

# ADVERTISING RATE 2018

POSITION	MEASUREMENT		RATE
TYPE OF ADS	WIDEXHIGH (MM)		RP
COVER 2	210 x 275	FC	54.000.000
COVER 3	210 x 275	FC	44.500.000
COVER 4	210 x 275	FC	70.000.000
PAGE 3	210 x 275	FC	46.500.000
PAGE 5	210 x 275	FC	45.000.000
COVER 2 PAGE 3	400 x 275	FC	95.000.000
INSIDE PAGE	210 x 275 (TRIM) 185 x 255 (FRAME)	FC	43.500.000
		SPOT/BW	23.500.000
FACING PAGE	420 x 275	FC	85.000.000
		SPOT/BW	45.000.000
CENTRESPREAD	420 x 275	FC	89.000.000
2/3 PAGE	122 x 255	FC	29.500.000
		SPOT/BW	17.000.000
1/2 PAGE	185 x 127 (HZ)	FC	23.000.000
	95 x 255 (VT)	SPOT/BW	13.500.000
1/3 PAGE	185 x 85 (HZ)	FC	15.000.000
	59 x 255 (VT)	SPOT/BW	8.500.000
ADVERTORIAL*	210 x 275	FC	45.500.000
		SPOT/BW	24.500.000
GATEFOLD COVER 1	410 x 275	FC	100.000.000
GATEFOLD COVER 2	600 x 275	FC	142.000.000
GATEFOLD COVER 3	600 x 275	FC	130.000.000
GATEFOLD COVER 4	600 x 275	FC	155.000.000
LOGO COVER	85 x 30	FC	27.000.000
PRODUCT/EVENT REVIEW**	185 x 85	FC	7.500.000
INSERTION		FC	22.000.000
		SPOT/BW	16.000.000
CONSECUTIVE (Additional charge)		FC	2.500.000
		SPOT/BW	2.500.000
BELT COVER			CUSTOMIZED

\* SWA will do all the material processes (interview, photo shoot, article writing and design)  
 \*\* No discount for this ads

Note  
 Cancellation fee 25% and final confirmation should be received within 2 weeks before material deadline.

Price excluding 10% government VAT (Value Added Tax)