



RATE CARD

Effective 18 April 2014

Jagran

RATE CARD
Effective 18 April 2014

5 Languages

12 Titles

15 States

123 Editions

68 Million Readers

Jagran

Many rays.
One rising sun.



दैनिक जागरण

India's No.1 Daily
No.1 in NCCS SEC A with 11mn readers

mid-day Mumbai is Mumbai

India's No.1 Afternoon Daily

**नईदुनिया
नवदुनिया**

No.2 Newspaper in MPCG

inext
आई नेक्स्ट

India's No.1 Bilingual Compact
World Young Reader Newspaper of the Year – WAN IFRA

मिस-के

Mumbai's fastest growing Gujarati Newspaper

Cityplus Jagran

India's No.1 Community Newspaper



ਪੰਜਾਬੀ ਮਾਗਝ

Punjab's most popular Punjabi Daily

THE INQILAB

India's No.1 Urdu Newspaper

सखी जागरण

Premium Women's Magazine

जोश जागरण **PLUS**

Youth Magazine

खेत खलिहान जागरण कालिका पत्रिका

Rural Magazine

Jagran
New Media



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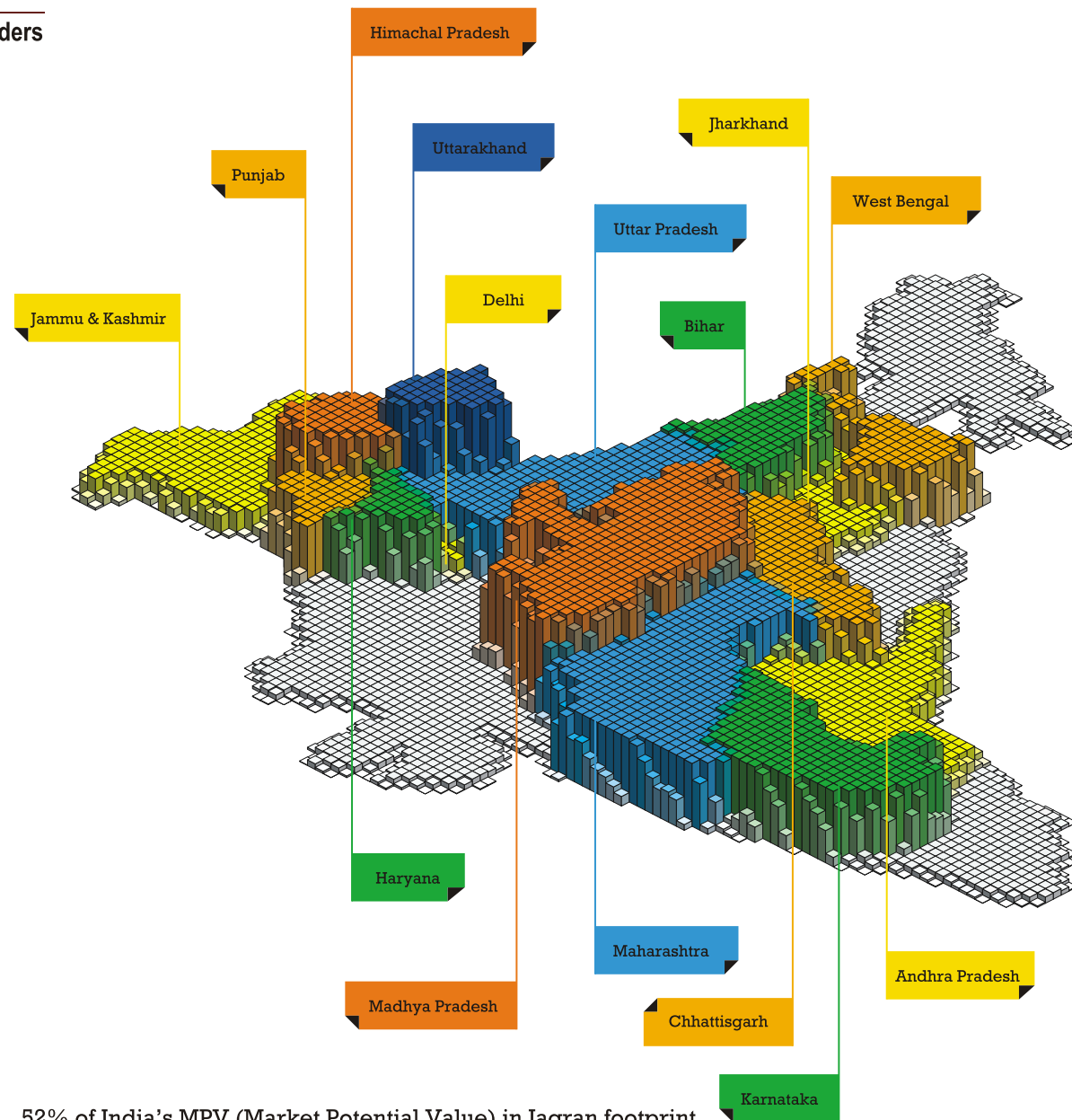
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DISPLAY - COMBINATION RATES

Combinations	Publications	Colour Rate per sqcm
Bihar + Jharkhand + West Bengal	DJ	3528
Punjab + Haryana + J&K + HP	DJ	3069
Delhi + NCR*	DJ	1620
Madhya Pradesh + Chhattisgarh	ND	2601
Uttar Pradesh + Uttrakhand	DJ	6642
Greater Delhi (Del + NCR* + Meerut)	DJ	2250

DJ-Dainik Jagran, ND - Nai Dunia + Nav Dunia

*This does not include Dainik Jagran National Edition

DISPLAY - EDITION RATES

State	Editions	Publications	Colour Rate per sqcm
Uttar Pradesh	Kanpur	DJ	1350
	Banda	DJ	243
	Raebareli	DJ	810
	Lucknow	DJ	1530
	Varanasi	DJ	909
	Allahabad	DJ	666
	Gorakhpur	DJ	702
	Jhansi	DJ	306
	Ayodhya / Faizabad	DJ	333
	Agra	DJ	801
	Aligarh	DJ	423
	Meerut	DJ	855
	Saharanpur	DJ	243
	Bareilly	DJ	558
	Moradabad	DJ	468
	Ghaziabad / Noida*	DJ	900
	Mathura	DJ	252

