

**ASIANA WEDDING
INTERNATIONAL**

PROFILE

CIRCULATION

SPECIFICATIONS

DISTRIBUTION

READERSHIP

RATES

ADVERTISEMENT SECTIONS

SECTION SPONSORSHIP

ADVERTORIALS

ADDITIONAL OPTIONS

MATERIAL REQUIREMENTS

ASIANA WEDDING

ASIANA

ASIANA EVENTS



ASIANA WEDDING INTERNATIONAL

PROFILE

CIRCULATION

SPECIFICATIONS

DISTRIBUTION

READERSHIP

RATES

ADVERTISEMENT SECTIONS

SECTION SPONSORSHIP

ADVERTORIALS

ADDITIONAL OPTIONS

MATERIAL REQUIREMENTS

ASIANA WEDDING

ASIANA

ASIANA EVENTS

ASIANA WEDDING INTERNATIONAL is the world's biggest selling South Asian wedding magazine selling in over 23 countries around the world.

“ This wedding magazine provides an opportunity to tens of thousands of couples around the world to plan and execute their wedding in style with all the resources from India, UK and their own countries elegantly displayed and beautifully presented across its pages.” Anushka Khanna - Dhawan

The magazine provides the most comprehensive source of wedding advice and inspiration for brides and grooms in India and South Asians all over the world - all united by the common theme of planning their fabulous Asian wedding.

With more than 300 stylish pages bursting with Planning Advice, Bridal Fashion, Hair & Make-up, Health & Beauty, Mehndi, Travel & Honeymoon, Jewellery & Accessories, Venues, Wedding Planners, Photographers, Caterers and a host of other leading service providers, it really is the wedding bible for all couples planning their big day.

“I am proud to be distributing in India the best wedding magazine I have ever seen.” Sanjiv Puri

It is published quarterly (Spring, Summer, Autumn, Winter) and distributed in 143 cities in India, in North America, The Middle East, South East Asia, Australia & New Zealand, Africa and The Caribbean.

Every edition of Asiana Wedding International features hundreds of new wedding outfits, exclusively shot by Asiana for our advertisers, not to be found in any other magazine in the world. More than 30 of India's leading Bridal-wear and Jewellery designers feature in the magazine with advertisers for products and services from around the world including United Kingdom, USA, Canada, Pakistan etc every season.

The magazine also has an entire section dedicated to more than 20 make-up artists, showing the latest bridal beauty trends, in every edition and a Wedding Directory with more than 100 pages filled with the leading Asian wedding services suppliers advertising from all over the world.

To VIEW the latest edition of Asiana Wedding International FREE [click here](#)

FOR ADVERTISING ENQUIRES PLEASE CALL: +919810474477
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INTERNATIONAL

PROFILE

CIRCULATION

SPECIFICATIONS

DISTRIBUTION

READERSHIP

RATES

ADVERTISEMENT SECTIONS

SECTION SPONSORSHIP

ADVERTORIALS

ADDITIONAL OPTIONS

MATERIAL REQUIREMENTS

ASIANA WEDDING

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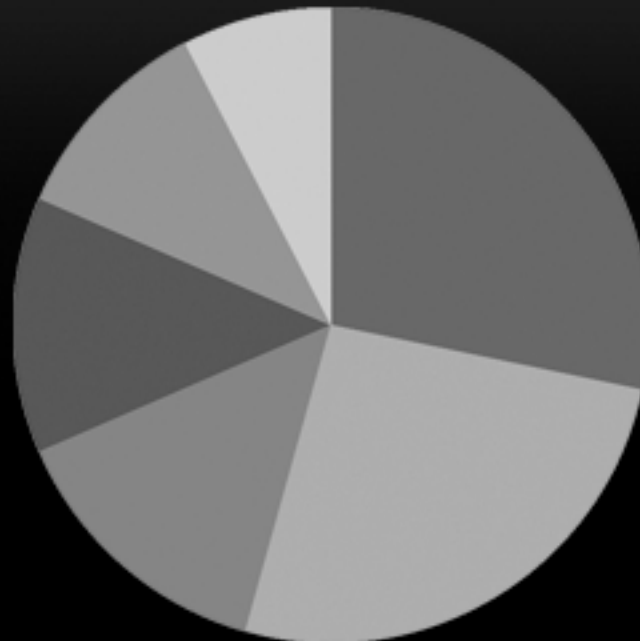
ASIANA EVENTS

