

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, Mathrubhumi Illustrated Weekly, Grihalakshmi, Arogya Masika, Yathra, Sports Masika, Star & Style, Thozhilvartha, GK & Current Affairs, Balabhumi, Minnaminni, Chithrakatha and Mathrubhumi Yearbook. Mathrubhumi News is now the most trusted news channel in Kerala. With the launch of a new station in Alappuzha, Mathrubhumi's Club FM has anchored its position as Kerala's favourite FM channel with 6 stations across Kerala and 1 in the UAE. Kappa TV, the game-changer among youth channels, is the only contemporary Malayalam channel for youngsters. 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.

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- 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
- Pune : Mr. Manoj Kochery, 84, Konark Nagar 2, Viman Nagar, Pune 411 014. Ph: 96040 98132.

Website: www.mathrubhumi.com

Advertisement Tariff - Daily (GST Applicable)

(all rates in ₹ per sq.cm.)

MATHRUBHUMI DAILY ADVERTISEMENT TARIFF W.E.F 1.4.2019																			
	DISPLAY							PERSONAL ADS					CLASSIFIED DISPLAY		VIJAYA PADAM	FINANCIAL/ POLITICAL		CLASSIFIED	
EDITIONS	Normal B&W	Normal Colour	Front Page Clr	Page 3/ BP Clr	Page 3 BW	Page 9 BW Solus	BP BW	BW	COLOUR				BW	Clr	BW	BW	Clr	Per Word	
									Nor. Clr	P3 Clr	BP Clr	FP Clr							
TRIVANDRUM	430	780	1405	1095	580	600	620	185	265	330	395	520	300	470	310	440	875	100	
KOLLAM	275	520	940	730	380	400	415	160	235	290	350	460	220	350	210	290	580	100	
ALAPPUZHA	260	500	900	700	365	375	385	180	250	310	370	500	230	340	225	280	560	100	
KOTTAYAM	335	650	1170	910	470	485	500	175	250	310	370	500	275	440	285	365	730	100	
KOCHI	450	880	1585	1235	625	645	665	260	360	450	535	710	340	545	350	495	990	100	
THRISSUR	350	630	1135	880	475	490	520	190	270	335	400	530	270	410	280	365	730	100	
PALAKKAD	275	500	900	700	385	400	410	145	185	230	275	360	250	390	245	300	595	100	
MALAPPURAM	255	480	865	675	360	370	385	130	190	235	280	370	185	275	210	280	565	100	
KOZHICODE	320	640	1120	870	440	455	475	180	275	340	410	550	260	435	275	340	680	100	
KANNUR	290	570	1025	800	410	420	435	130	195	250	295	390	250	405	250	315	630	100	
MUMBAI	85	155	310	220	120	125	130	80	110	135	160	210	85	140	85	105	215	70	
DELHI	80	150	270	210	115	120	125	75	110	135	160	210	75	120	75	100	200	80	
BENGALURU	90	165	300	230	125	130	135	75	110	135	160	210	85	130	85	100	200	80	
CHENNAI	70	130	235	180	100	105	110	70	100	125	145	190	70	120	70	90	180	80	
DUBAI	175	250	320	270	210	200	240	150	185	195	210	255	100	150	155	175	230	90	
ALL KERALA	2000	4000	7020	5460	2800	2900	3000	1330	1910	2385	2860	3810	1650	2650	1640	2200	4400	160	
ALL INDIA	2075	4100	7290	5670	2900	3000	3115	1385	1985	2480	2975	3960	1750	2750	1750	2450	4800	170	
ALL KERALA + DUBAI	2075	4100	7290	5670	2950	3020	3115	1385	1985	2480	2975	3960	1750	2750	1750	2350	4600	165	
ALL KERALA + MUMBAI	2050	4050	7200	5600	2950	3020	3075	1385	1985	2480	2975	3960	1700	2700	1725	2300	4500	165	
ALL KERALA + BENGALURU	2050	4050	7200	5600	2950	3020	3075	1385	1985	2480	2975	3960	1700	2700	1725	2300	4500	165	
ALL KERALA + DELHI	2050	4050	7200	5600	2950	3020	3075	1385	1985	2480	2975	3960	1700	2700	1725	2300	4500	165	
ALL KERALA + CHENNAI	2050	4050	7200	5600	2950	3020	3075	1385	1985	2480	2975	3960	1700	2700	1725	2300	4500	165	
ALL INDIA + DUBAI	2200	4400	7740	5900	3100	3150	3200	1440	2060	2575	3085	4110	1800	2800	1775	2500	4900	175	
ALL METROS (MDBC)	300	550	1000	770	410	425	450	215	335	417	500	660	250	360	250	300	600	130	
ANY 2 EDITIONS																		110	
ANY 3 EDITIONS																		120	
ANY 4 EDITIONS																		130	
ANY 5 EDITIONS																		140	
ANY 6 EDITIONS																		150	
ANY 7 TO 10 EDITIONS																		160	
ANY 11 TO 14 EDITIONS																		170	