DISPLAY - EDITION RATES

State	Editions	Publications	Colour Rate per sqcm
Uttrakhand	Haridwar	DJ	279
	Haldwani / Nainital	DJ	495
	Dehradun	DJ	810
Punjab	Ludhiana	DJ	684
	Chandigarh	DJ	243
	Jalandhar	DJ	576
	Amritsar	DJ	576
	Bhatinda	DJ	342
	Patiala	DJ	342
Haryana	Hisar	DJ	486
	Rohtak	DJ	360
	Panipat	DJ	576
	Gurgaon* / Faridabad* / Sonipat*	DJ	900
Bihar	Patna	DJ	1584
	Bhagalpur	DJ	540
	Muzaffarpur	DJ	540
	Gaya	DJ	207
Jharkhand	Ranchi	DJ	666
	Dhanbad	DJ	360
	Jamshedpur	DJ	360
West Bengal	Siliguri	DJ	279
	Kolkata	DJ	207

DJ-Dainik Jagran
Rates Effective for
a minimum of 2 Editions
* Sub Editions of Delhi.
Voucher copies will not be provided

 दैनिक जागरण | नईदुनिया | नवदुनिया

DISPLAY - STATE RATES

State	Editions	Publications	Colour Rate per sqcm
Jammu	Jammu	DJ	468
Himachal Pradesh	Dharamshala	DJ	468
Punjab	Amritsar, Jalandhar, Ludhiana, Bathinda, Patiala & Chandigarh	DJ	2025
Haryana	Panipat, Hisar, Gurgaon*, Faridabad* & Rohtak	DJ	1773
Delhi NCR	Delhi, Faridabad*, Ghaziabad* Gurgaon* & Noida*	DJ	1620
Jharkhand	Dhanbad, Ranchi & Jamshedpur	DJ	990
Bihar	Bhagalpur, Patna, Muzaffarpur & Gaya	DJ	2493
West Bengal	Siliguri, Kolkata	DJ	405
MP	Indore, Bhopal, Gwalior, Jabalpur,	ND	1881
Chhattisgarh	Bilaspur & Raipur	ND	846
Uttar Pradesh + Uttrakhand		DJ	6642

DJ-Dainik Jagran, ND - Nai Dunia + Nav Dunia

* Sub Editions of Delhi. Voucher copies will not be provided

* Delhi NCR - This does not include Dainik Jagran National Edition

NOTICE / TENDER - COMBINATION RATES

Combinations	Publications	B/W Rate per sqcm
Bihar + Jharkhand + West Bengal	DJ	3006
Punjab + Haryana + J&K + HP	DJ	2430
Delhi NCR*	DJ	1413
Madhya Pradesh + Chhattisgarh	ND	1894
Uttar Pradesh + Uttrakhand	DJ	5454
Greater Delhi	DJ	1800
Delhi + NCR* + Meerut		

DJ-Dainik Jagran, ND - Nai Dunia + Nav Dunia

* Sub Editions of Delhi. Voucher copies will not be provided

* Delhi NCR - This does not include Dainik Jagran National Edition

For PSU / Govt. Commercial B/W Display Rate will be same as given above

Only Colour ads will be accepted on Front Page, Back Page, Page 3 and Page 5. For Colour Rate, follow Display Colour Rate Card

NOTICE / TENDER - STATE RATES

State	Editions	Publications	B/W Rate per sqcm
Jammu	Jammu	DJ	378
Himachal Pradesh	Dharamshala	DJ	378
Punjab	Amritsar, Jalandhar, Ludhiana, Bathinda, Patiala & Chandigarh	DJ	1530
Haryana	Panipat, Hisar, Rohtak, Gurgaon*, Faridabad* & Sonipat	DJ	1530
Delhi NCR	Delhi, Faridabad*, Ghaziabad* Gurgaon* & Noida*	DJ	1413
Jharkhand	Dhanbad, Ranchi & Jamshedpur	DJ	1080
Bihar	Bhagalpur, Patna, Muzaffarpur & Gaya	DJ	2070
West Bengal	Siliguri, Kolkata	DJ	405
MP	Indore, Bhopal, Gwalior & Jabalpur	ND	1485
Chhattisgarh	Bilaspur & Raipur	ND	603
Uttar Pradesh + Uttrakhand		DJ	5454

DJ-Dainik Jagran, ND - Nai Dunia + Nav Dunia

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* Delhi NCR - This does not include Dainik Jagran National Edition

For PSU / Govt. Commercial B/W Display Rate will be same as given above

Only Colour ads will be accepted on Front Page, Back Page, Page 3 and Page 5. For Colour Rate, follow Display Colour Rate Card

NOTICE / TENDER - EDITION RATES

State	Editions	Publications	B/W Rate per sqcm
UPUT	Kanpur	DJ	1277
	Banda	DJ	207
	Lucknow	DJ	1530
	Varanasi	DJ	810
	Allahabad	DJ	603
	Gorakhpur	DJ	603
	Jhansi	DJ	252
	Ayodhya / Faizabad	DJ	306
	Rae Bareilly	DJ	810
	Agra	DJ	720
	Aligarh	DJ	405
	Meerut	DJ	810
	Saharanpur	DJ	207
	Bareilly	DJ	504
	Moradabad	DJ	405
	Ghaziabad / Noida* / Greater Noida	DJ	810
	Mathura	DJ	225
	Haridwar	DJ	225
	Haldwani / Nainital	DJ	450
	Dehradun	DJ	783

