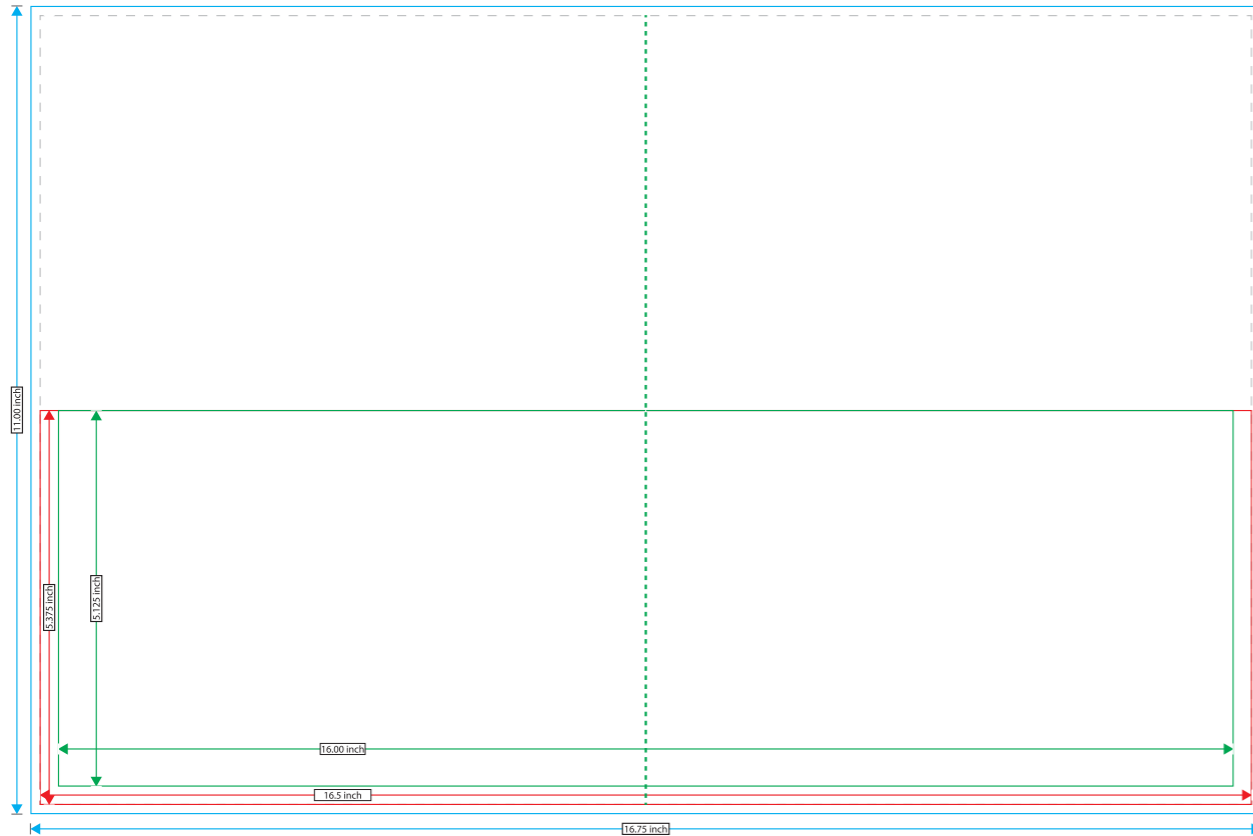


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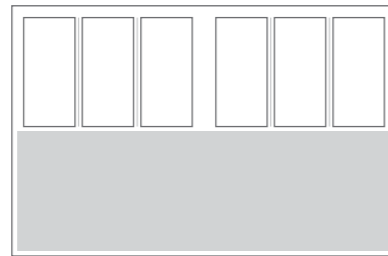
Single Page / Inside Cover / Inside Back Cover / Back Cover

Ad Size Bleed: 8.25(W) Inches X 10.75 (H) Inches
+ **Bleed Area** 0.125 inches on all four sides

