

Smart Photography

INDIA'S NUMBER 1 IMAGING MAGAZINE!

MEDIA KIT

Newstands • Subscribers • Internet.

Next Gen Publishing Pvt. Ltd. was incorporated on October 2004 and had commenced operations from January 2005 with the promise of offering the finest in the field of publishing. Over time, not only have our B2C titles, Car India, Mother & Baby India (both licensed from Bauer Media, UK), T3 India (licensed from Future Publishing, UK), Bike India, Smart Photography, Ideal Home & Garden have set trends in their categories, they have also earned considerable critical acclaim. The Company has taken a leap into the future, backed by two most respected business houses in the country – The Shapoorji Pallonji group (The oldest Indian construction company with the legacy of 150 years) and HDFC Ltd. (India's leading financial institution).

Many of our brands have been successfully leveraged with Car India & Bike India Awards, The Apollo CV Awards shows, the T3 India awards and the Smart Photography Awards .

Smart Photography has to its credit names that have been synonymous with defining and recognising benchmarks in the industry. Not only do we understand the importance of this wonderful art form, we have also been instrumental in introducing the world's first and finest technologies in India. Finally, the one element that sets us apart, is our unbiased and true-to-the-core equipment reviews that have helped photographers decide their essential tools and have proved to be a source of constructive feedback for manufacturers. So, what happens when all these passionate and dedicated folks come together under one roof? The result is an inimitable imaging magazine that is all set to redefine the world of photography and imaging!

Here's What makes us No.1

WE ARE GLUED TO THE GLOBAL IMAGING INDUSTRY

OUR TESTS ARE CONDUCTED BY EXPERTS.

WE ARE HERE TO HELP YOU.

WE'RE IMPARTIAL.

PHYSICAL ATTRIBUTES

PRINTING - excellent quality

OVER ALL FEEL - at par with international titles.

APPEARANCE - exceptionally appealing

PAPER - imported glossy paper with international quality standards.

PRINT AUDIENCE

FREQUENCY

MONTHLY

COVER PRICE

Rs.150/-

PRINT RUN

95000

COPIES SOLD EVERY MONTH

80000

READERSHIP

4,85,000

Readership & Demographic

AUDIENCE SUMMARY

85% Men

15% Women

AGE GROUP

68% age 35+

Smart Photography in comparison with other photography magazines.

80% of readers agree that Smart Photography magazine has the most useful information.

85% say they use reviews as a resource for information on equipment, products and services for their business.

73% of readers frequently read Smart Photography magazine for tutorial based articles.

90% of readers use the magazine as a guide which enhances the shelf life of the magazine.

Who are the readers of Smart Photography magazine?

85% are travel photographers.

78% are photographing at an advanced/intermediate skill level.

65% own a studio or photography business.

70% have been in the business for more than 5 years.

The average reader has had an interest in traditional photography for 18yrs and in digital photography for 4 years.

READERS BELONG TO CLASS A, A1 CITIES /TOWNS

Delhi.Mumbai.Kolkata.Chennai.Kerala(Ernakulam,Trichur,Cochin).Coimbatore.Pune.Ahemdabad.Jaipur.Udaipur.Jodhpur.Bikaner.Lucknow.Allahabad.Kanpur.Agra.Moradabad.Ludhiana.Amritsar.Jalandar.Patiala.Ambala.Bhopal.Indore.Gwalior.Jabalpur.Patna.Jamshedpur.Himachal Pradesh.Jammu & Kashmir. Hyderabad.Nagpur.
(In the order of maximum reponse in each city.)

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Magazine Contents



Mailbag - SP values the opinions of its readers. This segment of the magazine is a platform for readers to express their opinions, suggestions, etc.

News Watch - SP covers International, Business & National news. The news is delivered true to its form.

If i were you - Our expert comments on how your pictures can be taken to another level.