NOTICE / TENDER - EDITION RATES

State	Editions	Publications	B/W Rate per sqcm
Punjab	Chandigarh	DJ	207
	Ludhiana	DJ	612
	Jalandhar	DJ	504
	Amritsar	DJ	504
	Bhatinda	DJ	306
	Patiala	DJ	306
Haryana	Hisar	DJ	360
	Rohtak	DJ	306
	Panipat	DJ	477
	Gurgaon / Faridabad / Sonipat*	DJ	900
Bihar	Patna	DJ	1314
	Bhagalpur	DJ	450
	Muzaffarpur	DJ	450
	Gaya	DJ	207
Jharkhand	Ranchi	DJ	567
	Dhanbad	DJ	324
	Jamshedpur	DJ	324
West Bengal	Siliguri	DJ	234
	Kolkata	DJ	180

DJ-Dainik Jagran

* Sub Editions of Delhi. Voucher copies will not be provided

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For PSU / Govt. Commercial B/W Display Rate will be same as given above

Only Colour ads will be accepted on Front Page, Back Page, Page 3 and Page 5. For Colour Rate, follow Display Colour Rate Card


 दैनिक जागरण | नईदुनिया | नवदुनिया

POLITICAL - COMBINATION RATES

Combinations	Publications	Colour Rate per sqcm
Bihar + Jharkhand + West Bengal	DJ	4239
Punjab + Haryana + J&K + HP	DJ	4032
Delhi NCR*	DJ	2340
Madhya Pradesh + Chhattisgarh	ND	3897
Uttar Pradesh + Uttrakhand	DJ	10296

DJ-Dainik Jagran, ND - Nai Dunia + Nav Dunia

*This does not include Dainik Jagran National Edition

POLITICAL - STATE RATES

State	Editions	Publications	Colour Rate per sqcm
Jammu	Jammu	DJ	513
Himachal Pradesh	Dharamshala	DJ	513
Punjab	Amritsar, Jalandhar, Ludhiana, Bathinda, Patiala & Chandigarh	DJ	2808
Haryana	Panipat, Hisar, Gurgaon*, Faridabad* & Rohtak	DJ	2286
Delhi NCR	Delhi, Faridabad*, Ghaziabad* Gurgaon* & Noida*	DJ	2340
Jharkhand	Dhanbad, Ranchi & Jamshedpur	DJ	1359
Bihar	Bhagalpur, Patna, Muzaffarpur & Gaya	DJ	3744
West Bengal	Siliguri & Kolkata	DJ	387
MP & Chhattisgarh	Indore, Bhopal, Gwalior, Jabalpur, Bilaspur & Raipur	ND	3897
Uttar Pradesh + Uttarakhand		DJ	10296

DJ-Dainik Jagran, ND - Nai Dunia + Nav Dunia

* Sub Editions of Delhi. Voucher copies will not be provided

* Delhi NCR - This does not include Dainik Jagran National Edition

PREMIA - Dainik Jagran | Nai Duniya | Nav Duniya

Position	Premium on Colour Rate
FP Semi Solus (Min 180 Sqcm)	100%
Innovation Charges	100%
Facing Editorial Page Solus (Min 400 Sqcm)	100%
Back Page	50%
Local News Page 3,5,7	25%
Local News Page 2,4	20%
Sports Page	15%
Branding on Feature Column	50%
FP Pointer (Size 5x4 sqcm)-Min 12 insertions to be carried only on bottom half of 1st column	150%

SUPPLEMENTS

Colour Supplement	Genre	Frequency	Rate per sqcm for Colour Ads				
			UPUT	Bih/Jha/WB	Pun/Har/HP/JK	Del NCR	MPC
Jhankar (DJ)	Sunday	Wkly Broadsheet (Sun)	3474	1845	1602	1080	-
Tarang (ND)	Sunday	Wkly Broadsheet (Sun)	-	-	-	-	693
Sangini (DJ)	Women	Wkly Broadsheet (Sat)	3105	1647	1440	963	-
Nayika (ND)	Women	Wkly Broadsheet (Wed)	-	-	-	-	900
			-	-	-	-	-
Tarang (DJ)*	Lifestyle / Film	Wkly Broadsheet (Thu)	-	504	504	-	-
Glamour Dunia (ND)	Lifestyle / Film	Wkly Broadsheet (Sat)	-	-	-	-	693
Josh (DJ)	Youth	Wkly Page in Main Issue (Wed)	2394	1278	1098	747	-
Yatra (DJ)	Travel	Monthly (Last Sunday of month)	1629	855	756	504	-
Jagran Khet Khalian	Agriculture	Monthly Tabloid	1296	-	-	-	-
FP Premium			50%	50%	50%	50%	50%

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APPOINTMENTS - DAINIK JAGRAN, NAI DUNIA & NAV DUNIA

Publications	Editions	Colour Rate per sqcm
Nai Rahien (DJ)	UP + Uttrakhand	2349
Nai Rahien (DJ)	Bihar + Jharkhand	720
Nai Rahien (DJ)	Greater Punjab	720
Nai Rahien (DJ)	Del NCR	720
Job Dunia (ND)	MP + Chhatisgarh	720

CLASSIFIEDS

Editions	For Jobs, Recruitment & Commercial Categories (up to 7 lines)	Per Extra line Job, Recruitment & Commercial	For other Categories (up to 7 lines)	Per Extra line Other Categories	For Public Notices (up to 7 lines)	Per Extra line Public Notices
UP+UTT.						
Agra	650	135	487	100	350	70
Aligarh	425	100	396	80	175	35
Allahabad	500	100	450	90	250	50
Bareilly	530	100	350	70	300	60
Dehradun	600	120	525	120	300	60
Gorakhpur	725	150	630	130	400	80
Jhansi	300	60	250	50	175	40
Kanpur	1500	300	1050	200	700	140
Lucknow	1325	275	1000	200	700	140
Meerut	1380	300	900	180	650	130
Moradabad	600	100	504	105	250	50
Nainital	450	100	350	80	175	35
Varanasi	1085	225	975	200	600	120

