

## **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](http://mathrubhumi.com) and Web TV [mathrubhuminews.in](http://mathrubhuminews.in). In addition, Red Mic, Mathrubhumi's events & activations division, has become the largest engagement solutions expert in Kerala.

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## 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
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## 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

Size of Type Page : 52 cm x 32.6 cm  
Column Length : 50.6 cm  
No. of Columns to Page : 8

## COLUMN WIDTH

1 Col. : 3.9 cm    5 Col. : 20.3 cm  
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).

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

**ഗൃഹലക്ഷ്മി**  
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**യാത്ര**

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**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 1<sup>st</sup>, 2019.

**Mathrubhumi**  
THE NATIONAL DAILY IN MALAYALAM

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**Club FM:** Mr. Jagdeep Murali: 096050 78887



**Red Mic:** Mr. Shaji: 099610 05360



**Digital:** Ms. Deepthi S Pillai: 089074 31814

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