

MEDIA KIT

youth
incorporated
EDUCATE + ENTERTAIN



ABOUT US

Youth Incorporated is a monthly magazine that offers a dual focus on education and entertainment, encompassing career and lifestyle stories, catering to the aspirations of today's youth.

The magazine showcases relevant information and articles on education in India and abroad. With campus reviews, student profiles, professor interviews and a strong focus on careers and entrepreneurship, the magazine aims to empower the youth in today's competitive world.

Interesting entertainment features and articles on fashion, beauty, technology, health & fitness, food, sports and other relevant subjects makes it a one stop shop for the youth. Our goal is to provide well-rounded content for the innovators of today.



MENTORS

Our mentors are illustrious and accomplished individuals who advise the team and give the publication direction and support.



Nitish Shah is the Founding Director of Splash Publication. A successful entrepreneur, he has been in international trade for over 15 years and speaks several languages. He is passionate about travelling and is an avid art collector. He holds the cause of helping underprivileged kids close to his heart.



Dr Indu Shahani is the Principal of HR College of Commerce & Economics and Sheriff of Mumbai. Recognised as an international academician, currently Dr Shahani is Advisor - India, for the International Baccalaureate Organisation.



Raunaq Roy heads digital entertainment company Hungama.com. As a foodie, she initiated The Budding Gourmet website and has led the team as Editor-in-Chief of Beautiful People at Ogaan Publication.



Ankit Miglani is the Deputy MD of Uttam Steel, a JV with Arcelor-Mittal. He has studied at the Wharton School of Business. A voracious reader, his interests range from fiction to popular physics.



Dr Kamal Gupta is Chairman of the Lala Lajpat Rai Institute of Management, Mumbai. He is also on the executive committee of the Royal Western India Turf Club (RWITC).



Rouble Nagi is an artist in the true sense: a painter & mural maker who achieved great success at a young age. She runs an art foundation for NGO kids & created social awareness instillations.



Nisha Jamwal, interior architect and columnist, has studied and worked globally. She is often a jury member and mentor to students at college festivals, giving her an edge of vim, contextuality and youthfulness.

FEATURES

- Out-of-the-box Careers
- Education News
- Counsellor Q&A
- Studying Abroad
- Prodigy Interviews
- Campus Reviews
- Youth Opinion Polls
- Dean/Principal Speak



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success
IN A GROWING EFFORT
PLEASE

TO ALWAYS BE THE SOCIETY'S GLAMOROUS NEEDS, IT'S NO MYSTERY THAT A CAREER LIKE HAIRSTYLING HAS GAINED PROMINENCE. FINDS ALISHA SHE



From a fiery boss to a "Blonde Ambition" look, getting the most out of your hair is a challenge. Here are some tips to help you get the most out of your hair.

[illegible]

I would
 been de
 thinking
 their cont
 side in w
 your ch
 and you
 fresh air
 I would

[illegible]

...there are those men in our past. Their actions
shape how we move today.

Attract
Scholar
Scholar

You top every semester but you graduate first.

Life



100

- Travel & Sports
- Model Watch
- Fashion & Beauty
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- Gadgets & Games
- Relationships
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- Rising Stars

Your September | SEPTEMBER 2012

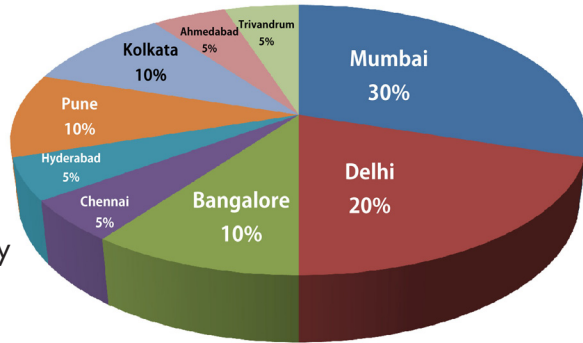
RANKINGS



Youth Inc is the only reliable publication that ranks international institutions. Students rely on rankings to give them information on student satisfaction, recruiter preferences and so on. Our rankings are the only fair, objective and 'transparent' rankings available in India and are used as a benchmark by students for choosing international institutes.