CLASSIFIEDS

Editions	For Jobs, Recruitment & Commercial Categories (up to 7 lines)	Per Extra line Job, Recruitment & Commercial	For other Categories (up to 7 lines)	Per Extra line Other Categories	For Public Notices (up to 7 lines)	Per Extra line Public Notices
BIHAR + JHARKHAND + WB						
Bhagalpur	700	140	630	125	375	75
Dhanbad	400	80	375	75	200	40
Jamshedpur	320	60	275	55	200	40
Muzzaffarpur	605	130	500	100	300	60
Patna	1130	250	1050	210	600	120
Ranchi	430	90	300	60	225	45
Siliguri	108	20	90	18	75	15
DELHI + NCR						
Delhi / NCR	1925	400	1188	250	1000	200
PUNJAB						
Ludhiana	375	75	325	65	200	40
Jalandhar	400	80	300	60	200	40
HARYANA						
Hisar	275	50	225	45	150	30
Panipat	350	65	300	60	200	40
J&K						
Jammu	100	20	75	15	50	10
HIMACHAL PRADESH						
Dharamshala	100	20	75	15	50	10

Commercial Categories: Medical, Loan, Friendship, Massage Parlour, Recruitment, Business, Finance, Astrology, Jobs, Avashyakta.

SCHEME FOR RECRUITMENT, JOBS, COMMERCIAL & OTHER CATEGORIES

SCHEMES	VALIDITY
2+1	15 Days
5+3	30 days
10+7	45 days

NO SCHEME WILL BE APPLICABLE FOR PUBLIC NOTICE CATEGORY
CLIENTS CAN HIGHLIGHT THEIR AD WITH FOLLOWING PREMIUMS

WITH BORDER	25%
BOLD	50%
SPOT COLOR	25%
ENGLISH MATTER	10%

MATRIMONIALS - Dainik Jagran | Nai Duniya | Nav Duniya

		Upto 25 Words	Per Extra Word	Scheme
All Editions - DJ + ND + MD		3600	125	2+1
All Editions - DJ + ND		3150	125	2+1
UP + UT + ND		2700	125	2+1
Uttanchal	Dehradun, Nainital	495	30	2+1
Bihar + Jharkhand	Patna, Bhagalapur, Muzaffarpur, Dhanbad, Ranchi, Jamshedpur	702	40	2+1
Bihar + Jharkhand + WB	Patna, Bhagalapur, Muzaffarpur, Dhanbad, Ranchi, Jamshedpur, Siliguri, Kolkata	810	45	2+1
Delhi NCR	Delhi, Faridabad, Ghaziabad, Gurgaon, Noida	504	30	2+1
Punjab + HP + Jammu	Ludhiana, Jalandhar, Amritsar, Patiala, Bhatinda, Dharamshala, Jammu	350	20	2+1
Delhi NCR + Greater Punjab	Delhi, Faridabad, Ghaziabad, Gurgaon, Noida, Ludhiana, Jalandhar, Amritsar, Patiala, Bhatinda, Dharamshala, Jammu	1044	50	2+1
Delhi NCR + Haryana	Delhi, Faridabad, Ghaziabad, Gurgaon, Noida, Hisar, Panipat	828	45	2+1

PREMIUM & OTHER CHARGES

Bold	50%
Border	630
Spot Colour	25%
Shehnai	630
English Matter	10%
Box No.Courier / Reg. Post	270

CITY PLUS ADD-ON RATES TO DAINIK JAGRAN

City Plus	No. of Editions	Inside Page per sqcm
Delhi NCR	9	153
Bangalore	9	135
Pune	10	117
Mumbai	8	81
Hyderabad	5	45
CP- All Editions	41	459

Rates not applicable on Front Pages

**Mechanical Data:

Printable area will be H 32 cms X 25 W sq cms for full page & half page size would be H 16 x 12.5 W sq cm

TERMS & CONDITIONS

- 1) Political/Election/Casual classified advertisements are accepted only against advance cash payment.
- 2) The publication will not be able to account for the reproduction quality of material sent through the digital mode which is not in compliance with Dainik Jagran standards.
- 3) Cancellation of Front Page Solus/Semi-Solus bookings must be given 48 hours before the date of publications, failing which the advertisement shall be charged irrespective of whether or not it is carried. Release orders and material must reach the Kanpur/Delhi office 24 hours prior to the date of insertion.
- 5) No advertisements will be accepted for the editorial page.
- 6) B&W advertisements will not be accepted for Pge3/5, Front Page and Back Page
- 7) Corrections, cancellations or changes in schedule for the colour supplements must be intimated at least 10 days before the date of insertion.
- 8) Intimation of faulty or wrong insertions should be sent to us in writing within a week of the date of publication, failing which no claims whatsoever shall be accepted.
- 9) The minimum advertisements space accepted is 12sqcm for the inside pages. Any advertisements measuring over 47cm in height will be charged for the full column (52cms)
- 10) All advertisements exceeding 29cm in width in Dainik Jagran shall be charged at 33 cm width.
- 11) All release orders must use the sq cm format (1sqcm=1cmx1cm)
- 12) Fraction of a cm shall be taken as a full cm for billing purpose
- 13) Obscene/near obscene and objectionable advertisements, those considered contrary or prejudicial to the public interest, shall not be accepted
- 14) Prorata deductions will be made in the event of missed advertisements of bad reproduction in any edition(s)
- 15) Advertisements are accepted strictly as per the terms and conditions laid down by the Indian Newspaper Society (INS), New Delhi
- 16) The material deadline is 6:30pm on the specified deadline date else the advertisements will be carried in city editions of each edition and in upcountry editions, the same will be carried the next day.
- 17) Voucher tear sheet will be provided with the bills. For further requirement of the same please contact our officers within 60 days of the publication of the ad. Beyond 60 days we would provide you a Photocopy/Scanned copy of the same.
- 18) Matrimonial advertisements are carried in our mainline editions only. Select matrimonial advertisements are only carried in upcountry editions.
- 19) Voucher copies for the following editions Raebareilly, Ayodhya, Mathura, Haridwar, Amritsar, Bhatinda, Rohtak, Saharanpur, Kolkatta, Banda and Patiala shall not be provided along with the bills.
- 20) We shall provide single voucher copy for all advertisements published in Jagran Josh-weekly and monthly, Nai Raahein, Sangini, Jhankar and Yatra supplements.
- 21) For Front Page Pointers Ads, the same shall be carried anywhere in the first column floating across the column (up or down).

