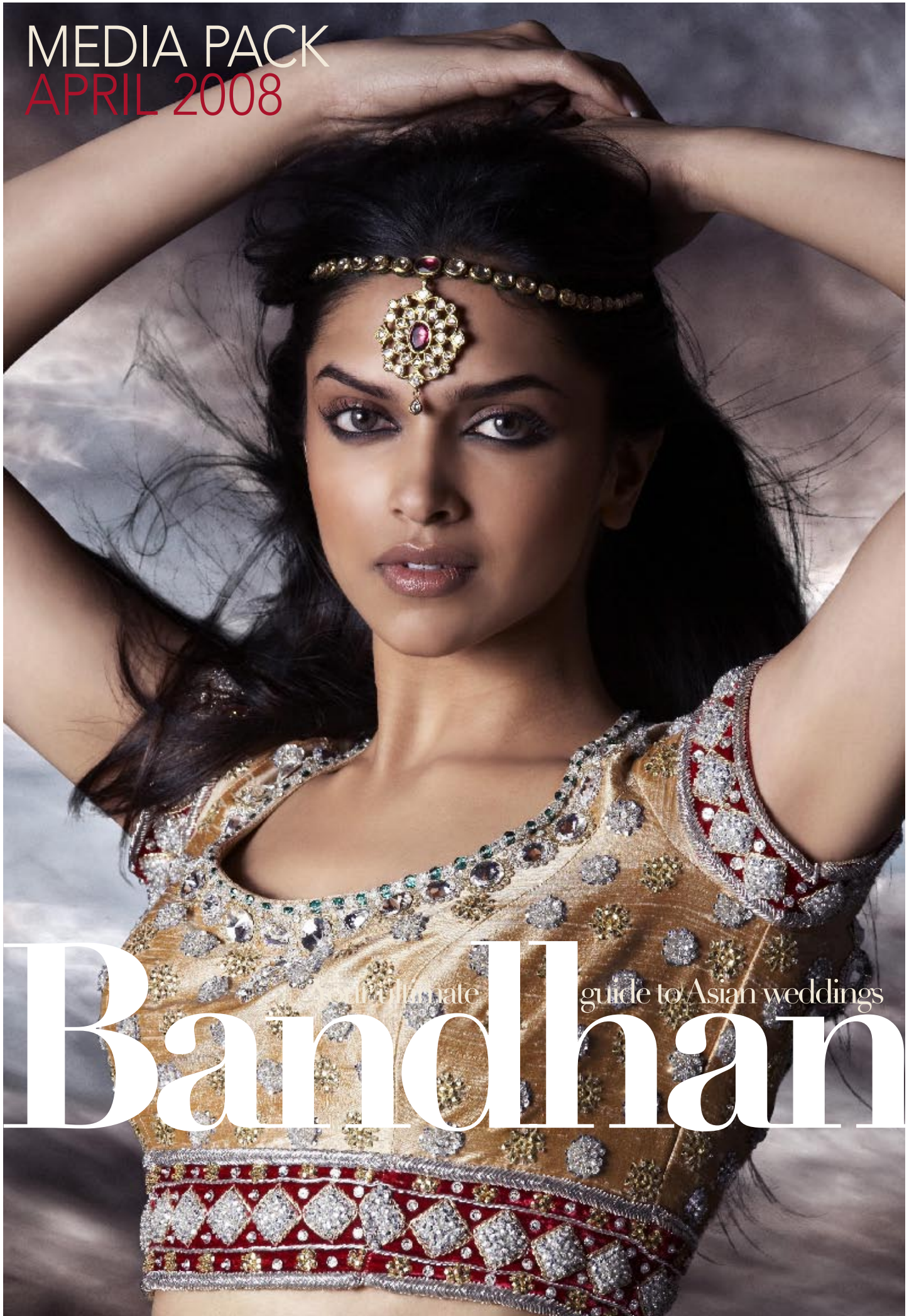


MEDIA PACK
APRIL 2008

ultimate guide to Asian weddings

Banodhan





An Asian bridal magazine because...

