



AD

India Media Kit

1H 2023

CONDÉ NAST



AD

BRAND MISSION Launched in March 2012, AD India showcases the country's most beautiful homes and the tastemakers who own them. With a strong focus on art, design, craftsmanship, as well as interiors, the magazine has an international reputation as a collectible object.

"This is a start of a new decade for *AD*, and we are as excited as ever. Anchored by our strong foundation in content, we are growing in multiple directions, while tapping into diverse mediums. As we consolidate with our global titles, we also go hyper local and speak to newer audiences that we haven't reached out to before. For *AD*, 2023 is going to be a year for pushing boundaries in storytelling in creative, clever ways."

KOMAL SHARMA

HEAD OF EDITORIAL CONTENT
ARCHITECTURAL DIGEST INDIA

11

YEARS IN PRINT

92.5K

ESTIMATED
READERSHIP

1.6M

AVERAGE MONTHLY
UNIQUE USERS

1.4M

FOLLOWERS ON
SOCIAL MEDIA

3.7M

AVERAGE MONTHLY
VIDEO VIEWS

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AD

BRAND HIGHLIGHTS

ART ISSUE

This year, our art issue focuses on an India gaze, turning the lens on traditional forms and practices of art from across the country. The highlight of the issue is the one-of-a-kind pichvai cover, hand-painted by artist Suresh Sharma in Nathdwara.

AD 100

An annual survey and celebration of the 100 most influential architects and interior designers in India, who are felicitated at a specially curated awards ceremony.

THE YOUTH ISSUE

We are planning an issue that shines a light on how young Indians live in style—from change-makers to emerging artists and musicians, this issue will be tailored for a younger audience, speaking to their shared experiences of living in different cities across the country.

AD DESIGN SHOW + AD x JSW PRIZE FOR CONTEMPORARY CRAFTSMANSHIP

India's finest luxury art and design fair is a curated and unique experience—for both trade and consumers. Last year, we took the show to the Jio World Convention Centre in BKC, Mumbai. The show attracts high-quality footfall of 8,000+ across three days, and offers a host of products on display—from furniture, accessories and lighting to art and designer products for kitchens, bathrooms and more. The annual AD x JSW Prize for Contemporary Craftsmanship is also revealed at the AD Design Show.

*Subject to change

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2022 PRODUCTION SCHEDULE

[JANUARY 2023](#)

BOOKING DEADLINE: 05/12/2022

ON SALE DATE: 19/12/2022

[MARCH 2023](#)

BOOKING DEADLINE: 27/02/2023

ON SALE DATE: 15/03/2023

[MAY 2023](#)

BOOKING DEADLINE: 30/04/2023

ON SALE DATE: 16/05/2023

[JULY 2023](#)

BOOKING DEADLINE: 19/06/2023

ON SALE DATE: 04/07/2023

[SEPTEMBER 2023](#)

BOOKING DEADLINE: 31/07/2023

ON SALE DATE: 15/08/2023

[NOVEMBER 2023](#)

BOOKING DEADLINE: 02/10/2023

ON SALE DATE: 14/10/2023

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AD

2022 PRINT RATE CARD

PRINT RATE CARD

SIZE/POSITION	RATE (\$)
Single Page	4,200
Double Page	8,400

PREMIUM POSITIONS	RATE (\$)
Inside Front Cover Spread	12,000
1st Fashion/Watch/Interiors DPS Before Table of Contents	10,500
2nd Fashion/Watch/Interiors DPS Before Table of Contents	10,000
DPS before Table of Contents	9,000
Single Page Facing Contents	5,500
Single Page Facing Editor's Letter/ Masthead/ Contributors	5,200
Inside Back Cover	5,500
Outside Back Cover	8,700

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AD

2022 DIGITAL AND WEB RATE CARD

DIGITAL RATE CARD

FORMAT

RATE

Display Advertising Opportunities*

Display Ads- Static \$5 CPM

Interscroller (High impact Mobile only unit) \$8 CPM

** Targeting Options available at 20% Premium*

Homepage native ad carousel \$6,700

(HP takeover for one week-
no impressions commitment)

Branded Video Distribution (websites + social)

\$0.03 Per View

Native Advertising Opportunities

Native Story \$4,000

(1 Story with 4 FB Posts, 4 Tweets,
1 emailer inclusion and 30,000 page views)

Native Microsite \$33,000

(6 Stories with 24 FB Posts,
1 emailer inclusion, discovery on
website and 180,000 page views)

Social Media Opportunities

Instagram Post \$1,600

Instagram Story \$2,000

(Photo / Video)

Instagram Carousel \$2,000

(Photo / Video)

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