

ADVERTISE WITH US



AI Yug

Special Diwali Issue 2026

Marathi's first special issue devoted to AI.

Your message reaches a reader who is working out
tomorrow's technology today.

Media	Printed issue · App · Website
Sections	22 main + 7 special
Expected reach	100,000+ readers
Advertising slots	40

www.aiyugdiwali.com · +91 93231 17704 · +91 98692 81034 · +91 91367 81034

Who will see your advertisement

This is not an ordinary Diwali issue. The reader who picks it up has come to understand AI — which means they are in a mood to learn, to change, and to spend.

Students

Engineering, computer science, design

Teachers and professors

Bringing AI into the syllabus

IT and AI/ML professionals

Looking for new skills

Startup founders

Looking for tools and partners

Artists and creators

Animation, VFX, writing

Parents and general readers

Thinking about their children's future

About the reach

Expected readership 100,000+ across the printed issue, the app and the website. This includes the iAct Institute student network, the Marathi technology readership, and distribution through schools and colleges.

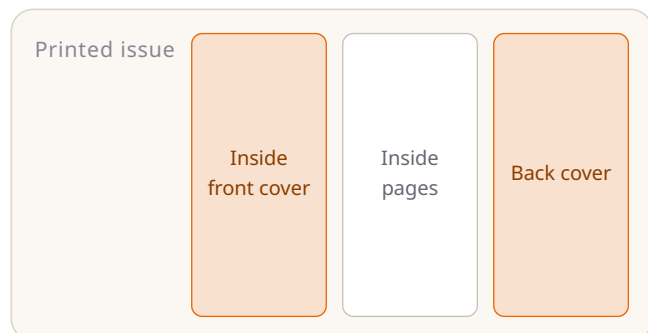
This is our first issue, so that is an expectation, not a guarantee. Within a month of publication we will send you the real numbers: how many copies went out, how many times your advertisement was shown in the app, and how many taps it got. **If the figure comes in at less than half the expectation, you get free space in the next issue.**

Why a Diwali issue is different

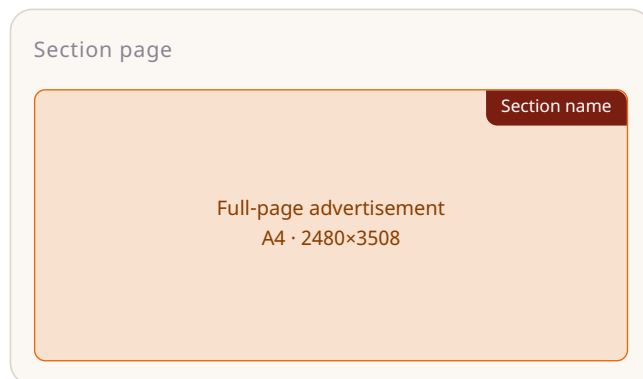
A newspaper advertisement is waste paper the next morning. A Diwali issue stays in the house for a year and passes through many hands. Ours also stays in the app permanently — so your advertisement keeps working long after Diwali.

Where your advertisement appears

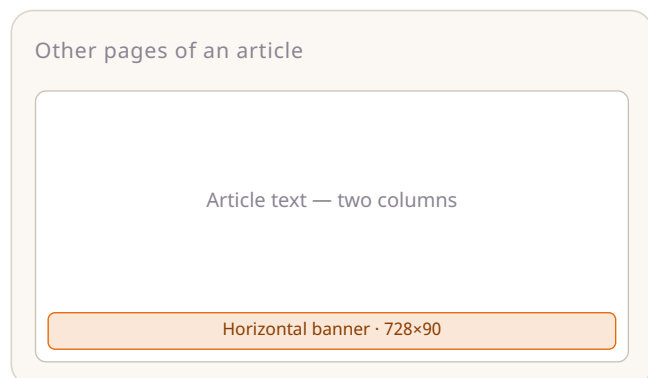
In three places — the printed issue, the app, and the box the full set ships in. Each reaches a different reader and lasts a different length of time.



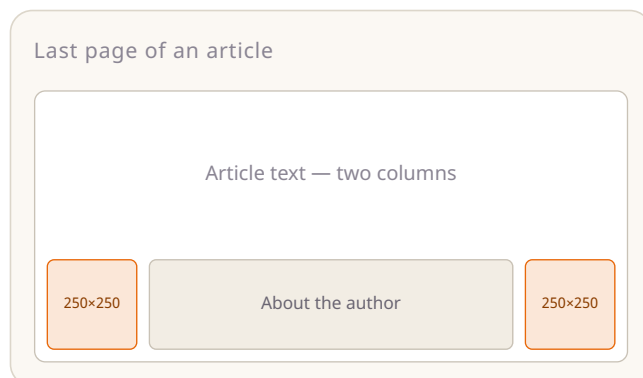
A4 · 300 dpi · CMYK



Every section opens on its own page



At the foot of every page of a longer article except its last



Square ads at the foot, left and right, with the author's note between



Stays in the reader's home

Rates

All rates are for the whole issue — one edition, with no separate renewal. GST applies on top.