READERSHIP & DISTRIBUTION

- Our readers are between ages **16 and 30** years
- **50:50** - Male : Female readership ratio
- **55,000** copies printed monthly with a readership of **300,000**
- **35,000** copies are distributed pan India via India Book House (IBH)
- **15,000** copies are distributed in school and college events
- **5,000** copies sent to subscribers



Available in **60 cities** including Crosswords, Landmark, Oxford, Mocha cafes, Di Bella Cafes, AH WHEELER stores & college libraries...

PAST ISSUES



PARTNERSHIP

Youth Inc has an invaluable network of strategic alliances, students, teachers and education institutions. This network helps us maintain up-to-date information on universities, standardised tests and admission procedures.

In addition to this network, we participate in more than 50 college festivals annually across India, thus enabling us to be in tune with the pulse of the youth.

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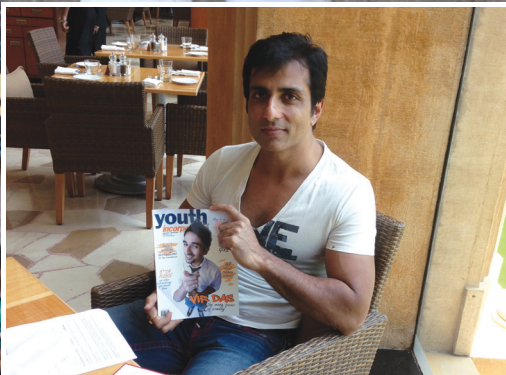
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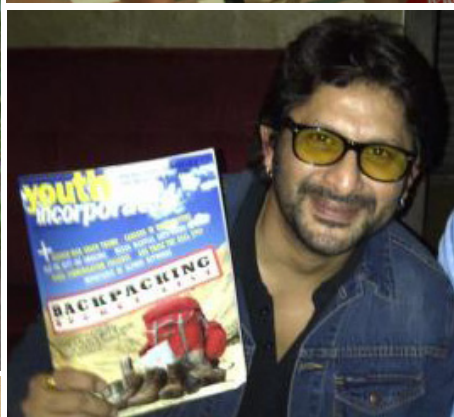
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Magazine
Youth Incorporated is a monthly magazine with a dual focus on education and entertainment encompassing career and lifestyle stories catering to the aspirations of today's

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7

10

1 Youth Inc is available as a web magazine as well as an e-magazine

2 More than 162,000 fans on facebook & growing

3 Daily tweets on Youth Inc's Twitter account

4 Monthly contests held on our Facebook page

5 Monthly emailers to our 500,000 and growing youth database



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| Full Page (RHS) | 215 x 283 | 185 x 253 | \$3000 |
| Half Page | 215 x 142 | 185 x 127 | \$1500 |
| Advertorial (Per Page) | | | \$4000 |

Magazine Size
206 x 273 mm



Bleed size:
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Non Bleed size:
185 mm x 253 mm

| ONLINE (pixels) | | |
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Bleed size:
419 mm x 283 mm
Non Bleed size:
319 mm x 253 mm
with 5mm Gutter
Space on Centre

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Terms & Conditions

Print format: PDF/X1a, Illustrator EPS files or InDesign / Photoshop files together with supporting fonts and high resolution (**minimum 300 dpi**). Please be sure all trapping is completed; all graphics (photos, illustrations, logos) are in EPS or TIFF format (**CMYK**) and all fonts included or converted to vector art.

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Payment methods: Payment is due in full within 15 days of print or ad going live. All payments are to be made in the name of **"SPLASH PUBLICATION PVT. LTD"**. All prices mentioned above are net (exclusive of agency fees or local taxes).

Cancellation policy: Once a written confirmation or order has been received, no cancellation of advert will be possible. No artwork changes will be accepted 15 days before the issue release date.



www.youthincmag.com

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