

# THE Franchising

START YOUR OWN BUSINESS WORLD



Be a part of our **13th** Anniversary celebration



# HAPPY new year 2011

**Be a part of this Special Edition & give**

## Dear Franchisor

Wish you a Happy New Year and on this auspicious occasion we would also like to convey our thanks for your overwhelming support and faith in us and our services. It is a proud moment for all of us at The Franchising World, as we are completing 13 successful years in franchising. Started as India's first franchise magazine we continue to grow as India's highest selling business opportunity magazine for the small and medium enterprise. All these years we have continued to be the most preferred franchise media, as over 2400 franchisors have entrusted us for their franchise development. In turn it has created business start ups for thousands of individuals. Today thousands of readers refer to the magazine as the most credible, authentic and reliable source for franchise information before they consider a franchise. The continuous support of franchise and retail industry has always motivated us to constantly innovate &

create profitable media options for our esteemed clients. We have maintained a high quality in terms of information, opportunity and publishing to offer our valued readers a magazine which is at par with best in the world.

Our strong association with international franchising has helped us create global best practices in franchise media. On the occasion of our 12th Anniversary we are coming up with ANNUAL ISSUE in the month of March 2011. Year after year annual issue of our magazine is the most-hyped and best advertising option for franchisors. The magazine captioned India's Top Biz Opportunities for 2011 presents the best opportunities for the next year. A double issue is authored by global experts comprising interesting knowledge and opportunity based articles on various aspects of franchising and small business.

The highlight of the magazine is case studies on most successful franchise systems. A well researched feature on these companies from various industry benchmarks them as leaders in respective industry and also best business options for the coming year. The ranking holds a great importance among the business buyers as it's endorsed by the editorial desk of our publication and being India's most credible and trusted publication it becomes a ready reckoner for business buyers. It offers a unique opportunity for franchisors to get extensive exposure, an objective case study and an opportunity to use The Franchising World accreditation in the franchise opportunity marketing communications. Internationally annual issues are collector's issue and hold great importance in franchise marketing. It strengthens the companies brand positioning, adds prestige and sets the brand apart from its competitors.

Be a part of the said Anniversary Issue and kick start 2011.  
 For any queries write to [tfw@franchiseindia.com](mailto:tfw@franchiseindia.com)  
 Thanking You  
 The Franchising Team



## Highlights of the magazine

- Double issue - Double print run of 200000 copies - Year long shelf life.
- Franchise case studies on International and domestic companies.
- Extended shelf life of 45 Days.
- Articles from global and Indian experts.
- Extensively marketed though international and domestic show.
- Special promotion campaign for retail sales.
- A collector's issue.

13  
ANNIVERSARY DOUBLE ISSUE

your Franchise Business a Head start



Run On Positions (full Color Advertisements)	
	Single Issue
Full Page	Rs 1,25,000/\$2750
Full Page (first 20 Pages)	Rs 1,50,000/\$3350
Half Page	Rs 75,000/\$1650
1/2 Page Double Spread	Rs 1,50,000/\$3350
Double Spread	Rs 2,40,000/\$5350
Strip Ad	Rs 60,000/\$1330
Special Positions (full Color Advertisements)	
	Single Issue
Outside Back Cover	Rs 4,00,000/\$8890
Inside Front Cover	Rs 2,50,000/\$5500
Inside Front Facing	Rs 2,50,000/\$5500
Inside Back Cover	Rs 2,50,000/\$5500
2 Page Cover Gatefold	Rs 3,25,000/\$7250
First Double Spread	Rs 2,80,000/\$6250
Art Card ( 135 gsm) Single Side	Rs 1,75,000/\$3890
Art Card ( 135 gsm) Both Sides	Rs 3,00,000/\$6650
Art Card Single Side with Tab	Rs 2,50,000/\$5500
Art Card Both Sides with Tab	Rs 4,00,000/\$8890
Commissioned Editorial Per Page	Rs 1,00,000/\$2250
Indian Franchise Directory (12 Blocks)	Rs 1,20,000/\$2650

**FREQUENCY:** Monthly  
On stand 1st January, 1st  
February, 1st March, 1st April,  
1st May, 1st June, 1st July, 1st  
August, 1st September, 1st  
October, 1st November, 1st

December  
**DEADLINE**  
**BOOKING** - 3 wks before  
publication date  
**MATERIAL** - 2 wks before

publication date

**MATERIAL**  
PDF with 300 dpi Control to  
curve fonts OR EPS in a CD

### TECHNICAL SPECIFICATIONS

**Paper:** 65 gsm Art paper  
**Printing Process:** Web-fed  
**Binding:** Perfect binding  
175 - line screen, emulsion side down  
**Cover:** 170 gsm Art paper



Magazine: 195x268 mm. Size Perfect  
Please provide cut marks.

Bleed margin of 3 mm on all four side of  
the page and 3 mm gutter space is required

ALL DIMENSIONS ARE IN MM

**CALL US FOR A DETAILED PRESENTATION**

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