

MATHRUBHUMI KERALA'S MOST FORMIDABLE MEDIA FORCE

Mathrubhumi, the most credible newspaper in Malayalam, touches the lives of Keralites, grown-ups and kids alike, through its various publications - Mathrubhumi Daily, Grihalakshmi, Arogya Masika, Yathra, Sports Masika, Star & Style, Thozhilvartha, GK & Current Affairs, Balabhumi, Minnaminni, Chithrakatha, Mathrubhumi Illustrated Weekly and Mathrubhumi Yearbook. Mathrubhumi News is now the most trusted news channel in Kerala. Mathrubhumi's Club FM is Kerala's favourite FM channel and Kappa TV is the only contemporary youth channel in Malayalam. Other recent success stories are the digital newspaper *mathrubhumi.com* and Web TV *mathrubhuminews.in*. In addition, Red Mic, Mathrubhumi's events & activations division, has become the largest engagement solutions expert in Kerala.

EDITIONS / OFFICES

- Kozhikode : K. P. Kesava Menon Road, Kozhikode - 673 001. Ph: 0495 2366655, Fax: 2365792, 2366656. E-mail: mbiadvts@gmail.com
- Kochi : Kaloore, Kochi - 682017. Ph: 0484 2531708, Fax: 2531784. E-mail: chnadvt@gmail.com
- Trivandrum : Vanchiyoore, Trivandrum - 695035. Ph: 0471 2461071, Fax: 2462045. E-mail: mbiadv@gmail.com
- Thrissur : Veliyannur Road, Thrissur - 680021. Ph: 0487 2423284, Fax: 2423244, 2442007. E-mail: mbitcr@gmail.com
- Kannur : Nadal Bypass Road, Edakkad P.O., Kannur - 670663. Ph: 0497 2825221/2. E-mail: admbiknr@gmail.com
- Kottayam : S.H. Mount, Kottayam - 686006. Ph: 0481 2568055, Fax: 2561044. E-mail: mathrukrtm@gmail.com
- Malappuram : Palathara, Kottakkal, Malappuram - 676503. Ph: 0483 2745800, Fax: 2745728. E-mail: advtmpm@mpp.co.in
- Kollam : Ramankulangara, Kollam - 691003. Ph: 0474 2790761, Fax: 2790693. E-mail: mbiklmadvt@gmail.com
- Palakkad : 100 Feet Malampuzha Road, Puthoor, Palakkad - 678001. Ph: 0491 2521900, Fax: 2521900, 2521600. E-mail: advtpkd@mpp.co.in
- Alappuzha : V. M. Nair Memorial Building, Church Road, Alappuzha - 688011. Ph: 0477 2230864-68. E-mail: mbialpy@gmail.com
- Mumbai : D-46, Solaris-1, Opp. L&T Gate No.6, Saki Vihar Road, Powai, Mumbai - 400 072. Ph: 022 28571385/86, Mob: 98331 00660. E-mail: mbimumbai@mpp.co.in, mathrubhumimumbai@rediffmail.com
- Delhi : 207, Surya Kiran Building, Kasturba Gandhi Marg, New Delhi-110001. Tel: 011 23733122 / 23, Mob: 9958882791 E-mail: mbidelhi@gmail.com
- Bengaluru : First Floor PTI Building, 16/7 Miller Tank Bed Area, Off Thimmaiah Cross Road, Vasanth Nagar, Bengaluru - 560 052. Ph: 080 41554628, Mob: 89393 92660. E-mail: mbibgl@gmail.com
- Chennai : New No: 71 (Old No.42), New Decor Towers, 3rd Floor, Dr. Radhakrishnan Salai, Mylapore, Chennai 600004 Ph: 044 28112062/63, Mob: 9840017820. E-mail: mbichennai.advt@gmail.com
- Coimbatore : Door No. 16/2, 1st Floor, V J Business Centre, Near LIC Office, Trichy Road, Coimbatore - 641018. Ph: 0422 2302047, Mob: 094866 19893. E-mail: mbicbe1@gmail.com
- Hyderabad : Flat No. 1202, 12th Floor, Babukhan Estate, Basheerbhag, Hyderabad 500 001. Ph: 040 23233494, Mob: 9985679494. E-mail: kranthi@mpp.co.in
- Dubai : Office No. 302, 3rd Floor, Pan Asia Infrastructure Building (Zee Tower), Dubai Media City, Dubai. Ph: +971 44562240, Fax: +97144562260.
- Qatar : Dar Al-Sharq, Foreign Publications, P.O. Box: 3488, Doha, Qatar. Ph: +974 44650600/44652582, Fax: +974 44657198.