Terms and Conditions for Digital Material:

Any advertisement material given on a CD should follow these rules:

- a) We recommend PDF file format (Point 3)
- b) Have 600 dpi resolution for any B&W advertisement and 200dpi for any colour advertisement.
- c) The font should be embedded.

Mechanical Details:

Full Page height 50 cms

Full Page width 33 cms

Printable area 1650 sqcm

Front page policy for 2014-15

Front page solus – The front page solus position can be given only on ads of size 100 cc or 400 sq cm

Minimum size of the advertisement on front page – Semi solus advertisements can be booked for front page in minimum size of 45 cc or 180 sq cm.

Dimensions of advertisements for front page – the width of the advertisements need to be only in 12 cm or 16cm format.

Front page pointer advt

Pointer advertisements can be booked in either of the two sizes – 3X4 or 5X4.

No other pointer sizes shall be entertained. Such advertisements shall be carried in the first column bottom position.

Only one pointer advertisement can be carried in an edition.

Minimum insertions to be booked and carried should be 12 in single RO.

Sky bus or top strip advt – only one size - 5X33 will be allowed on the top most position.

ADVERTISING RATES

Editions	Front Page-in ₹		Rate per sqcm	Rate per sqcm
	10cm (h) x 25cm (w)	10cm (h) x 12cm (w)	Back Page	Inside Page
Kanpur	128993	61916	457	377
Lucknow	128993	61916	457	377
Allahabad	59535	28577	198	179
Varanasi	69458	33340	258	218
Gorakhpur	54574	26195	198	159
Agra	57054	27386	189	169
Meerut	59535	28577	218	198
Bareilly	44651	21433	159	139
Dehradun	47131	22623	169	139
Patna	84341	40484	288	238
Ranchi	49613	23814	179	159
Jamshedpur	39690	19051	129	109
Indore	57054	27386	189	169
All Editions	792558	380429	2779	2368

TERMS & CONDITIONS

- 1) Political/Election/Casual classified advertisements are accepted only against advance cash payment.
- 2) The publication will not be able to account for the reproduction quality of material sent through the digital mode which is not in compliance with Dainik Jagran standards.
- 3) Cancellation of Front Page Solus/Semi-Solus bookings must be given 48 hours before the date of publications, failing which the advertisement shall be charged irrespective of whether or not it is carried.
- 4) Release orders and material must reach the Kanpur/Delhi office 24 hours prior to the date of insertion.
- 5) Priority shall be given to the Front Page Solus advertisements, any Semi-Solus ad booking may be shifted without prior intimation
- 6) No advertisements will be accepted for the editorial page.
- 7) B&W advertisements will not be accepted for Page 3/5, Front Page and Back Page
- 8) Corrections, cancellations or changes in schedule for the colour supplements must be intimated at least 10 days before the date of insertion.
- 9) Intimation of faulty or wrong insertions should be sent to us in writing within a week of the date of publication, failing which no claims whatsoever shall be accepted.
- 10) The minimum advertisement space accepted for inside pages would be 12 sqcm. Any advertisement measuring over 30 cm in height will be charged for the full column (33cms). In the Sunday edition of inext the maximum allowed size would be 8x25 and minimum would be 8x8 sq cm
- 11) All advertisements exceeding 21cm in width in inext shall be charged at 25 cm width.
- 12) All release orders must use the sqcm format (1sqcm=1cmx1cm)
- 13) Fraction of a cm shall be taken as a full cm for billing purpose
- 14) Obscene/near obscene and objectionable advertisements, those considered contrary or prejudicial to the public interest, shall not be accepted
- 15) Prorata deductions will be made in the event of missed advertisements of bad reproduction in any edition(s)
- 16) Advertisements are accepted strictly as per the terms and conditions laid down by the Indian Newspaper Society (INS), New Delhi
- 17) The material deadline is 6:30pm on the specified deadline date else the advertisements will be carried in city editions of each edition and in upcountry editions, the same will be carried the next day.
- 18) Voucher tear sheet will be provided with the bills. For further requirement of the same please contact our officers within 60 days of the publication of the ad. Beyond 60 days we would provide you a Photocopy/Scanned copy of the same
- 19) The two sizes acceptable on front page are : 10x12 and 10x25 sq cms.
- 20) Combo ads booked for front page would be carried on 3rd or back page in inext

Terms and Conditions for Digital Material:

Any advertisement material given on a CD should follow these rules:

- a) We recommend PDF file format (Point 3)
- b) Have 600 dpi resolution for any B&W advertisement and 200dpi for any colour advertisement.
- c) The font should be embedded.

mid-day Mid-day Edition | **SUNDAY mid-day** Mid-day Edition

ADVERTISING RATES

Display / Financial	Rate per sqcm
mid-day (Mumbai)	1638
mid-day (Pune)	270
Sunday mid-day	1638

Tender and Notice	Rate per sqcm
mid-day (Mumbai)	1800
mid-day (Pune)	297
Sunday mid-day	1800

Hot Property (Real Estate Section)	Rate per sqcm
mid-day (Mumbai)	1206
mid-day (Pune)	198

Page & Section Premiums	% of Premium on Display Rate
Sky Bus (Front Page)	125%
Front Page	100%
Back Page	50%
Page 3	50%
Page 2, 5 & 7	25%
Any Specific Page / Specific Section	10%
Political & Election Advertisements	50%

fais - Gujarati mid day

ADVERTISING RATES

Display / Financial	Rate per sqcm	Tender and Notice	Rate per sqcm
Gujarati mid-day	504	Gujarati mid-day	540

