



WHAT HI-FI? SOUND AND VISION

“Indian edition of the world’s No. 1 home entertainment magazine”

EDIT FOCUS

- ★ **Super Test: Cover Story** every month where we do comparative review
- ★ **Next Big Thing Special**
- ★ **Instant expert**
- ★ **Buyers Guide:** every month it features the verdicts, specifications and prices on over 1400 products that we’ve tested.

Audience Profile

- As expected, **99%** readership is Male with 82% aged 35-55 years
- The primary reason for **93%** of What Hi-Fi? readers is to keep up-to-date
- **82%** own their own car and home
- Indicating a high disposable income, **64%** of our readers enjoy regular holidays
- With an influencing aura, the fact that **55%** of our readers have bought a product after reading about it in proves its indispensable nature
- **73%** of our readers preserve old copies of What Hi-Fi? For future reference

*Source: Internal readers survey

RATE CARD

Mainstream Ads

AD POSITION	RATE (RS)
Back cover	1,15,000
Inside Front cover	96,000
Inside Back cover	90,000
Full-page colour	72,000
Double Spread	1,30,000
Half Page colour	48,000

Classified Ads

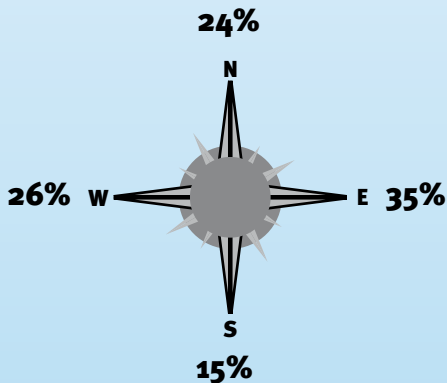
AD POSITION	RATE (RS)
Full Page	40,000
Half Page	25,000
Quarter Page	12,000

ADVERTISEMENT SIZES

Format	Size
Double Spread Bleed	430mm x 305mm
Double Spread Non-Bleed	400mm x 275mm
Full Page Bleed	220mm x 305 mm
Full Page Non-Bleed	190mm x 275mm
Half-page Horizontal	190mm x 135mm
Half-page Vertical	95mm x 275mm
Quarter-page	90mm x 135mm
Strip Advert	190mm x 50mm
Cut/Trim Size	210mm x 297mm

Periodicity: Monthly

Circulation: 55000 copies



Subscription: 9,166

Newsstand: 45,834

City Specific Circulation

Delhi	12,000
Mumbai	11,225
Chennai	7,175
Bangalore	6,000
Kolkata	4,500
Ahemadabad	4,000
Pune	4,000
Hyderabad	3,500
Ludhiana	1,400
Trivandram	1,200

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WHAT HI-FI? SOUND AND VISION

Stuff

Victor House, Unit 3, 1st Floor, 142/C, N.M.Joshi Marg, Lower Parel, Mumbai-13. Tel (+91) 22 66131332

Ad Sales : Preeti Sinha - 9820507239 e-mail : preetisinha@haymarketsac.com