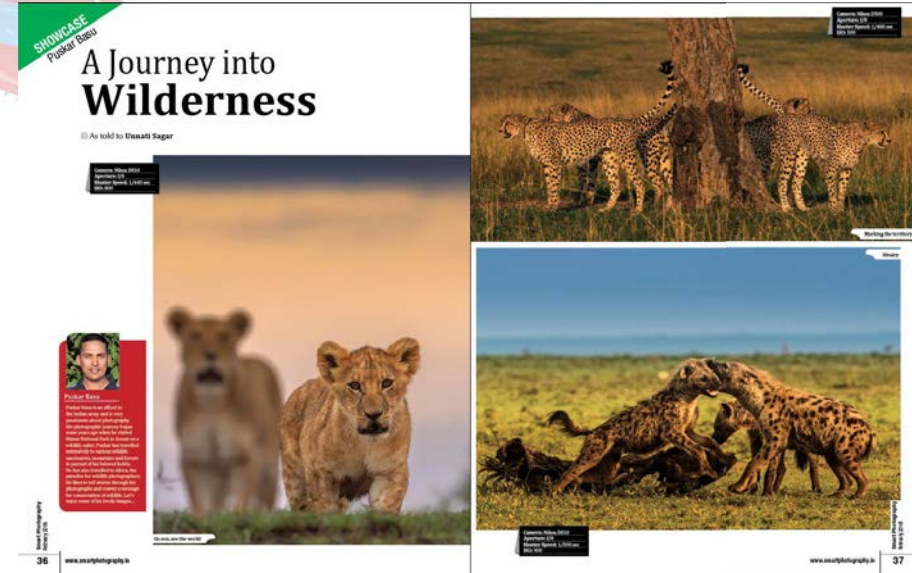
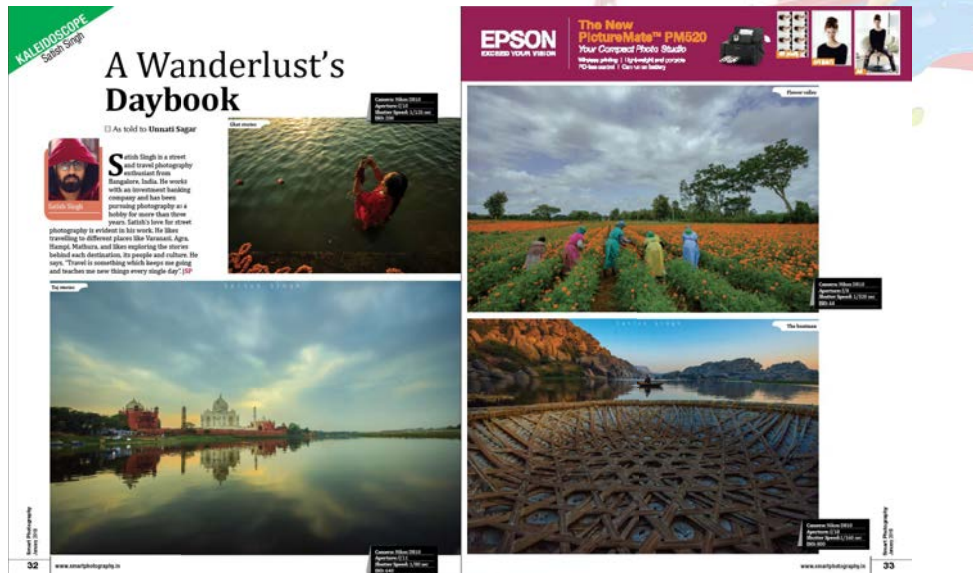
Ask Uncle Ronnie - Your queries are answered by Uncle Ronnie.



Reviews - The Latest compacts DSLRS,ILCCs, Mirrorless and Lenses are tested and reviewed by our team of experts.



Learnings - Dedicated to readers to perfect their photography skills, SP offers in-depth tutorials and techniques through photoshop.



Kaleidoscope - A platform for budding photographers to exhibit their talent and get noticed!

Showcase - A Photographic profile of the person behind the lens.



MasterCraftsman - The Masters of the craft share their insights and photographs.

Travel Feature -
Exploring destinations
all over the world
through the Traveller's
experience.



Picture of the Month - This
monthly photo contest is
open to photographers.
Images of any genre are
accepted.

