

The Ideal Home

and Garden





The Editorial Goal

News Special Features
 Shopping and trends **FOOD**
The Ideal Home
 and Garden
GARDEN
 Colour of the Month
 Décor Trail
 Tech Talk
 Real homes
 Artist Profile
 PROJECT WATCH
 Diy
 Brand Profile
 Home away from home

The Ideal Home and Garden

The Ideal Home and Garden is a one-stop shop for the consumer's home interiors. From furnishing, bathroom and kitchen accessories, drapes and upholstery to appliances, utilities and new products in the market, TIHG offers a complete package to the discerning reader.

Additionally, keeping in mind the aspirational value and the sheer need for luxury in our daily lives, it also offers a peek into the real homes of the rich and the famous, new housing projects in the market and what the hospitality industry has to offer in terms of a feeling of home...





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To be house proud: The IHG reader wants her home and space to speak for itself. From maximizing a cosy space to clean and linear lines that exude sophistication in spacious areas, she wants her interiors to have a definite Personality.

Easy access to information: From Do-It -Yourself tips and an eye on trends to the latest products in the home and garden segment, she wants everything to be presented in a friendly format.

Aspirational value: The reader wants a definite benchmark in terms of the best of homes and gardens across the country, from where she can source ideas to replicate the same in her own space.

An eye on the market: The reader also demands the best of product information and latest in terms of trends and innovations.

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Regular features

The Ideal Home and Garden

News: The buzz on the newest home and garden products to hit the market.

DIY: Useful information on setting up/decorating/refurbishing one's home and garden by one's self.

Shopping and trends: The pick(s) of the season, with emphasis on availability and new designs.

Project watch: The lowdown on real estate development, with an eye on niche clientele.

Home away from home: Peaceful retreats where one can unwind in an atmosphere akin to one's home.

Real homes: A peek into real homes where space has been maximized and every nook and cranny has a definite individuality.

Garden: A guide on how to maintain one's garden/kitchen garden/decorative patch, with emphasis on seasonal flora and fauna.

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Regular features

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Brand Profile: A Brand's philosophy, product range, future plans and interesting information.

Store Profile: Indepth review of new stores or experience centres.

Artist Profile: A talk with a renowned and worthy artist.

Tech Talk: Information on the latest innovations in home technology.

Food: Recipes from head chefs from across the country.

Colour of the Month: Our colour pick of the month and products that go with it.

Special Features: Features revolving around magazine's theme for the month.

Décor Trail: One stop shop destinations for one's décor needs.

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Our Reader

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The **Ideal Home** and Garden

Women between 25 to 45 years of age

SEC A1 & A1+ category

Believes in wholesome good living

Someone who loves exploring new places and hobbies to relax and unwind Someone who is consumed by good ideas and lives by them

Enjoys urban adventures, enjoys going to resorts and for whom traveling within the country abroad is the preferred way to spend leisure time

Looks for interesting ideas wheather for decoating their home or trying out a new recipe or perhaps travelling to an exotic location



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Physical Attributes

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₹120

Subscriber's Copy

The Ideal Home and Garden

The Ideal Home and Garden, April 2017 Vol 11 Issue 6 Total Pages 140

Relaxing Retreat
Create your dream luxury bathroom

Randeep Hooda's spirited and soulful home

Gorgeous new season looks and buys

The best of Ambiente 2017

5 Royal Castle Getaways

NEXT GEN PUBLISHING

Printing - Excellent Quality

Paper - 65 GSM & Covers - 170 GSM

Overall feel - On par with Foreign Magazines

Visually Highly Appealing



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Key segments we cater to...