Hot Property (Real Estate Section)	Rate per sqcm
Gujarati mid-day	369

Page & Section Premiums	% of Premium on Display Rate
FP Pointer	150%
Sky Bus	125%
Front Page	100%
Back Page	50%
Page 3	50%
Page 2, 5 & 7	25%
Any Specific Page / Specific Section	10%
Political & Election Ads.	50%



- Mumbai Edition

ADVERTISING RATES

Display / Financial	Rate per sqcm	Tender and Notice	Rate per sqcm
Inquilab (Mumbai)	351	Inquilab (Mumbai)	396

Appointment	Rate per sqcm
Inquilab (Mumbai)	279

Panels	Rate per Panel
Front Page	9,000
Back Page	8,100
Friday Magazine	4,500

Hot Property (Real Estate Section)	Rate per sqcm
Inquilab (Mumbai)	279

Page & Section Premiums	% of Premium on Display Rate
Premium for Ramzan Month	30%
Sky Bus	125%
Front Page	100%
Back Page	50%
Page 3	50%
Any Specific Page / Specific Section	10%
Political & Election Advertisements	50%



- North Editions

ADVERTISING RATES

Editions	Display / Financial	Tender / Notice	Page & Section Premiums	Rate per sqcm
	Rate per sqcm		Premium for Ramzan Month	30%
Delhi	207	225	Sky Bus	125%
Meerut	180	198	Front Page	100%
Bareilly/Moradabad	180	198	Back Page	50%
Agra	180	198	Page 3	50%
Aligarh	180	198	Any Specific Page / Specific Section	10%
Lucknow	207	225	Political & Election Advertisements	50%
Kanpur	180	198	Classifieds Display	
Allahabad	117	126	Editions	Rate per sqcm
Varanasi	180	198	Inquilab North - All Edns	135
Gorakhpur	117	126	All Uttar Pradesh	90
Muzaffarpur	117	126	All Bihar	63
Patna	207	225	All Uttar Pradesh + Bihar	108
Bhagalpur	117	126	Any Single Edition	27
Inquilab North - All Edition	999	1098	Classifieds Lineage	
Editions	Regular (upto 20 words)		Per extra word	
Inquilab North - All Edns	900		99	
All Uttar Pradesh	594		63	
All Bihar	360		36	
All Uttar Pradesh + Bihar	720		72	
Any Single Edition	180		18	

BIG BREAK - Appointments Section

mid-day (Mumbai)			
Frequency	Duration	Monday, Wednesday & Friday	Tuesday & Thursday
		Rate per sqcm	
Single	-	225	180
1 Paid + 1 Free	8 Days	324	243
1 Paid + 2 Free	15 Days	387	306

Gujarati mid-day & mid-day (Pune)		
Frequency	Duration	Rate per sqcm
Single	-	108
1 Paid + 1 Free	8 Days	189
1 Paid + 2 Free	15 Days	243

BIG BREAK (Jobs Abroad)

mid-day (Mumbai)		
Frequency	Duration	Rate per sqcm
Single	-	216
1 Paid + 1 Free	8 Days	261
1 Paid + 2 Free	15 Days	306

GUIDELINES:

Deadline to book the Ad is 4pm one day prior to the date of release

Minimum size of advertisements is 8 cm (W) x 5 cm (H) - 40 sqcm

The width of the advertisements must be either 8 cm, 16 cm or 25 cm



CLASSIFIED DISPLAY RATES

Single Publication		
Publications	Single Column	Double Column
mid-day (Mumbai)	288	360
Gujarati mid-day	180	207
Inquilab (Mumbai)	144	189
mid-day (Pune)	135	180
Sunday mid-day	288	360

Combo Saver		
Publications	Single Column	Double Column
mid-day (Mumbai) + Gujarati mid-day	423	486
mid-day (Mumbai) + Inquilab (Mumbai)	387	432
mid-day (Mumbai + Pune)	378	432
Gujarati mid-day + Inquilab (Mumbai)	270	360
mid-day (Mumbai) + Gujarati mid-day + Inquilab (Mumbai) / mid-day (Pune)	477	513
mid-day (Mumbai) + Gujarati mid-day + Inquilab (Mumbai) + mid-day (Pune)	540	603

CLASSIFIED DISPLAY RATES

Schemes (Paid + Free)	Advertisement Consumption Period Weeks
2 + 1	2
5 + 3	5
10 + 6	13
16 + 10	17
31 + 21	26
46 + 32	39
60 + 44	47
88 + 68	52
115 + 93	52

Note :- Above Scheme Applicable for Single & Combine Publication for single column ads

Special Categories	
Tender, Notice & Change of Name (No Schemes Applicable)	
Single Publication	Single Column
mid-day / Sunday mid-day	117
Gujarati mid-day	81
Inquilab (Mumbai)	81
Combo Saver	Single Column
mid-day + Gujarati mid-day / Inquilab (Mumbai)	180
mid-day + Gujarati mid-day + Inquilab (Mumbai)	198



CLASSIFIED DISPLAY RATES

Social Connect Advertisements (No Schemes Applicable)	
Single Publication	Single Column
mid-day	270
Gujarati mid-day	135
Sunday mid-day	270
Pune mid-day	117

Combo Saver	Single Column
mid-day + Gujarati mid-day / Sunday mid-day	360
mid-day / Sunday mid-day + Gujarati mid-day + Pune mid-day	423

Tributes / Thanks Giving / Personal Advertisements (No Schemes Applicable)	50% Discount on Card Rates
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mid-day Promotionals Ads	
Single Publication	Single Column
Classifieds Display	40% Discount on Card Rates
Discounts are inclusive of Agency Commission	



CLASSIFIED LINEAGE RATES

Classifieds Lineage (Regular)		
Publications	Regular (up to 15 words)	Per extra word
mid-day (Mumbai)	1107	54
Gujarati mid-day	432	36
Inquilab (Mumbai)	432	36
Sunday mid-day	1107	54
mid-day (Pune)	360	45