WORLD (26 COUNTRIES)



South Asia 32%
North America 21%
Middle East 7%
Africa 13%
South East Asia 11%
Europe 8%
Rest Of World 8%

INDIA (144 CITIES)



Mumbai 26%
New Delhi 24%
Kolkota 13%
Bangladesh 12%
Hyderabad 10%
Other Cities 7%



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PROFILE

CIRCULATION

SPECIFICATIONS

DISTRIBUTION

READERSHIP

RATES

ADVERTISEMENT SECTIONS

SECTION SPONSORSHIP

ADVERTORIALS

ADDITIONAL OPTIONS

MATERIAL REQUIREMENTS

ASIANA WEDDING

ASIANA

ASIANA EVENTS

ASIANA SIZE GUIDE

	HEIGHT	WIDTH
FULL PAGE (NO BLEED)	297mm	220mm
FULL PAGE (WITH BLEED)	303mm	226mm
HALF PAGE (PORTRAIT)	260mm	99mm
HALF PAGE (LANDSCAPE)	128mm	200mm
DPS (WITH BLEED)	303mm	446mm



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INTERNATIONAL

PROFILE

CIRCULATION

SPECIFICATIONS

DISTRIBUTION

READERSHIP

RATES

ADVERTISEMENT SECTIONS

SECTION SPONSORSHIP

ADVERTORIALS

ADDITIONAL OPTIONS

MATERIAL REQUIREMENTS

ASIANA WEDDING

ASIANA

ASIANA EVENTS

EXPOSURE

- PAID SUBSCRIPTIONS
- NEWSAGENTS
- INTERNATIONAL AIRPORTS
- MAILING LIST OF CLIENTS
- ASIAN STORES AND OUTLETS
- WEDDING EVENTS WORLDWIDE
- INTERNATIONAL BRIDAL FASHION SHOWS
- MEDIA SPONSORSHIP OF ASIAN EVENTS



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INTERNATIONAL

PROFILE

CIRCULATION

SPECIFICATIONS

DISTRIBUTION

READERSHIP

RATES

ADVERTISEMENT SECTIONS

SECTION SPONSORSHIP

ADVERTORIALS

ADDITIONAL OPTIONS

MATERIAL REQUIREMENTS

ASIANA WEDDING

ASIANA

ASIANA EVENTS

AVAILABILITY

- PAID SUBSCRIPTIONS
- PREMIER HOTEL LOUNGE GUESTS
- WEDDING EVENT VISITORS
- MAILING LIST OF TRADE CLIENTS
- BRIDAL STORES
- BRIDAL FASHION SHOW ATTENDEES
- CHARITY EVENT PARTICIPANTS
- OUTLETS WORLDWIDE

READER PROFILE

under 21 8% • 21-29 42% • 30-39 23% • 40+ 27%

SOCIETY - ECONOMIC BREAKDOWN

A 14% • B 25% • C1 32% • C2 15% • D 8% • E 6%



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PROFILE

CIRCULATION

SPECIFICATIONS

DISTRIBUTION

READERSHIP

RATES

ADVERTISEMENT SECTIONS

SECTION SPONSORSHIP

ADVERTORIALS

ADDITIONAL OPTIONS

MATERIAL REQUIREMENTS

ASIANA WEDDING

ASIANA

ASIANA EVENTS

ADVERTISING PAGE RATES

FULL PAGE	£4,000	Rs 2,80,000	\$6,000
HALF PAGE	£2,500	Rs 1.87,000	\$9,750
DPS (DOUBLE PAGE SPREAD)	£6,500	Rs 4,55,000	\$10,500
INSIDE FRONT	£7,000	Rs 9,10,000	\$19,500
INSIDE BACK	£7,000	Rs 4.90,000	\$10,500
BACK COVER	£9,000	Rs 6,30,000	\$13,500

