

PLATFORM

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BOOKER PRIZE WINNER



CREATIVE LIFESTYLE

PLATFORM

One of India's leading contemporary arts and entertainment magazines, Platform is a creative playground that initiates progressive thought and explores the creative industry. We take pride in promoting the emerging and applauding the established from the world of art, design, fashion, film, literature and music. Over the past 10 years, we have provided our readers with strong content and cutting-edge design.

THE SIX ISSUES

Arts (Jan/Feb), Style (Mar/April), Literature (May/June), Music (July/Aug), Design (Sept/Oct), Film (Nov/Dec).

THE READER

Our readers are creatively curious and indulgently inclined towards travel, luxury and leisure. Within the age bracket of 20 to 60, they are well-travelled, sophisticated citizens, who are evolved and equipped with global awareness. They exhibit an appreciation for the finer things in life and are passionate about the arts and culture. Most importantly, our readers buy the magazine to read and enjoy its content rather than to flip through its pages. In order to keep our readers engaged, we believe in innovating consistently; the rule applies not only to the content, but also to the campaigns and the native advertisements that are inserted.

DIGITAL PLATFORM

Our creative arts portal is an online platform where we feature a plethora of edgy and eccentric artists and events across a spectrum of creative genres. With an ever-escalating readership across the globe, we curate and feature information and engaging reads for anyone who loves the arts.

www.platform-mag.com

THE DISTRIBUTION

On-stands for the last 10 years, Platform is distributed nationwide by *Living Media India Limited (The India Today Group)*. It is available in 30 cities at premium bookstores and newsstands.

PUBLISHER - SKH MEDIA

SKH Media is part of the *Krishna Group* that is a diversified enterprise with well-defined interests in automotive and non-automotive paradigms. The company commenced in 1994 and over the last 22 years has branched out into various other ventures. It is promoted by *Kapur Holdings*, and has successful alliances with many technological giants with diverse product portfolios resulting in 20 efficiently run state-of-the-art manufacturing facilities serving over 25 satisfied customers. Other than that, it has spread its wings and ventured into real estate, media, travel & tourism, interiors and art.



FULL PAGE SIZE:

- Non Bleed Size/ Live Area Size
20.4 cm (Width) X 26.7 cm (Height)
- Bleed Size
21.6 cm (Width) X 27.9 cm (Height)
(*Please note, 3mm Bleed has already been added on all four sides)
- Trim Size:
21 cm (Width) X 27.3 cm (Height)

DOUBLE SPREAD SIZE:

- Non Bleed Size/ Live Area Size
41.4 cm (Width) X 26.7 cm (Height)
- Bleed Size
42.6 cm (Width) X 27.9 cm (Height)
(*Please note, 3mm Bleed has already been added on all four sides)
- Trim Size:
42.0 cm (Width) X 27.3 cm (Height)

PRINT RUN/FREQUENCY OF PUBLICATION:

35,000 / Bi-monthly

MATERIAL DEADLINE

15th of every bi-month

MATERIAL SPECIFICATION

300 DPI in EPS, TIFF or PDF formats with fonts and print-outs.

PLATFORM ONLINE

The e-version of Platform offers additional opportunities to our advertisers, including hyper-links that direct readers to your own site, which means you can maximize your exposure.

Readers will be able to subscribe to online magazine, through the following link:

www.magzter.com

Please contact us at:

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TESTIMONIALS

There can be no better Platform than Platform itself...for its elegant narrative and insightful reportage.

Suhel Seth

Platform is a refreshing magazine, full of fresh-faced idealism and a dedication to celebrating life and art, which I find holds a significant and important place among present - day India's publications.

Anushka Shankar, Musician

There has got to be more room and an audience for original thought and action.

A modern spirit that is not derived from emulating the west but celebrates our own spirit. That is a true platform for the emergence of original thought, however crazy it may seem to nurture those seeds.

Tarun Tahiliani, Fashion Designer

Platform stands for and delivers what it defines. An inspirational effort by its creators, the magazine has gradually but consistently brought into focus the creativity that we are surrounded by, but rarely paused to recognize much less respect and appreciate.

Farhan Akhtar, Filmmaker/Actor