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The **Ideal Home** and Garden

Furniture

Home Furnishings

Textiles

Paint's

Hardware & Accessories

Wooden Floorings, Wall Panels, Carpets & Rugs

Kitchen Appliances/ Accessories & Sinks

Garden Appliances

Bathroom Fittings & Accessories

Bed & Mattresses

Air Conditioners & Air Purifiers

Tile's, Granite's & Marbles

Realty

IT Product's

Electrical's & Electronic's

Door's & Window's

Wall Papers

Blind's & Curtain's

Cutlery & Dinnerware

Cleaning products

Online Furniture Store

Decorative Items

Insurance & Bank's

Aluminium Window's & Sliding Systems

Fan's, Lights & Switches

Mirror & Facade

Electronic Safe & Lock's

Sun Control Films

Consumer Durables

Services



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Circulation Breakup

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Region	Amount
Delhi	18390
Mumbai	16500
Kolkata	5000
Chennai	6500
Bangalore	9890
Hyderabad	4467
Lucknow	1270
Chandigarh	1917
Ahemdabad	1500
Pune	2800
Other Towns	10000
Total	78324
Sales Promotions	15166
Online Subscribers	14000
Total	107400



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Frequency: **Monthly magazine**

Reach: **National**

Circulation: **1,07,400 Pan India (includes print + digital)**

Readers Data

Consumers - **88%**

Architects & Interior Designers - **12%**

Women Readers - **80%**

Male Readers - **20%**

Circulation Data

Our Circulation region wise is **78,324**

Subscriber copies - **10.3%**

Newstand copies - **89.7%**

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PUBLISHING



Digital Ezine

The Ideal Home and Garden

“The Ideal Home and Garden” magazine is also available across platforms such as Zinio, Apple news stand, Magzter, Readly, Dailyhunt and Reliance Jio.

The e-zine can be readily accessed by devices such as i phone, i pad, Android devices as well as Amazon(kindle).

It will also please you to know that Next Gen was the first Indian publisher to be available on the digital e-zine platform.

Our readership has been consistently growing across this space and “The Ideal home and garden” e- zine is the top downloaded Indian home decor magazine across Apple news stand and Magzter.

Our circulation figures digitally is **14,000** and growing rapidly. (All e-zine platforms excluding Reliance Jio).

It is estimated that Jio hays (15 million download on android + IOS) about 20% would be reading Home & Décor magazine’s.

Regular PDF Ads, Video Ads, Slide Shows, etc are various advertising oppurtunities..

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The **Ideal Home** and Garden

Serial No	Ad Type/Position	Rate per insertion
1	Full Page Colour	Rs. 1,40,000/-
2	Double Spread Colour	Rs. 2,80,000/-
3	Inside Front Cover (Single Spread)	Rs. 2,50,000/-
4	Inside Front Cover (Double Spread)	Rs. 3,50,000/-
5	Inside Back Cover	Rs. 2,50,000/-
6	Outside Back Cover	Rs. 4,50,000/-
7	Front Reverse Gatefold	Rs. 4,50,000/-
8	Back Gatefold	Rs. 4,00,000/-
9	Advertorial	Rs. 1,50,000/-
10	Strip Ad	Rs. 30,000/-
11	Cover Page Innovation	Rs. 5,50,000/-
12	Booklet/Catalogue Distribution	Rs. 2/- per copy
13	Cover on Cover Innovation	Rs. 5,00,000/-
14	French Window Cover Innovation	Rs. 3,50,000
15	Belly Band on the magazine	Rs. 3,00,000/-
16	Thick 130 GSM page with a Tab	Rs. 4,50,000/-



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Digital

Serial No	Ad Type/Position	Rate
1	Banner Ads on our website linking directly to your website (27k unique visitors, 1.15lac impressions per month)	Rs. 10,000/- per month
2	E- mailers (minimum 3 email shots) to print subscribers (15,050)	Rs. 10,000/- Per email shot
3	E-zine advertising	Rs. 15,000/- per page
4	Product Brochure	4 Pages Rs. 40,000/- (In 1 Issue) 8 Pages Rs. 60,000/- (In 1 Issue)
5	Video advertising on Page Ad (15 seconds) or Slide Show	Rs. 25,000/- per page

- * For International advertisers, INR 60 = USD 1, INR 70 = Euro 1, INR 80 = GBP 1.
- * Payment to be received one week prior to publication.
- * Taxes as applicable