**ALL RATES INCLUDE 5% AGENCY COMMISSION & AT THE CURRENT
EXCHANGE RATE
VAT APPLIES AT CURRENT RATES**

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PROFILE

CIRCULATION

SPECIFICATIONS

DISTRIBUTION

READERSHIP

RATES

ADVERTISEMENT SECTIONS

SECTION SPONSORSHIP

ADVERTORIALS

ADDITIONAL OPTIONS

MATERIAL REQUIREMENTS

ASIANA WEDDING

ASIANA

ASIANA EVENTS

ADVERTISEMENT AREAS

- BRIDAL FASHION
- JEWELLERY
- HEALTH
- PLANNING ADVICE
- REAL WEDDINGS
- HONEYMOON
- GROOM & MENSWEAR
- BRIDAL PROFILE
- DIRECTORY
- BRIDAL BEAUTY



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PROFILE

CIRCULATION

SPECIFICATIONS

DISTRIBUTION

READERSHIP

RATES

ADVERTISEMENT SECTIONS

SECTION SPONSORSHIP

ADVERTORIALS

ADDITIONAL OPTIONS

MATERIAL REQUIREMENTS

ASIANA WEDDING

ASIANA

ASIANA EVENTS

OPPORTUNITIES EXIST TO SPONSOR A SECTION IN ASIANA WEDDING INTERNATIONAL MAGAZINE. THE SECTION WILL HAVE THE ADVERTISER'S LOGO ON EACH DPS AND A SINGLE PAGE ADVERTISEMENT AT THE END OF THE SECTION



ASTROLOGY



REAL WEDDINGS



GROOM



BRIDAL LOOKS



BRIDAL BEAUTY



HONEYMOONS



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INTERNATIONAL

PROFILE

CIRCULATION

SPECIFICATIONS

DISTRIBUTION

READERSHIP

RATES

ADVERTISEMENT SECTIONS

SECTION SPONSORSHIP

ADVERTORIALS

ADDITIONAL OPTIONS

MATERIAL REQUIREMENTS

ASIANA WEDDING

ASIANA

ASIANA EVENTS

AN ADVERTISING FEATURE IS A SUBTLE WAY TO PROMOTE A BRAND. IT USES THE CREDITIBILITY OF THE MAGAZINE, ITS EDITORIAL AND STYLE TO ENHANCE THE ADVERTISER'S MESSAGE. PROVIDING A VALUABLE TRANSFER OF THE MAGAZINE'S VALUES TO THE CLIENT.

catering



COOKING UP A TREAT

How to create a memorable wedding banquet

Experience
When it comes to creating a memorable wedding banquet, it's essential to choose a company that knows the art of creating food and beverage service something that will create a lasting impression.

The catering company you choose should not only be able to cook to the chef, but also to all areas of the buffet, wedding and catering industry with years of experience and a reputation for excellence. It's important that you ensure they will be able to deal with every catering requirement, no matter how large or small, and that they have the staff and resources to handle any unexpected wedding situations. This is essential to ensure that you can rest easy knowing that they have the resources to deal with everything that is.

Service
The food is the most important ingredient of any wedding, while allowing them to coordinate with the wedding planner, event manager, and other vendors is essential to ensure that the wedding runs smoothly. It's important to choose a company that has the staff and resources to handle any unexpected wedding situations, no matter how large or small, and that they have the staff and resources to handle any unexpected wedding situations.

Flexibility
The ideal catering service will offer a variety of menu options and be able to accommodate any dietary restrictions or allergies. It's important to choose a company that has the staff and resources to handle any unexpected wedding situations, no matter how large or small, and that they have the staff and resources to handle any unexpected wedding situations.

Support
The perfect catering service will be dedicated to the client and will offer a variety of menu options and be able to accommodate any dietary restrictions or allergies. It's important to choose a company that has the staff and resources to handle any unexpected wedding situations, no matter how large or small, and that they have the staff and resources to handle any unexpected wedding situations.