REPRESENTATIVE OFFICES

- Kolkata : M/s. Ingenious Communications, 14, N S Road, 3rd. Floor, Suite No. 305, Kolkata - 700 001. Mob: 9831491020.
- Ahmedabad : M/s. Rajiv Desai Associates, 310, Shaan Complex, Bh. Sakar IV, Opp. M. J. Library, Ellisbridge, Ahmedabad - 380 006. Ph: 079 2657 9115, Mob: 98240 22296. E-mail: reyna.desai@gmail.com

Website: www.mathrubhumi.com

Advertisement Tariff - Daily

(all rates in ₹)

ADVERTISEMENT TARIFF - MATHRUBHUMI DAILY w.e.f. 1st April 2017

ADVERTISEMENT TARIFF - MATHRUBHUMI DAILY w.e.f. 1 st April 2017																	
EDITIONS	DISPLAY		FRONT PAGE	PAGE 3 /BP-Clr	PERSONAL ADS*					CLASSIFIED DISPLAY		VIJAYA PADHAM	FINANCIAL POLITICAL		CLASSIFIED PER WORD**	MAIN EAR PANEL	WEEKEND EAR PANEL
					BW	COLOR											
	BW	CLR.	CLR	CLR		BW	CLR	P3 CLR	BP CLR	FP CLR	BW	CLR	BW	BW	CLR.	CLR.	CLR
TRIVANDRUM	375	720	1300	1000	160	240	296	360	480	265	410	275	410	820	80	17000	EAR PANEL- COLOUR ONLY(WEEK END AND MAIN ISSUE)
KOLLAM	240	480	860	650	135	210	260	310	410	190	300	185	265	530	80	16000	
ALAPPUZHA	225	450	810	600	155	230	290	350	465	205	290	200	250	500	80	16000	
KOTTAYAM	290	580	1050	780	150	225	280	340	450	240	380	250	320	640	80	16000	
KOCHI	400	800	1440	1080	225	335	415	500	675	300	480	310	440	880	80	17000	
THRISSUR	300	565	1020	775	165	260	325	385	520	235	350	245	330	660	80	17000	
PALAKKAD	235	440	790	600	125	160	200	240	320	220	340	220	260	520	80	16000	
MALAPPURAM	220	440	790	600	115	175	215	260	345	160	230	170	250	500	80	16000	
KOZHIKODE	280	560	1000	750	160	250	320	375	500	230	375	240	310	620	80	17000	
KANNUR	255	510	925	690	110	185	230	275	370	220	350	220	280	560	80	17000	
MUMBAI	75	140	255	200	65	100	120	150	195	70	110	70	90	180	60	16000	
DELHI	65	130	235	175	55	85	100	125	165	60	90	60	70	140	60	16000	
BENGALURU	75	150	270	200	55	85	100	125	165	70	100	70	80	160	60	16000	
CHENNAI	60	110	200	160	50	75	95	115	150	55	90	55	70	140	60	16000	
DUBAI	450	900	1600	1200	350	500	620	740	1000	400	640	350	490	980	70	16000	
QATAR	200	350	600	450	150	225	275	325	425	170	225	150	180	360	70	16000	
ALL KERALA	1750	3500	6300	4900	1200	1800	2220	2700	3600	1450	2320	1400	1950	3900	140	60000	
ALL INDIA	1825	3650	6550	5100	1250	1875	2315	2815	3750	1550	2480	1500	2200	4400	150	62500	
ALL KERALA + GULF	1825	3650	6550	5100	1250	1875	2315	2815	3750	1550	2480	1500	2100	4200	145	62500	
ALL KERALA + MUMBAI	1800	3600	6475	5050	1250	1875	2315	2750	3750	1475	2360	1475	2050	4100	145	62500	
ALL KERALA + BENGALURU	1800	3600	6475	5050	1250	1875	2315	2750	3750	1475	2360	1475	2050	4100	145	62500	
ALL KERALA + DELHI	1800	3600	6475	5050	1250	1875	2315	2750	3750	1475	2360	1475	2050	4100	145	62500	
ALL KERALA + CHENNAI	1800	3600	6475	5050	1250	1875	2315	2750	3750	1475	2360	1475	2050	4100	145	62500	
ALL INDIA + GULF	1925	3850	6950	5400	1300	1950	2400	2925	3800	1575	2500	1525	2250	4500	155	67500	
ALL METROS (MDBC)	250	500	830	700	185	275	350	435	575	210	310	210	275	550	110		
Any 2 Editions															90		
Any 3 Editions															100		
Any 4 Editions															110		
Any 5 Editions															120		
Any 6 Editions															130		
Any 7 to 10 Editions															140		
Any 11 to 14 Editions															150		