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Type	Size Specifications
Trim	21.5cms * 27.3cms
Bleed	22.1cms * 27.9cms
Non bleed	19.5cms * 25.3cms
Full Page	(Bleed) 21.5 cm x 27.3 cm (Visual and Text within 19.5 cm x 25.3 cm) + 3mm bleed from all sides
Double spread	(Bleed) 43 cm x 27.3 cm
Strip Ad	(Horizontal) : 35mm x 195mm (Vertical) : 230mm x 50mm
Back Cover	21.5 cm x 27.3 cm
Inside Front Cover	21.5 cm x 27.3 cm
Inside Back Cover	21.5 cm x 27.3 cm
Front Gatefold	42 cm x 27.3 cm



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Brands Associated

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Bombay Dyeing ♦ **Godrej & Boyce** ♦ **Kajaria Ceramics** ♦ **Fenesta** ♦ **Welspun** ♦
Raymond ♦ **Hafele** ♦ **Hindware** ♦ **Greenlam** ♦ **H&R Johnson** ♦ **SBI** ♦ **ICI Dulux**
♦ **Messe Frankfurt** ♦ **Anchor** ♦ **Silk Museum** ♦ **Rumors** ♦ **AGL** ♦ **Asian Paints**
♦ **BOI** ♦ **IBall** ♦ **BSH (Siemens)** ♦ **Canara Bank** ♦ **Century Plyboards** ♦ **Cera** ♦
Kolors ♦ **Havells** ♦ **Carpet Celler** ♦ **Ebco** ♦ **Gorenje** ♦ **Epson india** ♦ **Faber** ♦
Fenesta ♦ **Formica Laminates** ♦ **Franke** ♦ **Fujifilm** ♦ **Garware** ♦ **GMF** ♦ **Fanzart**
♦ **Fieldturf** ♦ **Greenlam** ♦ **Grohe** ♦ **Grundfos** ♦ **Modiguard** ♦ **H&R Johnson** ♦
Hacker ♦ **Hafele** ♦ **Havells** ♦ **Hettich** ♦ **Hindalco** ♦ **HPL Electric** ♦ **Hindware**
♦ **Hunter Douglas** ♦ **Inox** ♦ **Intermolde Furniture** ♦ **Jaguar** ♦ **Jal** ♦ **JK Cement**
♦ **Nirali** ♦ **K-Lite** ♦ **Kaff** ♦ **Kapoor Lamp Shades** ♦ **Kent RO** ♦ **Kingston** ♦
Kohler ♦ **Kurl-on** ♦ **LG** ♦ **Marc** ♦ **Marshalls** ♦ **Masonite** ♦ **Maspar** ♦ **Modi Guard**
♦ **MRF paints** ♦ **Nirlep** ♦ **Olympus** ♦ **Marbitto** ♦ **Ozone** ♦ **P&G** ♦ **Panasonic** ♦
Parryware ♦ **Philips** ♦ **Pidilite** ♦ **Pinakin** ♦ **P&G** ♦ **Kommerling** ♦ **Qutone** ♦ **RAK**
♦ **Window Magic** ♦ **Regency** ♦ **IRIS** ♦ **Roca** ♦ **Sanya** ♦ **Schneider Electric** ♦
Sterling ♦ **Simpolo** ♦ **Poggen Pohl** ♦ **Sleek** ♦ **Sobha** ♦ **Somany** ♦ **Stanely** ♦
SBI ♦ **Gilma** ♦ **Stylam** ♦ **Sunflame** ♦ **Supreme** ♦ **Syndicate Bank** ♦ **The Great**
Eastern Home ♦ **Durosoft** ♦ **Alno** ♦ **TTK Prestige** ♦ **V Kool** ♦ **Varmora** ♦ **Camry**
♦ **Chilly** ♦ **Veneta Cucine** ♦ **Venus** ♦ **Videocon** ♦ **Vijaya Bank** ♦ **Viking** ♦
Villeroy & Boch ♦ **Wipro** ♦ **Ezeegrass** ♦ **Ace Tech** ♦ **Zeba**





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