Ad Size Non Bleed: 7.75 (W) Inches X 10.25 (H) Inches



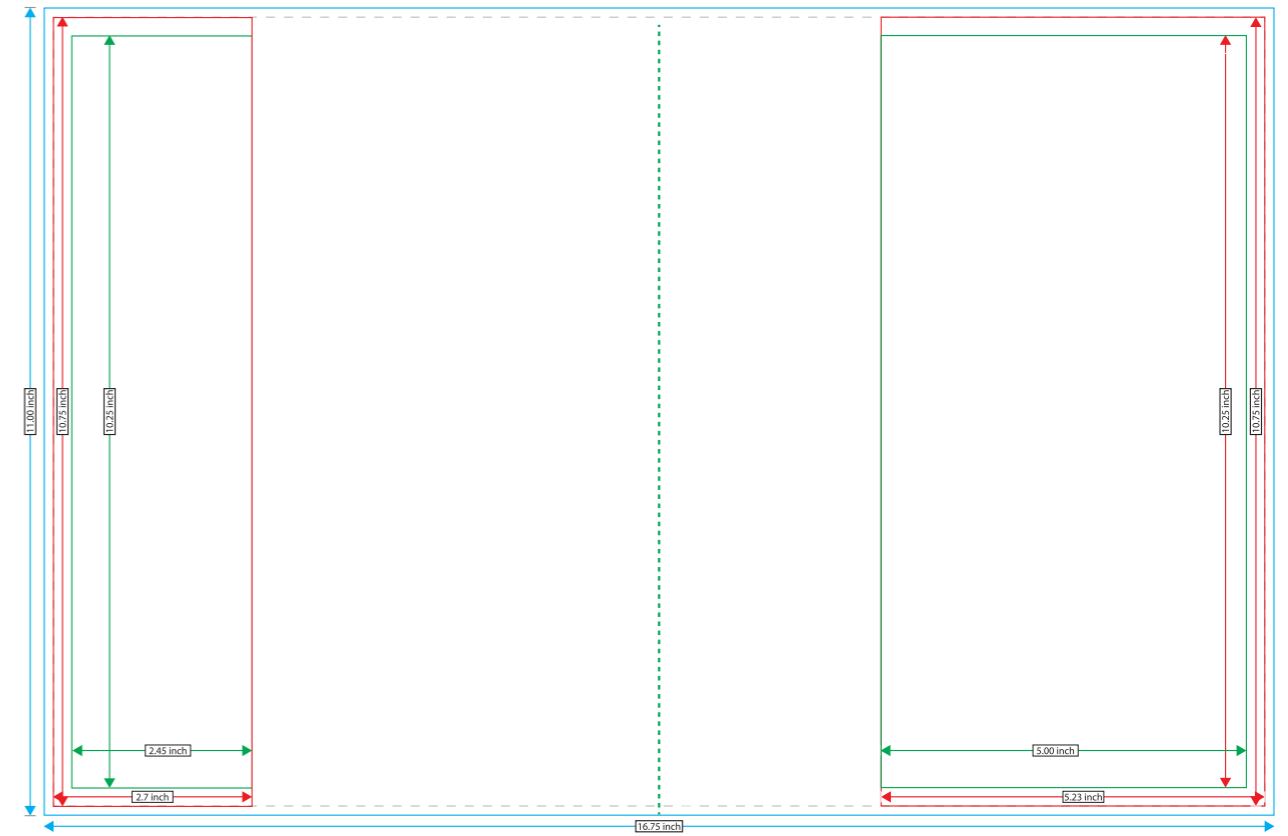
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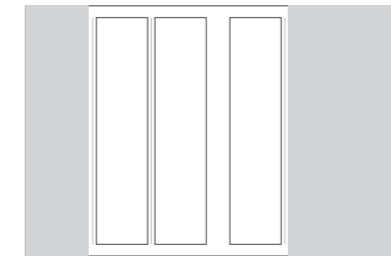
Single Page (DS)

Ad Size Bleed: 16.5(W) Inches X 5.375 (H) Inches + **Bleed Area** 0.125 inches on all trim sides

Ad Size Non Bleed: 16.00 (W) Inches X 5.125 (H) Inches



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Single Page (Split)

Ad Size Bleed:

