

MATHRUBHUMI

KERALA'S MOST FORMIDABLE MULTIPLIER FORCE

The Mathrubhumi brand promise of fidelity to fact and thirst for truth has earned a cherished place in Malayalee households for the Mathrubhumi newspaper and our stable of 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, Kappa TV, Club FM and Kappa Digital are game-changers in their respective fields, both in Kerala and abroad. Mathrubhumi.com offers the latest in digital news and views. Findhome.com is the one-stop real estate portal to buy, rent or sell property at a click. Thus, our bouquet of platforms makes us the go-to integrated media solutions provider in the most literate state in India. Now, with the enviable stature of having completed a century of journalistic enterprise.

EDITIONS / OFFICES

- Kozhikode : K.P. Kesava Menon Road, Kozhikode - 673001. Ph: 0495 2366655, Fax: 2365792, 2366656. E-mail: mbiadvts@gmail.com
- Kochi : 5C, Door No. 64/2723A, 5th Floor, DD Trade Tower, Kaloor-Kadavanthra Road, Kochi - 682017. Ph: 0484 4014014.
E-mail: chnavdt@gmail.com
- Trivandrum : Vanchiyoor, Trivandrum - 695035. Ph: 0471 2461071, Fax: 2462045. E-mail: mbiadv@gmail.com
- Thrissur : Veliyannur Road, Thrissur - 680021. Ph: 0487 2423284. E-mail: mbitcr@gmail.com
- Kannur : Nadal Bypass Road, Edakkad P.O., Kannur - 670663. Ph: 0497 2825221/2825222. E-mail: admbiknr@gmail.com
- Kottayam : S.H. Mount, Kottayam - 686006. Ph: 0481 2568055. E-mail: mathrukrm@gmail.com
- Malappuram : Palathara, Kottakkal, Malappuram - 676510. Ph: 0483 2745800. E-mail: advtmpm@mpp.co.in
- Kollam : Ramankulangara, Kollam - 691003. Ph: 0474 2754013, Fax: 2790693. E-mail: mbiklmdvt@gmail.com
- Palakkad : 100 Feet Malampuzha Road, Puthur, Palakkad - 678001. Ph: 0491 2521900, Fax: 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 - 400072. Ph: 022 28571385/86, 49553400
Mob: 98331 00660. E-mail: mbimumbai@mpp.co.in, mathrubhumimumbai@rediffmail.com
- Delhi : 1/6, INS Building, Rafi Marg, New Delhi - 110001. Ph: 011-23715386, 23711444
- Bengaluru : First Floor, PTI Building, 16/7 Miller Tank Bed Area, Off Thimmaiah Cross Road, Vasanth Nagar, Bengaluru - 560052.
Ph: 080 22201618, 22284293. E-mail: mbibgl@mpp.co.in
- Chennai : New No.71 (Old No.42), New Decor Towers, 3rd Floor, Dr. Radhakrishnan Salai, Mylapore, Chennai - 600004.
Ph: 044 28112062/63. E-mail: mathrubhumichennai@gmail.com
- Coimbatore : Door No. 16/2, 1st Floor, V J Business Centre, GRG Layout, Near LIC Office, Trichy Road, Coimbatore - 641018.
Ph: 0422 2302047, Mob: 094866 19893. E-mail: advtcbe@mpp.co.in
- Hyderabad : Flat No.1202, 12th Floor, Babukhan Estate, Basheerbhag, Hyderabad - 500001. Ph: 040 23233494,
Mob: 99856 79494. 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: +971 44562260.

REPRESENTATIVE OFFICES

- Kolkata : M/s. Ingenious Communications, 3rd Floor, EN20, Salt Lake, Sector V, Near Webel Crossing, Bidhan Nagar,
Kolkata - 700 091. Mob: 98314 91020.
- Ahmedabad : M/s. Rajiv Desai Associates, 310, Shaan Complex, Bh. Sakar IV, Opp. M.J. Library, Ellisbridge, Ahmedabad - 380 006.
Ph: 079 26579115, Mob: 98240 22296. E-mail: reyna.desai@gmail.com

Website: www.mathrubhumi.com

Advertisement Tariff - Daily (GST Applicable)

(All rates in ₹ per sq.cm.)