Classifieds Lineage (Regular) Combo Saver		
Publications	Regular (up to 15 words)	Per extra word
mid-day (Mumbai) + Gujarati mid-day / Inquilab (Mumbai)	1440	90
mid-day (Mumbai) + Gujarati mid-day + Inquilab (Mumbai)	1710	126
Gujarati mid-day + Inquilab (Mumbai)	783	72
mid-day (Mumbai) + Gujarati mid-day + Inquilab (Mumbai) + mid-day (Pune)	1800	162
mid-day (Mumbai) + mid-day (Pune)	1440	90
mid-day (Mumbai) + Gujarati mid-day + mid-day (Pune) / Inquilab (Mumbai)	1710	126



CLASSIFIED LINEAGE RATES

Classifieds Lineage (Bold)

Publications	Regular (up to 15 words)	Per extra word
mid-day (Mumbai)	1530	63
Gujarati mid-day	630	54
Inquilab (Mumbai)	630	54
Sunday mid-day	1530	63
mid-day (Pune)	630	54

Classifieds Lineage (Bold) Combo Saver

Publications	Regular (up to 15 words)	Per extra word
mid-day (Mumbai) + Gujarati mid-day / Inquilab (Mumbai)	2016	108
mid-day (Mumbai) + Gujarati mid-day + Inquilab (Mumbai)	2340	162
Gujarati mid-day + Inquilab (Mumbai)	1080	99
mid-day (Mumbai) + Gujarati + Inquilab (Mumbai) + mid-day (Pune)	2520	198
mid-day (Mumbai) + mid-day (Pune)	2016	99
mid-day (Mumbai) + Gujarati + mid-day (Pune) / Inquilab (Mumbai)	2160	144

CLASSIFIED LINEAGE RATES

Special Rates for Property Advertisements (No Schemes Applicable)

Classifieds Lineage (Regular)

Publications	Regular (up to 15 words)	Per extra word
mid-day (Mumbai)	810	36
Gujarati mid-day	360	27
Inquilab (Mumbai)	360	27
Sunday mid-day	810	36
mid-day (Pune)	360	27

Classifieds Lineage (Bold) Combo Saver

Publications	Regular (up to 15 words)	Per extra word
mid-day (Mumbai) + Gujarati mid-day / Inquilab (Mumbai)	990	54
mid-day (Mumbai) + Gujarati mid-day + Inquilab (Mumbai)	1017	63
mid-day (Mumbai) + Gujarati mid-day + Inquilab (Mumbai) + mid-day (Pune)	1350	72
mid-day (Mumbai) + mid-day (Pune)	990	54
mid-day (Mumbai) + Gujarati mid-day + mid-day (Pune) / Inquilab (Mumbai)	1017	63



CLASSIFIED LINEAGE RATES

Big Break Classifieds (Lineage Schemes)

Publications	Schemes (Paid+ Free)	Consumption Period
mid-day / Sunday mid-day (Mumbai)	3+2	2 weeks
mid-day (Mumbai) + Gujarati mid-day + Inquilab (Mumbai)	3+3	2 weeks

Change of Name (Lineage)

Publications	Regular (up to 15 words)	Per extra word	Bold (upto 15 words)	Per extra word
mid-day (Mumbai) + Gujarati mid-day / Inquilab (Mumbai)	630	27	720	36
No Schemes Applicable				

CLASSIFIED LINEAGE RATES

Social Connect Classifieds Lineage (No Schemes Applicable)

Publications	Regular (up to 15 words)	Per extra word	Bold (upto 15 words)	Per extra word
mid-day (Mumbai)	990	72	1017	81
Gujarati mid-day	360	45	657	45
Sunday mid-day	990	72	1017	81
mid-day (Pune)	270	36	405	45

Social Connect Classifieds Lineage (Combo Saver)

Publications	Regular (up to 15 words)	Per extra word	Bold (upto 15 words)	Per extra word
mid-day (Mumbai) + Gujarati mid-day	1170	108	1620	117
mid-day (Mumbai) + Gujarati mid-day + mid-day (Pune)	1350	135	1800	153

mid-day Promotionals Ads for agencies

Classifieds Lineage	30% Discount on Card Rates
Discounts are inclusive of agency commission	

Applicable Premiums on Card Rate

Publications	Semi Display	Spot Color	All Caps	Tick Mark
mid-day (Mumbai)	36%	27%	36%	108
mid-day (Pune)	36%	27%	36%	54
Gujarati mid-day	-	-	-	54
Sunday mid-day	36%	27%	36%	108
Inquilab (Mumbai)	-	-	-	54

नईदुनिया | नवदुनिया

ADVERTISING RATES

Editions	Colour Rate per sqcm
Indore	878
Bhopal (NavDunia)	476
Gwalior	360
Jabalpur	394
Raipur	559
Bilaspur	331
Delhi-NCR	374

States	Colour Rate per sqcm
MP - CG + Delhi NCR	2743
MP - CG	2601
MP	1881
CG	846

Weekly Supplements	Rates in Rs. per sq. cm.			
Nayika	900	Rates for Weekly Supplements are only for Color. Supplements distributed in all editions except Delhi NCR		
Glamour Dunia	693			
Tarang	693			
Sehat & Spectrum	Inside Page	Front Inside	Back Inside	Back Page
	55000	100000	100000	180000
Only full page Flat Rates for Sehat & Spectrum				

Add-on Rates with MP or CG or any Individual edition.	Rates in Rs. per sq. cm.	
	B/W	Colour
Delhi-NCR edition	125	150

ADVERTISING RATES

Punjabi Jagran Main Issue Rates	B/W	CLR	Front Page Solus	Front Page Semi Solus	Back Page	Third Page
Main Issue Display	270	450	882	738	630	540
Political	270	450	882	738	630	540
Obituary	63	126	NA	225	180	153
Greeting	135	216	432	360	315	261
Entertainment	108	126	324	252	216	153