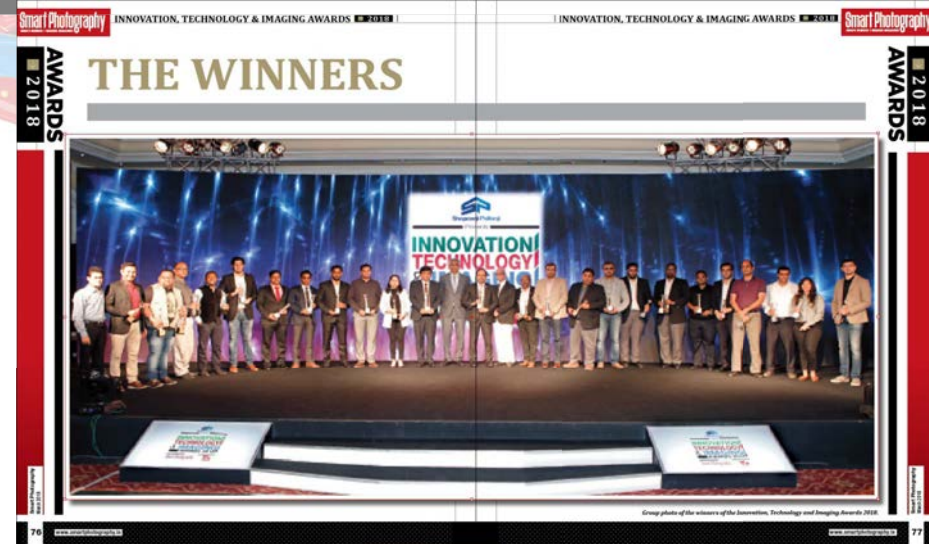


Smart Travel Shot - This
contest is for travel
photographers, who show us
the images of different
destinations and cultures all
over the world.



Illustrious Awards Shows:

The Innovation, Technology & Imaging Awards have emerged as one of the most successful Imaging events in the country's photography calendar. The Awards honoured the excellence in imaging products launched in the past one year. The Awards are a tribute to the companies that have worked hard to achieve distinction in their relevant spheres.



Conducted various contest via:

- In association with Brands like Olympus & Kodak.
- Olympus presents "Holiday contest".
- Kodak presents "Candid Moments Contest".
- Kodak presents "Festival of India Contest".
- Kodak presents "Kids Portraiture Contest".

Smart Photography workshops and tours:

- Have conducted various workshops at exciting locations like Bandhavgar & Sandakphu where an expert from Smart Photography guide them to sharpen their skills.
- Conducted various successful Digital Workshops in association with HP, Maxtor, Photoquip, Kingston, Uniross, Maxtor in locations like Mumbai, Delhi, Bangalore & Ahmedabad.
- Smart Photography and Footmarks – 2 days Workshop on Digital Photography and photoshop.
- Smart Photography and Milestone Enterprise- 10 days photo tour to Leh, the Capital of Ladakh.
- Smart Photography and Milestone Enterprise- 3 days outdoor workshop on Fashion and Glamour Photography (Destination Goa).
- Smart Photography and Milestone Enterprise- 5 days outdoor workshop (Destination Manali).

Smart Photography

INDIAN EDITION NUMBER 4 MAGAZINE MAGAZINE

Innovations



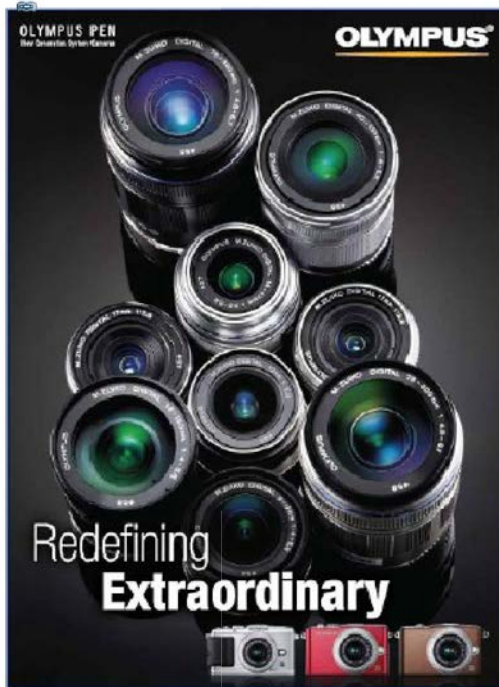
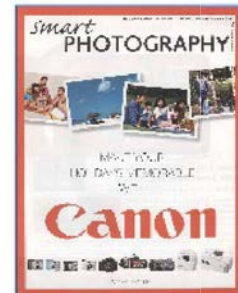
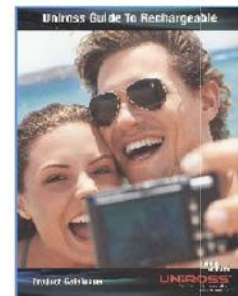
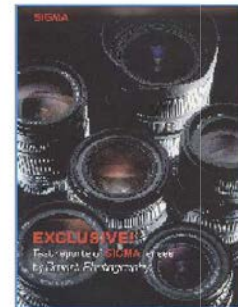
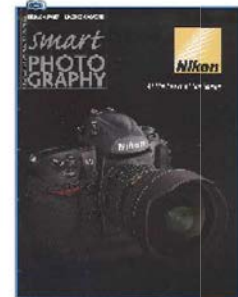
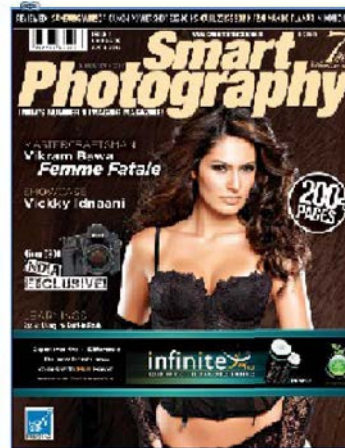
Window Innovation