CLASSIFIEDS

For advertisements 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 ₹500)

Spl. Heading Charges (single line)	1 Edn: ₹100	2 Edn: ₹120	3 Edn: ₹125	4 & above: ₹150
Spl. Heading Charges (two line)	1 Edn: ₹200	2 Edn: ₹240	3 Edn: ₹250	4 & above: ₹300
Spl. Heading Charges (three line)	1 Edn: ₹300	2 Edn: ₹360	3 Edn: ₹375	4 & above: ₹450

SIZE SPECIFICATIONS - DAILY

Front Page Minimum Size: 12.1 cm x 20 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	2 Col. :	8 cm
No. of Columns to Page	: 8	3 Col. :	12.1 cm
		4 Col. :	16.2 cm
		5 Col. :	20.3 cm
		6 Col. :	24.4 cm
		7 Col. :	28.5 cm
		8 Col. :	32.6 cm

MATERIAL: PDF format (high resolution).

Tolerance + or - 0.02

Advertisement Tariff - Periodicals (w.e.f. 01-04-2019) [GST Applicable] (all rates in ₹)

	Colour					B & W
	Back Cover	Inside Covers		Full Page	Half Page	Full Page
Grihalakshmi	4,35,000	i 3,00,000	ii 2,80,000	2,65,000	1,45,000	
Arogya Masika	3,15,000	i 2,80,000	ii 2,35,000	2,10,000	1,20,000	1,15,000
Mathrubhumi Illustrated Weekly	98,000	i 68,000	ii 58,000	50,000	30,000	30,000
Star & Style	1,75,000	i 1,25,000	ii 1,20,000	1,15,000	60,000	
Sports Masika	98,000	i 60,000	ii 50,000	45,000	25,000	
Balabhumi	53,000	i 43,000	ii 36,000	30,000		
Yathra	1,75,000	i 1,28,000	ii 1,22,000	1,20,000	60,000	
Minnaminni	52,000	i 38,000	ii 32,000	25,000		
Chithrakatha	52,000	i 38,000	ii 28,000	20,000		
Harisree	90,000	i 75,000	ii 65,000			
GK & Current Affairs	60,000	i 40,000	ii 35,000	30,000		
Grihalakshmi Split	1,18,000 N	80,000 S	1,15,000 C			
Arogya Masika Split	1,18,000 N	1,18,000 S				
	Display		Classifieds per word			
	Black & White	Colour		ORDINARY	BOLD	
Thozhilvartha	₹475 - per sq.cm.	₹950 - per sq.cm.	Thozhilvartha	130	134	
Thozhilvartha Split	₹350 - per sq.cm.	₹700 - per sq.cm.	Daily+Thozhilvartha	100	104	

ഗൃഹലക്ഷ്മി
നിങ്ങളെ മനസ്സിലാക്കുന്നു. എപ്പോഴും.

മാതൃഭൂമി ആരോഗ്യ മാസിക
No. 1 Health Magazine in India

മാതൃഭൂമി
ആഴത്തിലുള്ള വായന ആഴ്ചക്കാരും

Mathrubhumi Star & Style

മാതൃഭൂമി തൊഴിൽ വാർത്ത
ഇന്ത്യയിലെ No.1 തൊഴിൽ പ്രസിദ്ധീകരണം

മാതൃഭൂമി സ്പോർട്സ്
SPORTS

Mathrubhumi GK & CURRENT AFFAIRS
A PORTAL TO THE WORLD OF KNOWLEDGE

Mathrubhumi Yathra The Complete Travel Magazine
മാതൃഭൂമി യാത്ര

മാതൃഭൂമി ചിത്രകഥ

മാതൃഭൂമി ബാലഭൂമി
കുട്ടികളുടെ വാരിക

മാതൃഭൂമി മിസ്സാമിനി
മസ്സാമിനി / പ്രൊഫസി കുട്ടികൾക്ക്

**WEEKLY & MAGAZINE (MECHANICAL DATA) EXCEPT
GRIHALAKSHMI, YATHRA AND STAR & STYLE**

	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

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 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 w.e.f. April 1st, 2019.

Mathrubhumi
THE NATIONAL DAILY IN MALAYALAM

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For advertisement requirements, please contact:



വാസ്തവം തിരിച്ചറിയൂ

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