ASIANA WEDDING INTERNATIONAL 117



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INTERNATIONAL**

PROFILE

CIRCULATION

SPECIFICATIONS

DISTRIBUTION

READERSHIP

RATES

ADVERTISEMENT SECTIONS

SECTION SPONSORSHIP

ADVERTORIALS

ADDITIONAL OPTIONS

MATERIAL REQUIREMENTS

ASIANA WEDDING

ASIANA

ASIANA EVENTS

ADDITIONAL OPTIONS

- INSERTS
- GATE FOLD
- ADVERTORIALS
- SECTION SPONSORSHIP



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INTERNATIONAL**

PROFILE

CIRCULATION

SPECIFICATIONS

DISTRIBUTION

READERSHIP

RATES

ADVERTISEMENT SECTIONS

SECTION SPONSORSHIP

ADVERTORIALS

ADDITIONAL OPTIONS

MATERIAL REQUIREMENTS

ASIANA WEDDING

ASIANA

ASIANA EVENTS

ADDITIONAL OPTIONS

- INSERTS
- GATE FOLD
- ADVERTORIALS
- SECTION SPONSORSHIP



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INTERNATIONAL

PROFILE

CIRCULATION

SPECIFICATIONS

DISTRIBUTION

READERSHIP

RATES

ADVERTISEMENT SECTIONS

SECTION SPONSORSHIP

ADVERTORIALS

ADDITIONAL OPTIONS

MATERIAL REQUIREMENTS

ASIANA WEDDING

ASIANA

ASIANA EVENTS

PLEASE SUPPLY ARTWORK TO THE FOLLOWING SPECIFICATIONS:

ARTWORK FOR ADVERTISEMENTS SHOULD BE SUBMITTED ELECTRONICALLY TO THE FOLLOWING SPECIFICATIONS BY EMAIL OR ON CD:

- 1) A PDF FILE WITH
ALL FONTS EMBEDDED
ALL IMAGES EMBEDDED AT HI-RESOLUTION
ALL COLOURS CMYK (NOT RGB OR ADDITIONAL SPOT COLOURS)
- 2) A TIFF OR JPEG FILE CAN ALSO BE ACCEPTED, WITH A MINIMUM OF 300 DPI RESOLUTION FOR GRAPHICS AND 1200 DPI FOR TEXT.
- 3) OR ALTERNATIVELY AN EPS FILE WITH ALL FONTS CONVERTED TO OUTLINE.

FILES IN THE FOLLOWING FORMATS ARE ALSO ACCEPTED:

ADOBE PHOTOSHOP, ADOBE ILLUSTRATOR,
ADOBE INDESIGN OR QUARKXPRESS.

PLEASE NOTE THAT THE MAGAZINE IS NOT A4 SIZE.
PLEASE SEND ALL ARTWORK TO THE RIGHT SIZE.

MAGAZINE SIZE IS WIDTH 220MM X HEIGHT 297MM
PLEASE INCLUDE 3MM BLEED (226MM X 303 MM)

PRODUCTION & DESIGN:

I AND I MEDIA OFFERS A COMPLETE SERVICE FROM CONCEPT, PHOTOSHOOT, & DESIGN TO FINAL PRODUCTION. PHOTOSHOOTS INCLUDE PHOTOGRAPHY, MODELS, STYLING, HAIR & MAKE-UP, CREATIVE DIRECTION, LOCATIONS ETC. PRODUCTION INCLUDES CREATING ADVERTS FROM CLIENT IMAGES & TEXT, AS WELL AS LAYOUT, DESIGN AND REPRO WORK

EMAILED ADVERTS SHOULD BE SENT TO THE FOLLOWING EMAIL ADDRESS:

ALI@ASIANAMAG.COM

CD POSTED TO THE PRODUCTION MANAGER: ALI PANCHOO AT

I AND I MEDIA LTD, TOWER BRIDGE BUSINESS CENTRE
46-48 EAST SMITHFIELD, LONDON E1W 1AW

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