EDITIONS	DISPLAY							CLASSIFIED DISPLAY		VIJAYA PADAM	FINANCIAL/ POLITICAL		CLASSIFIED
	Normal B&W	Normal Colour	Front Page Clr	Page 3/ BP Clr	Page 3 BW	Page 9 BW Solus	BP BW	BW	Clr	BW	BW	Clr	Per Word
	TRIVANDRUM	475	880	1760	1370	670	695	720	331	520	341	491	982
KOLLAM	300	600	1065	820	420	440	450	242	389	221	316	631	125
ALAPPUZHA	290	560	990	770	400	420	430	257	378	247	311	622	125
KOTTAYAM	375	740	1320	1025	530	550	570	305	488	315	413	825	125
KOCHI	490	980	1750	1360	690	720	740	378	604	389	542	1084	125
THRISSUR	390	740	1335	1035	540	570	580	299	452	310	406	812	125
PALAKKAD	305	585	1150	890	415	440	450	278	431	273	326	652	125
MALAPPURAM	280	560	1010	785	395	410	425	215	305	231	312	623	125
KOZHIKODE	350	665	1355	980	490	510	530	290	485	305	376	752	125
KANNUR	325	650	1155	900	455	470	480	275	430	273	352	703	125
MUMBAI	95	180	320	245	130	140	145	95	158	95	116	232	85
DELHI	90	170	300	235	125	130	140	84	137	84	111	222	95
BENGALURU	100	190	335	260	140	145	155	95	147	95	111	221	95
CHENNAI	80	150	265	205	110	115	125	79	137	79	101	203	95
DUBAI	225	350	465	420	315	305	340	110	168	173	225	450	105
ALL KERALA	2200	4400	7830	6075	3080	3215	3300	1822	2924	1811	2420	4840	200
ALL INDIA	2300	4600	8190	6350	3220	3355	3455	1932	3035	1932	2725	5445	220
ALL KERALA + DUBAI	2300	4600	8190	6350	3220	3355	3455	1932	3035	1932	2610	5225	220
ALL KERALA + MUMBAI	2250	4500	7940	6210	3150	3285	3375	1927	3029	1916	2525	5055	220
ALL KERALA + BENGALURU	2250	4500	7940	6210	3150	3285	3375	1927	3029	1916	2525	5055	220
ALL KERALA + DELHI	2250	4500	7940	6210	3150	3285	3375	1927	3029	1916	2525	5055	220
ALL KERALA + CHENNAI	2250	4500	7940	6210	3150	3285	3375	1927	3029	1916	2525	5055	220
ALL INDIA + DUBAI	2400	4800	8555	6625	3360	3505	3600	1985	3087	1943	2740	5480	220
ALL METROS (MDBC)	300	580	1160	870	425	435	450	278	399	278	280	565	160
ANY 2 EDITIONS													140
ANY 3 EDITIONS													155
ANY 4 EDITIONS													170
ANY 5 TO 7 EDITIONS													185
ANY 8 TO 10 EDITIONS													200
ANY 11 TO 15 EDITIONS													220

SPECIFICATIONS

COLUMN WIDTH

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

MATERIAL: PDF format (high resolution). Tolerance + or - 0.02

SIZE SPECIFICATIONS - DAILY

Front Page Minimum Size: 12.1 cm x 20 cm Above Pocket Cartoon Front Page: 3.9 cm x 5 cm

Advertisement Tariff - Daily (GST Applicable)

(All rates in ₹ per sq.cm.)

EDITIONS	PERSONAL ADS								
	B/W				COLOUR				
	NOR. B/W	P2 B/W	P3 B/W	BP B/W	NOR. CLR	P2 CLR	P3 CLR	BP CLR	FP CLR
TRIVANDRUM	205	256	287	307	265	331	371	398	880
KOLLAM	170	210	238	255	212	265	297	318	600
ALAPPUZHA	195	244	273	293	245	306	343	368	560
KOTTAYAM	195	244	273	293	245	306	343	368	740
KOCHI	290	363	406	435	365	456	511	548	980
THRISSUR	202	253	283	303	252	315	353	378	740
PALAKKAD	159	199	223	239	198	248	277	297	585
MALAPPURAM	138	173	193	207	190	238	266	285	560
KOZHICODE	190	238	266	285	239	300	360	420	665
KANNUR	150	180	200	225	200	250	280	310	625
MUMBAI	90	113	126	135	112	140	157	168	180
DELHI	85	106	119	128	105	131	147	158	170
BENGALURU	85	106	119	128	105	131	147	158	190
CHENNAI	80	100	112	120	100	125	140	150	150
DUBAI	170	213	238	255	210	263	294	315	350
ALL KERALA	1470	1838	2058	2205	1840	2300	2576	2760	4400
ALL INDIA	1530	1913	2142	2295	1915	2394	2681	2873	4590
ALL KERALA + DUBAI	1530	1913	2142	2295	1915	2394	2681	2873	4550
ALL KERALA + MUMBAI	1525	1906	2135	2288	1905	2381	2667	2858	4450
ALL KERALA + BENGALURU	1525	1906	2135	2288	1905	2381	2667	2858	4450
ALL KERALA + DELHI	1525	1906	2135	2288	1905	2381	2667	2858	4450
ALL KERALA + CHENNAI	1525	1906	2135	2288	1905	2381	2667	2858	4450
ALL INDIA + DUBAI	1590	1988	2226	2385	1985	2481	2778	2977	4880
ALL METROS (MDBC)	235	294	329	353	300	375	420	450	580

CL. Special Heading Rates SINGLE LINE	
Any 1 Edition	150
Any 2 Editions	175
Any 3 Editions	200
Any 4 Editions	225
Any 5 to 7 Editions	250
Any 8 to 10 Editions	275
Any 11 to 15 Editions	300