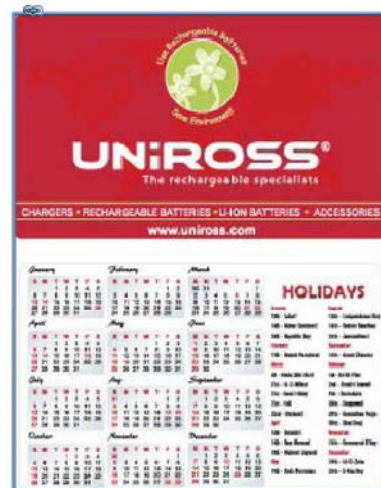
Flap On Cover Innovation



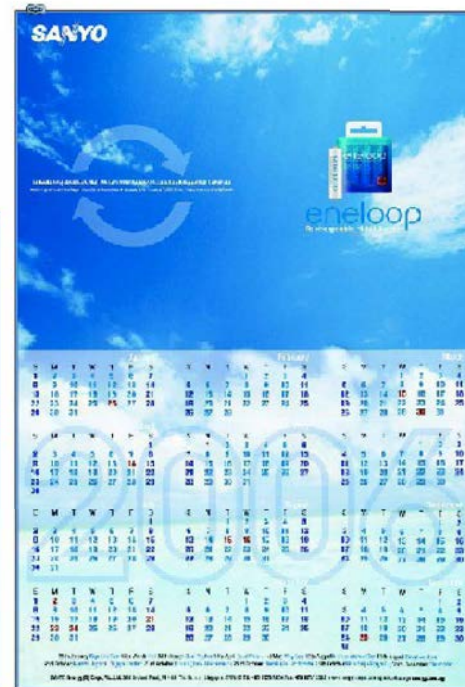
Belly Band Innovation



Poster



Pocket Calender



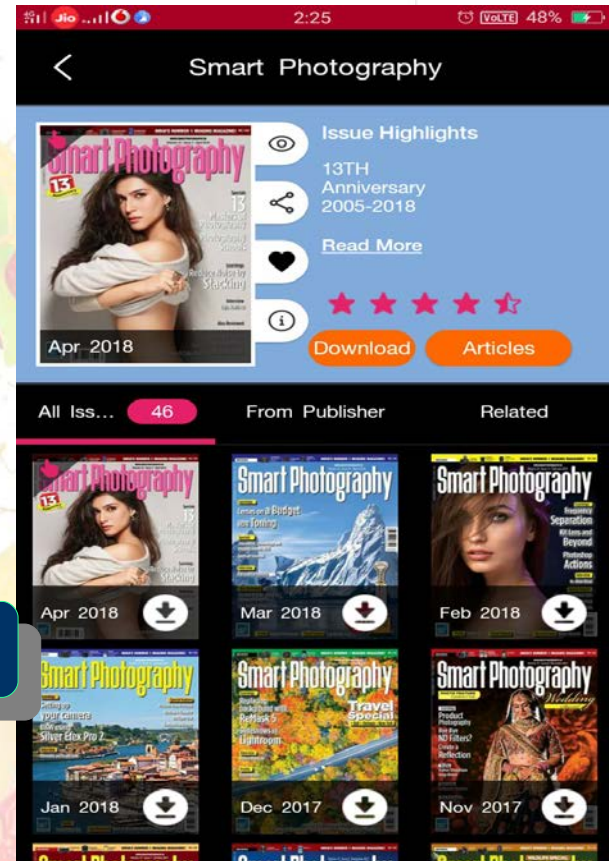
Planner

Booklets

Reliance Jio has nearly 15million downloads for JioMags
(android 11m, iOS 2m, preloaded 2m).
(9% reach, wrt total universe)

