

**ASIANA WEDDING**

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ASIANA WEDDING  
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Asiana Wedding is the UK's biggest Asian wedding magazine for South Asians.

With more than 500 pages bursting with Planning Advice, Bridal Fashion, Beauty, Accessories, Venues and a multitude of leading service providers from hair and beauty to photography, it really is the bridal bible for couples planning their big day.

***"I could not have organised my wedding in such a short time or so beautifully without ASIANA WEDDING magazine as it incorporates everything I needed."***

**Sonia Khan - Bride**

Asiana Wedding is published quarterly (Spring, Summer, Autumn, Winter) by I and I Media Ltd and distributed to over 8,700 retail outlets in the UK and available through the newstrade, including distribution outlets such as WHSmith, John Menzies, Tesco, Asda, Sainsbury's and other independent wholesalers.

***"My fiancé and I read every issue of ASIANA WEDDING available before we planned our wedding, it's the best wedding magazine ever!"***

**Rajesh & Seema - Couple**

Every edition of Asiana Wedding features hundreds of new wedding outfits for the bride and groom, exclusively shot by Asiana. More than 30 of Britain's leading bridalwear designers feature exclusively in the every magazine each season. The magazine also has an International shopping section incorporating jewellers, wedding outfit designers and retailers from around the world.

The magazine also features the best Bridal Make-up artists in the country. Some of them have worked with Asiana and Asiana Wedding on grueling client photo-shoots and backstage at the Asiana Bridal Shows. In each edition there are over 25 top make-up artists showing the latest bridal beauty trends.

A major aspect of the magazine is the Wedding Directory, with more than 200 pages filled with the UK's leading Asian wedding service providers. It is a fact that no Asian bride or groom gets married in Britain without the help of Asiana Wedding magazine.

To **SAMPLE** the latest edition of Asiana Wedding, [click here](#)

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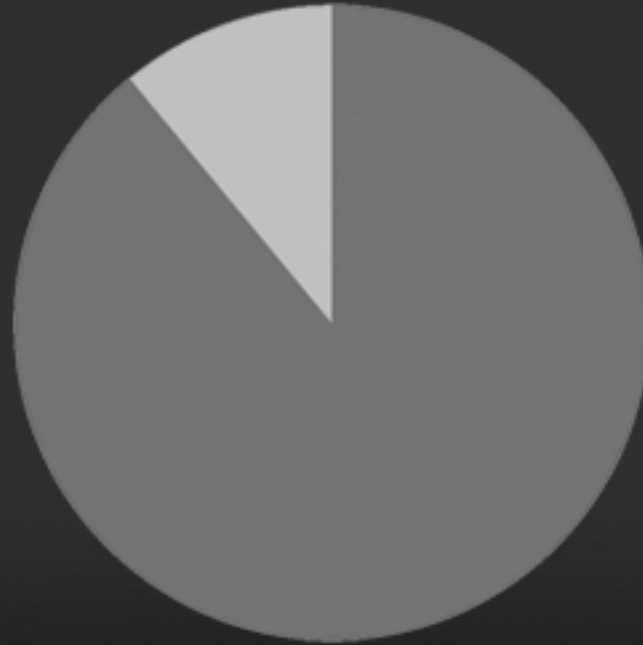
MATERIAL REQUIREMENTS

