



**THE INDIAN
INSTITUTE OF
ARCHITECTS.**

**IIA JOURNAL
ADVERTISEMENT RATE CARD
EDITION 2021**



THE ADVERTISEMENTS_JIA

The Journal will be published monthly before the 15 th of Every Month, the first issue with the new getup will be published before 15 th April 2021.

The JIA will be printed in 100 pages minimum, in International A4 Size. The no of pages will be increased to 150 eventually.

The Media options for Advertisements are as follows.

- . Full Page
- . Back Cover
- . Front Inside
- . Back Inside
- . Combo of Front Inside and the next page
- . Combo of Back inside and the page before.





WHY SHOULD ONE ADVERTISE IN JIIA ?

Advertising in JIIA gives a Unique opportunity to reach directly to the ' Design Elite', of the Country as a printed Hard Copy together with an Electronic Version, Monthly.

The Journal will be the perfect source for Updates of the Trends and Happenings in the Architectural/ Design/ Research/Products World.

The Strong Brand Value as the Official Journal of one of the Largest organisations of Architects in the World, The Indian Institute of Architects, will get automatically transferred on to the Advertisers of the Journal.

The Advertisements will be Very few and Selected ones.

As a result the Architects / Readers will have an impression of an ' Authorised Product', on advertising in the Journal.

The new Creative Formats, papers and Advanced printing technology , can Create a Positive Impact.

So ADVERTISING in JIIA will be Worth the money spend .

THE TARIFF CARD.

	3 issues	6 issues	12 Issues
BACK COVER	12,00,000\ -	20,00,000\ -	36,00,000\ -
FRONT & BACK Inside cover	9,00,000\ -	17,00,000\ -	30,00,000\ -
FRONT & BACK Inside Cover together (2 pages)	14,00,000\ -	24,00,000\ -	42,00,000\ -
FULL PAGE	7,00,000\ -	12,00,000\ -	18,00,000\ -