

Advertisement rates

Double Cover - Rs. 95,000
 Outside Back Cover - Rs. 45,000
 Inside Front Cover - Rs. 40,000
 Inside Back Cover - Rs. 40,000

Full Page - Rs. 30,000
 Full Page, Premium/specified positioning - Rs. 33,000
 Half Page - Rs. 16,000
 1/3 Page - Rs. 11,000
 Quarter Page - Rs. 9,000
 Centre Spread - Rs. 70,000

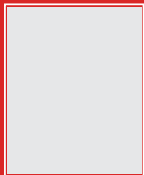
Discounts

3 insertions a year - 10%
 6 insertions a year - 15%
 12 insertions a year - 25%
 For social service messages - 30%
 On advance payment - 15%

Terms and conditions *

- ↘ VAT would be charged extra on the above rates.
- ↘ 50% payment should be made in advance, 50% within 15 days of the release of the advertisement.
- ↘ Advertisement space should be booked by 5th of every month.
- ↘ Digital files of the advertisement should be submitted by 10th of every month in .tif or .eps format.
- ↘ No cancellations will be accepted after the 5th of every month.

* subject to change



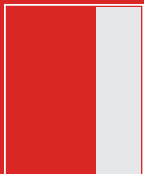
Full Page
 Bleed: 21.6x26.6 cm
 Non bleed: 19x24 cm



Half Page
 Horizontal: 19x11.5 cm
 Vertical: 9.25x24 cm



1/3 Page
 Horizontal: 19x7.5 cm



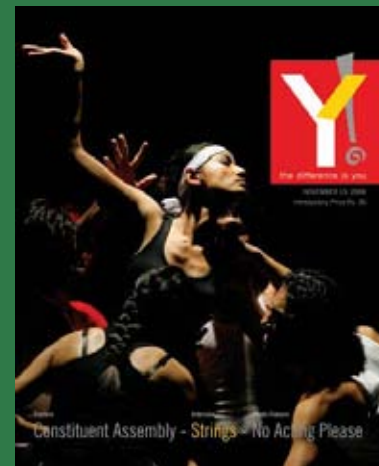
1/3 Page
 Vertical: 6x24 cm



Quarter Page
 9.25x11.5 cm



Quarter Page
 Horizontal: 19x5.75 cm



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Rate Card



About Y!

Y! is a magazine for the youth, with its base firmly on the local grounds, but with a global outlook. It is forward looking, proactive and progressive. It provides an entertaining and engaging read while not being swamped by glamour, fashion and pop music. Knowing the importance of, and playing a role in, initiating thought and action among the youth on current affairs, Y! gives special focus to politically and socially relevant issues. While striving to initiate social change through intelligent and thought provoking articles, Y! showcases its lighter side through regulars on music, sports, lifestyle, campus life, etc. Y! is reader friendly: easy to read, easy to browse through, easy to understand, easy to relate to and easier to digest.

Purpose and objective

- To entertain, inform and educate the readers, and provide them an insight into their world with a broader perspective.
- To fill the existing vacuum for a valuable, substantial and credible read.
- To give the youth a fresh look at issues, and make them better aware, and involved on all fronts.
- To provide a platform to engage and interact, create and innovate, inspire and aspire.

Audience

Urban and semi-urban youth of all socio-economic brackets. Educated, modern, forward thinking, Nepali readers

Market Analysis

There is a vacuum in the market for a widely popular, substantial read which is not only popular among the lower age group in our target readership, but equally accepted by the mature readers among the youth. Y! is the media vehicle to reach both ends of the youth segment.

Vital Stats *

- Frequency:** Monthly
- Language:** English and Nepali
- Target Readers:** 18 to 35
- Pages:** 60
- Print-run:** 12,000
- Genre:** Primarily a youth magazine, but appealing to a wider audience
- * subject to change

The Team

Yubakar Raj Rajkarnikar is the Founder Editor of Wave. He has been the Station Manager of the leading community radio station in South Asia – Radio Sagarmatha 102.4, and the Editor of Metro, a city news-magazine. Throughout his career, he has been involved in audio video and print media, events creation and management, in the fields of youth and society.

Tsering Choden has been associated with Wave as the Assistant Editor for 6 years and is currently the chief program co-ordinator of Hits FM 91.2.

Vikash Pradhan has been associated with Wave as Staff Writer and a Columnist for many years. He was a Presenter in Hits FM 91.2 for 4 years and also served as the Assistant Editor of Metro, a city news-magazine.

Subel Bhandari has been associated with Wave as the Events Manager and Writer and also joined Metro, a city magazine as a Staff Writer and Photographer. He was a Presenter in Hits FM 91.2 for a year and is currently the Nepal Correspondent for VOA.

Bhushan Shilpakar worked for Himalmedia as a Webmaster for 6 years, after which he decided to re-enter the world of learning and is currently pursuing his Bachelors in Fine Arts from Kathmandu University Department of Art and Design.

the
difference
is you.



Content Sketch

Issues: All our issues are covered in a youthful, investigative manner. We have more statistics to back our story up. There are so many stories that have gone without being told, we bring them to light, put the issues on the centre. The issues we cover are limited only by their relevance to readers.

Politics and Activism: This is perhaps the most ‘happening’ times when we talk about youth and politics together. During and after the recent popular movement, we have seen an encouraging increase in the participation and awareness of politics and political issues among the youth of the nation. But with the movement done, peace process replacing the street demonstrations, and political and civil society leaders committing to the close door negotiations, the eminent vacuum is slowly creeping in. This can be a negative development in the process of initiating the youth in the process of political activism. To keep the young generation engaged in the political thinking through articles and discussions related to political activism, we give prominence to that subject.

Music: We believe there is the good, the bad and the ugly. We commend and applaud the good, encourage the bad to become better and put the ugly out of the picture. Nepali music has taken a shape of an industry now, still growing, with lots of loopholes. We don't have any music magazine, hence with Y! we will try to fill that vacuum.

Sports: Nepali sports has not been able to grow in a long time. We believe that Nepal has potential but has not been able to grow environment for these players to make good players.

Fashion and Glamour: As and when there is relevance to these topics we will shed light on them, again in more than just a superficial manner. Whether we agree or not fashion will never go out of fashion but there is a way we can make it practically appealing, affordable and creative. That's where we come in!

South Asian Touch: In our attempt to entertain, inform and educate the youth there's all the more reason to provide a broader approach we hope to bring articles and issues from South Asia.

Awareness: In whatever we do, perhaps the most important goal is to make our readers aware - on social, cultural, environmental and other important issues.