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**GENDER PROFILE**



**CURRENT CIRCULATION**

61,800

**READERS PER COPY**

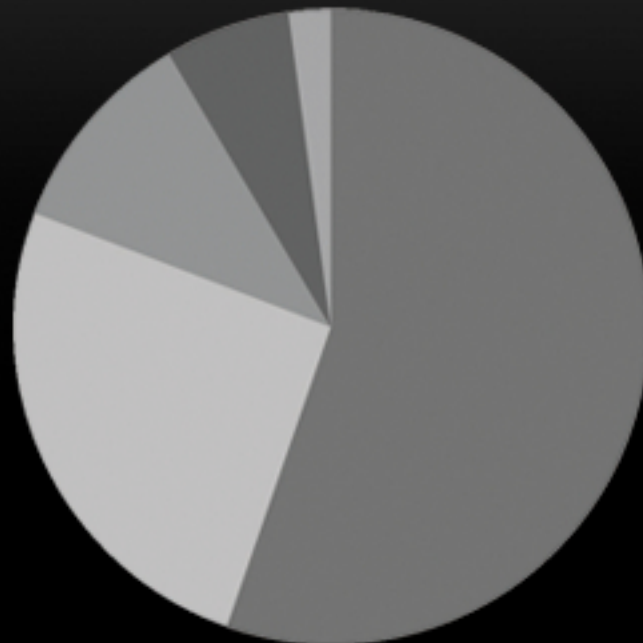
7

**TOTAL READERSHIP IS**

432,600 APPROX

79% Female  
21% Male

**REGIONAL BREAKDOWN**



Greater London 52%  
Midlands 24%  
Northern England 10%  
Scotland 6%  
Rest of the UK 2%



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**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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**ASIANA EVENTS**

**DISTRIBUTION**

- PAID SUBSCRIPTIONS
- NEWSAGENTS
- HEATHROW & GATWICK AIRPORT
- SELFRIDGES, WHSMITH
- TESCO & ASDA SUPERSTORES
- MAILING LIST OF CLIENTS
- ASIAN SHOPS AND OUTLETS
- WEDDING EVENTS
- BRIDAL FASHION SHOWS
- MEDIA SPONSORSHIP OF ASIAN EVENTS



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**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 NATIONWIDE

**READER PROFILE**

**AGE**

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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**ADVERTISING PAGE RATES**

FULL PAGE	£4,000
HALF PAGE	£2,500
DPS (DOUBLE PAGE SPREAD)	£6,500
INSIDE FRONT	£7,000
INSIDE BACK	£7,000
BACK COVER	£9,000

**ALL RATES ARE IN GBP AND INCLUDE  
5% AGENCY COMMISSION  
VAT APPLIES AT CURRENT RATES**



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**ADVERTISEMENT SECTIONS**

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



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OPPORTUNITIES EXIST TO SPONSOR A SECTION IN ASIANA 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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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.

**STAR APPEAL**  
Loved by Akshay Kumar and Twinkle, The White House is ready to roll out the red carpet for you...

**W**hen Bollywood's hottest couple Akshay Kumar and Twinkle take to the skies of London, this is the place they like to call their home from home - the breathtakingly beautiful White House, owned, built and lived in by Prince John Zylinski, this grand palace is a private residence available to hire for weddings, as well as being a regular haunt for many a world-renowned A-lister.

Standing amidst manicured grounds, the neo-classical palace took the Prince seven years to construct and was built as a promise to his late grandmother. No doubt, she would have been blown away by his efforts. Every last detail shows splendour - from the crystal chandeliers that grace the high ceilings, to the marble and gold finishes that characterise each room. As soon as you lay eyes on the luxury manly home, tucked away in the suburbs of West London, you will experience awe at first sight. On first glance the magnificent building looks like a child's house - almost too good to be true, and definitely the kind of location where fairytales are set.

It's no wonder the majestic architecture is regularly used by film and television companies - acting as the primary location for pop band Marina and The Diamonds song 'Midnight' as well as being used for fashion shows for Lena Lewin, Rihanna, Lady Gaga and, of course, by Asiana and Asiana Wedding magazines.

Which all makes it the perfect retreat for couples looking for an exclusive venue with our appeal in which to celebrate their nuptials. Your wedding day at The White House will be hosted by a real royal family who will ensure your every need is fulfilled, making you feel like part of the clan. As Prince John explains 'Assisting couples with the happiest day of their life is a real pleasure for us, we love having them in our home and will make sure they are treated like favourite celebrities throughout their stay.'

The entire palace is at your disposal, including a grand period-dining room, ornate ballroom, intricately decorated music room, cosy library with a balcony overlooking the palace grounds and spacious

blessing room. A chef is available to ensure you receive the freshest and most nutritious meals for your guests, or the team are happy to help you source external caterers. As you would expect from such extravagant surroundings, every aspect of the service is delivered to the highest standards, including impeccably dressed staff who provide silk flowers on your Big Day and can also operate a bar facility in the evenings where live music is permitted. In winter a real fire can be lit creating a cosy and homely

**LAGER TWINK LIFE 2** Being hot top tip in exclusive portrait by 'The White House'






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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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