* Obituary, Wedding Ads, Favours Received, Crorepathi, Bon Voyage, Greetings fall under this category

** For Classified Bold ₹4/- extra per word rate.

ANY KERALA EDITION with add-on GULF EDITION

Commercial ₹70, Classified Display ₹60, Personal ₹50 per sq.cm extra. 100% extra for colour ad.

CLASSIFIEDS

For advertisement appearing with box number C/o. in this paper, a fee of ₹ 25/- will be charged for the first insertion only.
Postage ₹ 150/- for forwarding the replies will be charged extra (Overseas postage of: ₹ 500/-).

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PREMIA - DAILY (ALL EDITIONS)

Page 3 B&W	40% extra
Page 9 Solus B&W	45% extra
Back Page of Main Issue B&W	50% extra
Island Position	50% extra

SIZE SPECIFICATION - DAILY

Front Page Minimum Size: 12.1 cm x 20 cm
9th Page Maximum Size: 16.2 cm x 25 cm, Minimum Size: 12.1 cm x 15 cm
Above Pocket Cartoon Front Page: 3.9 cm x 5 cm

Mathrubhumi Daily

SPECIFICATIONS		COLUMN WIDTH	
Size of Type Page	: 52 cm x 32.6 cm	1 Col. :	3.9 cm
Column Length	: 50.6 cm	5 Col. :	20.3 cm
No. of Columns to Page :	8	2 Col. :	8 cm
		6 Col. :	24.4 cm
		3 Col. :	12.1 cm
		7 Col. :	28.5 cm
		4 Col. :	16.2 cm
		8 Col. :	32.6 cm

MATERIAL: PDF format (high resolution).

Advertisement Tariff - Periodicals w.e.f. April 1, 2017 (all rates in ₹)

	Colour					Black & White
	Back Cover	Inside Covers		Full Page	Half Page	Full Page
Grihalakshmi	4,25,000	i 2,95,000	ii 2,75,000	2,60,000	1,45,000	
Arogya Masika	3,10,000	i 2,30,000	ii 2,15,000	2,10,000	1,20,000	1,10,000
Mathrubhumi Illustrated Weekly	95,000	i 65,000	ii 55,000	50,000	30,000	30,000
Star & Style	1,70,000	i 1,25,000	ii 1,20,000	1,15,000	60,000	
Sports Masika	95,000	i 60,000	ii 50,000	45,000	25,000	
Balabhumi	50,000	i 40,000	ii 35,000	30,000		
Yathra	1,70,000	i 1,25,000	ii 1,20,000	1,15,000	60,000	
Minnaminni	52,000	i 35,000	ii 30,000	25,000		
Chithrakadha	52,000	i 30,000	ii 25,000	20,000		
Harisree	90,000	i 75,000	ii 65,000			
GK & Current Affairs	60,000	i 40,000	ii 35,000	30,000		
Thozhilvartha	Display		Classifieds: ₹115 per word for classified bold ₹4 extra/word			
	Black & White	Colour	Special Heading - one line : ₹ 130			
	₹425- per Sq.cm.	₹ 850/- per Sq.cm.	Box service charge + postage : ₹ 25 + ₹ 150			
			Overseas postage charge : ₹ 500			

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നിങ്ങളെ മനസ്സിലാക്കുന്നു. എപ്പോഴും.