Weddings are an extravagant affair in the sub-continental culture, with the Indian wedding becoming a billion dollar industry*. Currently at \$11 billion, the Indian wedding industry is growing at 25 per cent annually and beginning to rival the US industry valued at \$50 billion*. This is where Bandhan comes in – to cater to the needs of affluent Asians living in the UAE, Middle East, India, Pakistan and the UK.

The minimum budget for a wedding ceremony today is \$34,000, say Indian wedding planners, while the upper classes are known to spend upwards of \$2 million. This doesn't include cash and valuables given as part of a dowry*. (The average American wedding costs \$26,327.)

FACTS AND FIGURES

- Bandhan targets the Asian luxury shoppers from India, Pakistan and the UK, who fly to Dubai for weekend shopping sprees. According to the International Herald Tribune, "The Indians who flood in before the summer monsoons, look for any dressy item to go with a wedding sari. (The fact that sales tax in India runs at 40 per cent as compared with Dubai's five per cent is a big incentive)*."
- With distribution in the UAE and the Middle East, and strategic distribution in India, Pakistan and the UK, Bandhan targets the Asian upper crust.
- Aimed at affluent families from the sub-continent, Bandhan is an essential guide and reference point for Asian brides, grooms and their families from the UAE, across the Middle East, India, Pakistan and the UK.
- With Dubai becoming the perfect wedding destination for expatriate Indians and Pakistanis, Bandhan is an essential source of information for Asian brides and grooms across the world.

“THE
MINIMUM
BUDGET
for an Asian
wedding
ceremony
is \$34,000...”



The look and feel

Elegant, sophisticated and stylish, Bandhan showcases the needs of modern Asian brides. Its fresh design reflects the latest fashion, beauty and jewellery trends and styles. From providing inspiration to practical advice, Bandhan covers all aspects of an Asian wedding celebration.

Bandhan

ADVERTISING RATES

POSITIONS	AED
IFC Spread	58,752
1st Double Page Spread	51,408
2nd Double Page Spread	47,736
3rd Double Page Spread	44,040
Opposite Contents 1	33,048
Opposite Contents 2	29,376
1st RH Page	27,540
ROP	25,690
IBC	36,720
OBC	51,408
Double Page Spread	40,392

FREQUENCY

Bandhan is a quarterly publication.

Fifth Issue April 2008

Sixth Issue July 2008

Seventh Issue October 2008

CIRCULATION

Total circulation of Bandhan will be 20,000.

PRODUCTION DETAILS

	TRIM SIZE	TYPE AREA	BLEED SIZE
	WxH(mm)	WxH(mm)	WxH(mm)
Full Page	225 X 300	210 X 285	235 X 310
DPS	450 X 300	435 X 285	235 X 310

Ftp://itpftp.ae Username: itp Password: itp

CONTACT

ADVERTISING DIRECTOR Andrew Wingrove
Tel: +971 4 210 8198 andrew.wingrove@itp.com

GROUP ADVERTISING MANAGER Kanwal Singh
Tel: +971 4 210 8223 kanwal.singh@itp.com

DEPUTY PRODUCTION MANAGER Aamar Shawwa
Tel: +971 4 210 8423 aamar.shawwa@itp.com

FASHION

Catwalk fashion and a designer trend round-up for the bride and groom of 2008.

MOVIE BRIDES

How Bollywood's brides and big Tinseltown weddings have inspired and set today's trends.

REAL-LIFE BRIDES

Romantic and touching tales of elaborate Asian weddings.

JEWELLERY

Extraordinary pieces from the biggest names in the business.

GROOMS

Trends and fashion for the modern man on his special day.

WEDDING VENUES

All you need to know about our favourite places to tie the knot.

HONEYMOON DESTINATIONS

Our pick of the happening honeymoon destinations to suit all tastes.

BRIDAL ESSENTIALS

Wedding planners, party favours, luggage and gifts. Plus, all you need to know about the world of weddings – we bring you the very best of what's out there.

For a detailed editorial plan of the next issue please contact: alia.fawad@itp.com
or faarah.mehta@itp.com