CL. Special Heading Rates TWO LINE	
1 Edition	300
2 Editions	350
3 Editions	400
4 Editions	450
5 to 7 Editions	500
8 to 10 Editions	550
11 to 15 Editions	600

CL. Special Heading Rates THREE LINE	
1 Edition	450
2 Editions	525
3 Editions	600
4 Editions	675
5 to 7 Editions	750
8 to 10 Editions	825
11 to 15 Editions	900

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)

Advertisement Tariff - Periodicals [GST Applicable]

(All rates in ₹)

	Colour				B & W	
	Back Cover	Inside Covers		Full Page	Half Page	Full Page
Grihalakshmi	4,40,000	i 3,10,000	ii 2,85,000	2,70,000	1,50,000	
Arogya Masika	3,20,000	i 2,85,000	ii 2,40,000	2,15,000	1,25,000	1,20,000
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	1,80,000	i 1,30,000	ii 1,25,000	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	50,000		
GK & Current Affairs	60,000	i 40,000	ii 35,000	30,000		
Grihalakshmi Split	1,20,000 N	85,000 S	1,20,000 C			
Arogya Masika Split	1,20,000 N	1,20,000 S				
	Display		Classifieds per word			
	B/W	Colour		ORDINARY	BOLD	One Line Spl. Heading 150
Thozhilvartha	₹525/sq.cm.	₹1050/ sq.cm.	Thozhilvartha	140	144	Box+ Postage 25+150
Thozhilvartha Split	₹360/sq.cm.	₹720/sq.cm.	Daily+Thozhilvartha	115	119	Overseas Postage 500

ഗൃഹലക്ഷ്മി
നിങ്ങളെ മനസ്സിലാക്കുന്നു. എപ്പോഴും.

മാതൃഭൂമി
ആരോഗ്യമാസിക
NO. 1 HEALTH MAGAZINE IN INDIA
അറിവിലൂടെ ആരോഗ്യം.

മാതൃഭൂമി
ആളവതിപ്പ്

Mathrubhumi
Star & Style

മാതൃഭൂമി
തൊഴിൽവാർത്ത
ഇന്ത്യയിലെ No.1 തൊഴിൽ പ്രസിദ്ധീകരണം

മാതൃഭൂമി
സ്റ്റേർഡ്സ്
SPORTS

Mathrubhumi
GK & CURRENT AFFAIRS

Mathrubhumi Yathra
യാത്ര
The Complete Travel Magazine

മാതൃഭൂമി
ചിത്രകഥ

ബാലഭൂമി
ബന്ധിതമാസിക

മാതൃഭൂമി
മിസ്സോമിനി
നഴ്സറി / പ്രൈമറി കുട്ടികൾക്ക്

Mathrubhumi
YEARBOOK
KNOWLEDGE & BEYOND PLUS 2022

മാതൃഭൂമി
ഇയർബുക്ക്
PLUS 2022

**Illustrated Weekly, Balabhumi, Minnaminni, Arogya Masika
Sports Masika and GK & Current Affairs**

	Width	X	Height
Full Page	16.30	X	22.50
Full Page Bleed (Material)	18.80	X	26.00
Full Page Trimmed	18.50	X	25.40
Double Page	34.60	X	22.50
Double Page Bleed (Material)	37.60	X	26.00
Double Page Trimmed	37.00	X	25.40
½ Page Vertical	7.95	X	22.50
½ Page Horizontal	16.30	X	11.00

GRIHALAKSHMI (MECHANICAL DATA)

	Width	x	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	X	Height
Full Page Normal	18.3	X	22.7 cm
Full Page Bleed	21.3	X	26.3 cm
Double Page Normal	39.6	X	22.7 cm
Double Page Bleed	42.6	X	26.3 cm
Half Page Vertical Normal	9	X	22.7 cm
Half Page Vertical Bleed	10.5	X	26.3 cm
Half Page Horizontal Normal	18.3	X	11.2 cm
Half Page Vertical Bleed	21.3	X	13 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

Mathrubhumi
THE NATIONAL DAILY IN MALAYALAM

For Details:

Kerala: T Sudeep Kumar, General Manager - Media Solutions (Print),
Mathrubhumi Ptg. & Pbg. Co. Ltd., K.P. Kesava Menon Road,
Kozhikode - 673001. Phone: 0495 2366655, Fax: 0495 2366656.

Metro: N Jayakrishnan, National Head - Media Solutions (Print),
Mathrubhumi Office, Manjummel, Ernakulam, Kerala.
Phone: 0484 4014014.

For advertisement requirements, please contact:



Mathrubhumi News: Mr. Naveen Sreenivasan: 098470 15400 (Metros),
Mr. Santhosh: 099610 05361 (Kerala)



Club FM: Mr. Jagdeep Murali: 096050 78887



mathrubhumi.com

Digital: Ms. Deepthi S Pillai: 089074 31814

findhome.com
search smarter

Findhome: Mr. Akhil: 099953 31199

ALL PREVIOUS RATES ARE HEREBY CANCELLED w.e.f. April 1st, 2022.