Printed issue and e-book / app

Placement	Size	Available	Rate
Inside Front Cover The first page a reader sees on opening the issue — seen earliest and most often. Appears in both the printed issue and the app.	A4 portrait · 300 dpi · CMYK	1 slot	₹100,000
Back Cover — Full Page The outside back page. Visible even when the issue is lying face down on a table.	A4 portrait · 300 dpi · CMYK	1 slot	₹60,000
Inside Back Cover Inside the last page. Cheaper than the back cover, and seen just as often.	A4 portrait · 300 dpi · CMYK	1 slot	₹45,000
Section page — full-page advertisement Each section opens on its own page: your advertisement over the full page, the section name in the corner. A banner on the section page in the app.	Print: A4 full page 2480×3508 px, 300 dpi, CMYK · App: 1200×300 px · video accepted	13 slots	₹50,000
End of article — square ad (left / right) At the foot of the last page of every article, one square on each side of the author's note. Beside the article in the app. Rotated across all articles.	250×250 px (app / e-book) · for print 600×600 px, 300 dpi (50×50 mm) · JPG / PNG · video accepted	8 slots	₹15,000
Article page — horizontal banner Across the foot of every page of a longer article except its last. Rotated across all articles.	728×90 px (app / e-book) · for print 2184×270 px, 300 dpi (175×22 mm) · JPG / PNG	10 slots	₹25,000

In the app only

Placement	Size	Available	Rate
App Splash Screen A full-screen advertisement shown for three seconds as the app starts.	1080×1920 px · JPG or MP4 (3 seconds) · video accepted	1 slot	₹75,000
Glossary Page Banner A horizontal banner on the AI Marathi glossary page, where readers who are learning spend the most time.	970×250 px · JPG or PNG	3 slots	₹10,000

On the collector's box

Placement	Size	Available	Rate
Printed on the Collector's Box Printed on the box that ships with the third edition. Stays in the reader's home.	15×10 cm · 300 dpi · CMYK	2 slots	₹25,000

First-issue discount — 40%

For the first

ten

advertisers. Advertising in a first issue means trusting us before the numbers exist — that is worth something.

If you take more than one placement

Two placements — 10% off · three or more — 15% off. For a section page together with article placements, let us talk separately.

How to send your file

Print advertisement	PDF or TIFF · 300 dpi · CMYK 3 mm bleed on all sides Keep text at least 5 mm inside the edge
App advertisement	JPG or PNG · RGB · 72–150 dpi Keep the file under 500 KB
Video	MP4 (H.264) · under 20 MB · up to 15 seconds Make it work without sound — most readers keep sound off

If you do not have artwork ready, tell us — our design partners YCineFX will make it. That is charged separately and quoted to you first.

Terms and what you get

What we provide

- Your advertisement in the agreed place, at the agreed size, for the whole edition.
- Figures for app advertisements — how often shown, how many taps. Sent a month after publication.
- A direct link to your website (for app advertisements).
- A complimentary copy of the printed issue.
- If reach comes in under half the expectation, free space of the same value in the next issue.
- A proof before printing — nothing goes to press without your approval.

Payment

- 50% in advance, the remaining 50% before publication.
- GST extra. An invoice will be issued.
- No cancellation once it has gone to press — until then the advance is refunded less costs already incurred.

About the content

- Claims made in an advertisement are the advertiser's responsibility. We neither verify nor endorse them.
- We do not accept advertisements for tobacco, alcohol, gambling, loan inducements, or political or religious propaganda of any kind.
- The editors may decline an advertisement that sits badly with the issue's purpose. In that case the full amount is refunded.
- Advertising and editorial are kept visibly separate. Every advertisement carries the word "**Advertisement**".

Editorial independence

Buying space gives no say over what the issue publishes. We decide which article your advertisement sits beside, and no article changes because of an advertiser. **This is for the reader's trust — and that same trust is what makes your advertisement worth buying.**

About the T-shirt

The T-shirt that ships with the full set carries **no advertising at all** — not even ours. It belongs to the reader; it is not advertising space.

What happens next

1

Choose a placement

From the list above, or ask us.

2

Tell us

On WhatsApp or by email — we will hold the slot.

3

Send the file

As soon as it is ready. We can make it if you cannot.

4

Check the proof

Nothing is printed until you approve it.

Intrepidians

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Advertise your brand today; reach tomorrow's customers.