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Mathrubhumi Star & Style

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A PERIODICAL FOR THE MINDS OF THE FUTURE

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മാതൃഭൂമി മിന്നാമിന്നി
മഴമ്പനി / ബ്രഹ്മനി കുട്ടികൾക്ക്

WEEKLY & MAGAZINE (MECHANICAL DATA) EXCEPT GRIHALAKSHMI

	Width	Height
Full Page	16.3 cm x	22.5 cm
Full Page Bleed (Material)	18.8 cm x	26.0 cm
Full Page Trimmed	18.5 cm x	25.4 cm
Double Page	34.6 cm x	22.5 cm
Double Page Bleed (Material)	37.6 cm x	26.0 cm
Double Page Trimmed	37.0 cm x	25.4 cm
½ Page Vertical	7.95 cm x	22.5 cm
½ Page Horizontal	16.3 cm x	11.0 cm

GRIHALAKSHMI (MECHANICAL DATA)

	Width	Height
Full Page	16.8 cm x	21.5 cm
Full Page Bleed (Material)	19.8 cm x	26.0 cm
Trimmed Size	19.5 cm x	25.5 cm
Double Page (Material)	35.6 cm x	21.5 cm
Double Page Bleed (Material)	39.6 cm x	26.0 cm
Double Page Trimmed	39.0 cm x	25.5 cm
½ Page Vertical	8.1 cm x	21.5 cm
½ Page Vertical Bleed	9.5 cm x	26.0 cm
½ Page Horizontal	16.8 cm x	10.5 cm
½ Page Horizontal Bleed	19.8 cm x	12.6 cm

BALABHUMI (MECHANICAL DATA)

	Width	Height
Full Page	11.0 cm x	16.0 cm
Full Page Bleed (Material)	13.4 cm x	19.0 cm
Full Page Trimmed	13.0 cm x	18.4 cm
Double Page	23.6 cm x	16.0 cm
Double Page Bleed (Material)	26.8 cm x	19.0 cm
Double Page Trimmed	26.0 cm x	18.4 cm
½ Page Vertical	5.3 cm x	16.0 cm
½ Page Horizontal	11.0 cm x	7.8 cm

YATHRA AND STAR & STYLE (MECHANICAL DATA)

	Width	Height
Full Page	18.3 cm x	23.3 cm
Full Page Bleed (Material)	21.3 cm x	27.6 cm
Double Page	39.6 cm x	23.3 cm
Double Page Bleed (Material)	42.6 cm x	27.6 cm
Half Page Vertical	9.0 cm x	23.3 cm
Half Page Vertical Bleed	10.5 cm x	27.6 cm
Half Page Horizontal	18.3 cm x	11.5 cm
Half Page Horizontal Bleed	21.3 cm x	13.6 cm

THOZHILVARTHA (MECHANICAL DATA)

Full Page	31.6 x 24.4 cm
1 Column	3.9 cm
2 Column	8 cm
3 Column	12.1 cm
4 Column	16.2 cm
5 Column	20.3 cm
6 Column	24.4 cm

PREMIA - THOZHILVARTHA

Front Page	150% extra
Any Specified Inside Page	25% extra
Page 3	40% extra
Page 5	30% extra
Back Page	50% extra

ALL PREVIOUS RATES ARE HEREBY CANCELLED: April 1, 2017.

Mathrubhumi
THE NATIONAL DAILY IN MALAYALAM

For Details: The National Head (Media Solutions - Print)
Mathrubhumi Ptg. & Pbg. Co. Ltd., K. P. Kesava Menon Road,
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For advertisement requirements, please contact



വാസ്തവം തിരിച്ചറിയൂ

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Club FM: Mr. Jagdeep Murali: 09605078887.



Red Mic: Mr. Shaji: 09961005360.



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Online: Mr. Sreedhar Menon: 09747018082.