All magazines are currently free, unlimited access for Jio users

JIO MAGS - 400K + readers p.m



@spmagazineofficial



FOLLOWERS – 15186
PAGE LIKES - 15349

FOLLOWERS - 62

FOLLOWERS- 1169

Smart Photography has an online extension which goes beyond the print magazine, It aims to provide a whole host of interactive tools and multimedia content for its viewers, to engage with the Smart Photography team and fellow photography enthusiasts.

Visit **www.smartphotography.in** for more.

REGISTERED EMAILER USER BASE - 17000+

Total Unique visitors - 85000+ ,

PAGE IMPRESSION - 150k impressions p.m

Now read your favourite magazine wherever you go...
Available on PC... Mac... Tablet... or any other handheld device!



In addition to websites SP is available on major digital ezine platforms, namely iOS, Android, through Reliance Jio, Apple News Stand powered by Magzter, Zinio, Dailyhunt, Readly and Readwhere and more.

EZINE - 15K paid subscribers. (Zinio, Magzter etc)



E-zine Innovations

- Cover on cover, custom cover (with brand shoot or picture) and video ads
- Cover on cover with embedded video Rs.2.5lacs for Jio

Sponsored articles for e-zine and website only -
Rs.25,000 per article (supplied creative Rs.15K).
Flat pricing of Rs.30k per e-zine standalone advt.
(irrespective of 1 or 2 or 3 or 4 pages advt) per issue.
Rs.30,000/- per issue - with embedded video
Rs.15k extra per issue.
GST on all innovations 18%.

Smart Photography app



Download now!



Smart Photography has full fledged content apps (on android and iOS).

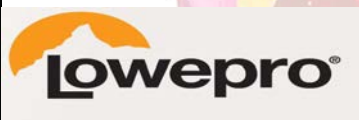
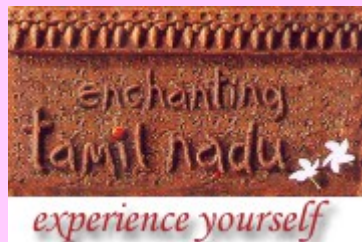
www.smartphotography.in

- 1) Position :- Top Header, Width 728 px, Height 90 px, Format .jpg OR .gif less than 100 kb
- 2) Position :- Right Sidebar, Width 330 px, Height 300 px, Format .jpg OR .gif less than 100 kb
- 3) Position :- Bottom Footer, Width 330 px, Height 250 px, Format .jpg OR .gif less than 100 kb

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Brands Associated with us



Rates , Deadlines and Specifications

Back Cover	Rs.4,20,000/-
Back Inside Cover	Rs.3,00,000/-
Front Inside Cover	Rs.3,30,000/-
1st Page (Opp. FIC)	Rs.2,50,000/-
Front/Back Gatefold	Rs.4,80,000/-
Double Spread	Rs.3,60,000/-
Full page	Rs.1,80,000/-
Half Page	Rs.90,000/-
Strip size	Rs.50,000/-

SPECIFICATIONS

	Bleed (h x w)	Trim (wx h)	Type (w x h)
Full page	3 mm	21.5cm x Height 27.3cm	19.5cm x 25.3cm
Doublespread	3 mm	43cm x 27.3cm	41cm x 25.3 cm
Half Page		19cm x 11.5cm	

Format : Press optimised PDF (Version 1.4 onwards), CMYK colour space with ICC profiles off/ disabled.

Magazines are produced by direct-to- plate technology, therefore single, high resolution, press optimised files are required in Hi Res PDF or TIFF formats.

All images and fonts must be embedded in supplied PDF files.

All colour artwork must be CMYK with ICC Profiles OFF at 300 dpi.

Material Deadline: 15th of the prior month. *Payment should be done in favour of "Next Gen Publishing Pvt Ltd"*

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