SUPPLEMENTS

Colour Supplements	Genre	Frequency	Colour Rate per sqcm
Josh	Youth	Wkly Broadsheet (Wed)	189
Balle Bollywood	Lifestyle/Film	Wkly Broadsheet (Fri)	154
Paranda	Women	Wkly Broadsheet (Sat) (Alt wk Single Pg in Main Issue)	189
Nikki Dunia	Kids	Wkly Magazine (Sat) (Alt wk Single Pg in Main Issue)	145
Sunday De Funday	Sunday	Wkly Broadsheet (Sun)	216

ADVERTISING RATES

Rates per sqcm

City	Editions	Front Page	Back Page	Inside Page	Circulation	Circulation Day
Delhi NCR	Noida	99	90	72	40000	Sunday
	New Ghaziabad / Ghaziabad	99	90	72	35000	Saturday
	East Delhi	99	90	72	35000	Friday
	Greater Noida	63	54	45	25000	Saturday
	South Delhi	99	90	72	40000	Friday
	Gurgaon	99	90	72	35000	Saturday
	South + West Delhi	99	90	72	40000	Sunday
	Dwarka / Central + West Delhi	99	90	72	35000	Sunday
	Faridabad	90	81	63	35000	Saturday
	All Delhi	396	306	252	150000	
	NCR	414	333	280	170000	
	All Delhi + NCR	639	513	441	320000	

ADVERTISING RATES

Rates per sqcm

City	Editions	Front Page	Back Page	Inside Page	Circulation	Circulation Day
Bangalore	Indiranagar	85	66	55	45000	Saturday
	Kormangala	95	77	65	50000	Friday
	Jayanagar	95	77	65	50000	Sunday
	Sarjapur	75	55	45	37500	Saturday
	HSR Layout	75	55	45	30000	Friday
	Malleshwaram	85	66	55	45000	Thursday
	Banaswadi	85	66	55	45000	Friday
	JP Nagar	95	77	65	50000	Sunday
	Rajaji Nagar	85	66	55	45000	Thursday
	All Bangalore	711	576	468	397500	
Pune	Aundh	99	90	72	30000	Friday
	Banner-Balewadi-Deccan	99	90	72	30000	Saturday
	Kondhwa/Wanowrie	99	90	72	35000	Sunday
	NIBM/Undri	81	72	54	25000	Monday
	Kothrud	99	90	72	35000	Thursday
	Camp	72	63	45	25000	Wednesday
	Koregaon Park / Kalyani Nagar	99	90	72	35000	Saturday
	Wakad/Pimple Saudgar	99	90	72	35000	Friday
	Pimpri / Chinchwad	81	72	54	35000	Thursday
	Hadapsar / Magarpatta	99	90	72	30000	Sunday
	All Pune	711	577	459	315000	

ADVERTISING RATES

Rates per sqcm

City	Editions	Front Page	Back Page	Inside Page	Circulation	Circulation Day
Mumbai	Vashi	99	90	81	35000	Friday
	Nerul	99	90	81	35000	Sunday
	Thane	99	90	72	35000	Saturday
	Chembur	99	90	72	35000	Thursday
	Kandivali	99	90	72	35000	Friday
	Malad	99	90	72	35000	Saturday
	Borivali	99	90	72	35000	Sunday
	Mira Road-Bhayender	99	90	72	28000	Wednesday
	All Mumbai	639	513	414	273000	
Hyderabad	Banjara Hills	99	90	81	42000	Saturday
	Secunderabad	99	90	81	40000	Friday
	Ameerpet	75	66	50	37000	Thursday
	Himayatnagar / Abids	75	60	50	35000	Friday
	Kukadpally	80	70	55	40000	Saturday
	All Hyderabad	441	423	315	229000	
All Editions		1980	1683	1485	1534500	

सखी

ADVERTISING RATES

Position	Rate
Island Advertising	27720
Single Column	69300
Half Page	99000
Full Page	189000
Half Page (Double Spread)	198000
Full Page (Double Spread)	297000
Inside Cover	234000
Back Cover	324000
Centre Spread	342000
3 Page Cover Gatefold	720000
2 Page Cover Reverse Gatefold on Cover	630000
2 Page cover Gatefold	360000
Delhi + NCR Split	45000



ADVERTISING RATES

Position	Rate
Full Page	50000

	Position	Size (in cms)	
		Height	Width
Exclusive Sections	Back Cover	25.5	16.5
	Inside Front Cover	25.5	16.5
	Inside Back Cover	25.5	16.5
	Double Spread	25.5	33
Regular Sections	Full Page	24	14.5
	Half Page (Horizontal)	11	14.5
	Half Page (Vertical)	22	7
	Strip	5	14.5

ADVERTISING RATES - CPM

Ad Units Details	Jagran Josh	Jeetle	Jagran.com	Naidunia.com	mid-day.com	Onlymyhealth (OMH)	Jagran Network
	Education	Online Credit card users	Hindi News & Group Sites	Hindi News	News & Entertainment	Health & Lifestyle	Jagran.com + Jeetle + Khojle + OMH + Josh + Post + Junction
Banner Ad 300X250	120	150	120	120	150	150	120
Banner Ad 468X60	120	150	100	100	100	NA	NA
Banner Ad 728X90	100	NA	120	120	100	125	100
Banner ROS	100	120	100	100	100	100	100
"Slider Ads"	120	120	120	120	120	120	100
E-Mailers	1 per E-mail	1.5 per E-mail	1 per E-mail	NA	1 per E-mail	1.5 per E-mail	1 per E-mail

Fixed Cost Rates For Jagranjosh.com per month:

Ad Type	Jagran Josh
Banner Ad on One Section(like MBA etc)	100000

Terms & Conditions

- 1) All Prices are in Net INR
- 2) Service Tax of 12.36% would apply over the Net Cost of E-mailers
- 3) RO in favour of Jagran Prakashan Ltd
- 4) NRI Inventory would be 50% extra
- 5) Any Targeting & Home Page 20% Extra
- 6) Payment within 45 Days of the Completion of the Campaign
- 7) Jagran Network doesn't include Yahoo Jagran
- 8) Innovations - Cost on Call

Any Query Contact: Shridhar Mishra, 9899290650