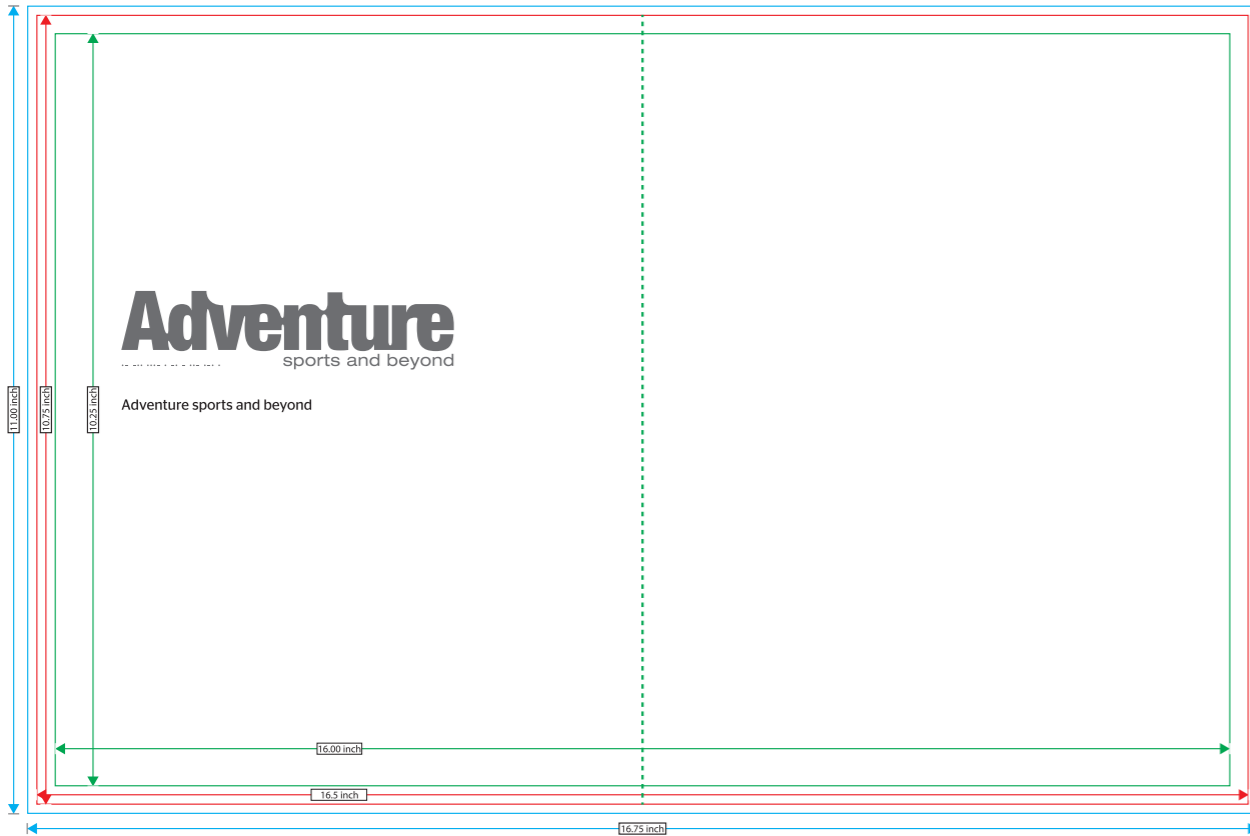
Left Column: 2.7 (W) Inches X 10.75 (H) Inches + **Bleed Area** 0.125 inches on all trim sides

Right Column: 5.23 (W) Inches X 10.75 (H) Inches + **Bleed Area** 0.125 inches on all trim sides

Ad Size Non Bleed:

Left Column: 2.45 (W) Inches X 10.25 (H) Inches

Right Column: 5.00 (W) Inches X 10.25 (H) Inches



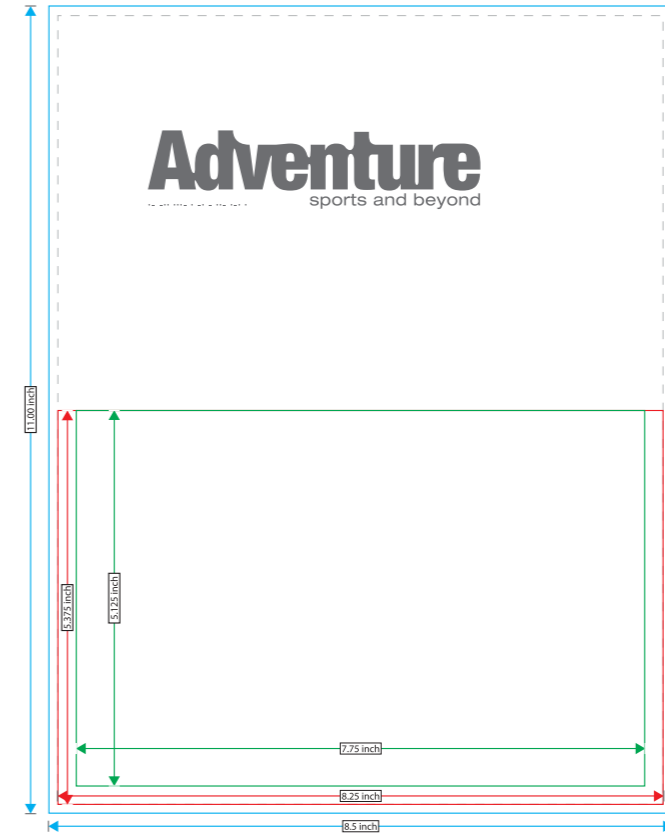
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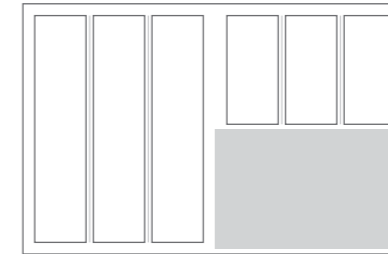
Double Spread

Ad Size Bleed: 16.5(W) Inches X 10.75 (H) Inches + **Bleed Area** 0.125 inches on all four sides

Ad Size Non Bleed: 16.0 (W) Inches X 10.25 (H) Inches



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Half Page

Ad Size Bleed: 8.25(W) Inches X 5.375 (H) Inches + **Bleed Area** 0.125 inches on all four sides

Ad Size Non Bleed: 7.75 (W) Inches X 5.125 (H) Inches

Artwork Material Submission Instructions

Include InDesignCS5 or lower document, all support files, fonts, and a high resolution PDF file. Ads can be submitted on Macintosh compatible CD/DVD, e-mailed to: artworks@adventuresportsandbeyond.com, OR uploaded to our FTP site.

FTP

Instructions can be located at adventuresportsandbeyond.com/ftp. Compress all files before uploading.

File Formats

Files must be InDesign CS5 or lower; Illustrator CS5 or lower; or Photoshop CS5 or lower.

Resolution

All images and logos must have a resolution of 300dpi at 100% print size.

Color

All colors must be CMYK. Total ink density should not exceed 300%. Pantone colors and metallic ink can be purchased at an additional cost.

Bleed

Bleed size 8.5 x 11.00 trimmed at 8.25 x 10.75. Text and logos must not extend beyond 0.5 of an inch from the trim size to avoid live matter trimming off.

Proofs

A high-quality color-match proof must accompany all print-ready digital ads. Adventure sports and beyond magazine is not responsible for reproduction quality if color match poof is not provided.

Subscription Information

Per Issue	Annual	Bi-Annual
₹ 200.00	₹ 750.00	₹ 1400.00

To avail bulk subscription offers, please contact

E-Mail: subscriptions@adventuresportsandbeyond.com

Phone: +91-22-2521 1455

Mobile: +91-98211 20494

www.adventuresportsandbeyond.com

Bank Transfer Instructions

Name	Adventure & Outdoor Media Pvt. Ltd.
Bank Name	ICICI Bank, Matunga Branch
Account Number	623705019321
IFSC Code	ICIC0006237
Mailing Address	Adventure & Outdoor Media Pvt. Ltd. 'Belvedour', 'A' Wing, Bldg No. 23, Tulsi CHS. Ltd., Subhash Nagar, Chembur, Mumbai - 400071. Phone: +91-22-25211455