

## **KSL Group**

**Advertising Rates, Effective May 1st, 2016**

*All rates in Rs. Per Square Centimeter*

- 1 The Hindu - Main Editions (Main Section)**
- 2 The Hindu - Metro Plus / Downtown**
- 3 The Hindu - Add-on Pack Rates**
- 4 The Hindu - Property Plus**
- 5 The Hindu - Education Plus**
- 6 The Hindu - Empower**
- 7 The Hindu - Silent Ads**
- 8 The Hindu - Split Editions (Main Section)**
- 9 The Hindu - Tender Ads**
- 10 The Hindu - Possession Notice Ads**
- 11 The Hindu - Cinema, Entertainment & Events Ads**
- 12 The Hindu - B2B Ads**
- 13 The Hindu - Death Ads**
- 14 The Hindu & BL- Financial Results Ads (UFR & AFR etc.)**
- 15 Business Line**
- 16 The Hindu - Tamil**
- 17 Frontline**

# The Hindu

## Rate Card - 2016-17

### Main Section

Edition	Base	Front Pg	Page 3	Back Page	Base
	Colour	Premium	Premium	Premium	B&W
<b>All Edition</b>	<b>9130</b>	<b>3200</b>	<b>1100</b>	<b>1825</b>	--
<b>Southern Edition</b>	<b>8360</b>	<b>2900</b>	<b>1000</b>	<b>1670</b>	--
Chennai	4500	1125	675	--	--
Coimbatore	870	220	130	--	--
Madurai	425	105	65	--	--
Trichy	305	75	45	--	--
NASA Pondy	230	60	35	--	--
<b>Tamil nadu</b>	<b>6330</b>	<b>1585</b>	<b>950</b>	--	--
Kochi City Edition	330	90	50	--	--
Trivandrum City Edition	380	100	55	--	--
Kozhikode City Edition	140	40	25	--	--
<b>Kerala</b>	<b>1090</b>	<b>280</b>	<b>165</b>	--	--
<b>Telangana Edition (TS)</b>	990	255	150	--	790
Hyderabad City	900	230	135	--	720
<b>AP Edition</b>	990	255	150	--	790
Seemandhra Edition	220	60	35	--	175
Vizag City	390	105	60	--	325
Vijayawada City	390	105	60	--	325
<b>AP &amp; TS</b>	<b>1980</b>	<b>510</b>	<b>300</b>	--	<b>1580</b>
Bangalore	1100	280	165	--	--
North Karnataka	125	35	--	--	115
Mangalore	120	35	--	--	110
Mysore	100	30	--	--	90
<b>Karnataka</b>	<b>1445</b>	<b>380</b>	<b>165</b>	--	<b>1150</b>
Mumbai Edition <sup>§</sup>	400	105	60	--	--
Northern Edition	605	155	90	--	--
Eastern (Kolkata)	180	50	--	--	--

### § - Mumbai Edition is part of Southern Edition

Specified Position Rates would apply for Strip Ads (Min ht. = 5 cms, Max ht. =12 cms)

\* for a 16.4 cms width minimum height is 12 cms and maximum is 25

for a 12.2 cms width minimum height is 16 cms and maximum 25

For Skybus and FPS request 40% premium on applicable Basic rate+Front Page Premium rate will apply.

The front page ads can have a solus with Skybus or Semi Solus

Sky Bus Size: (Ht:6 cms x Wd:33 cms)

For Front page Strip advts : Size Min ht. = 6 cms, Max ht. =12 cms

Display B&W Rates	AE	SE
Base Rate	6400	5850

Weekend Supplements	AE
Sunday Magazine	4220
Young World	3250

# The Hindu

## Rate Card - 2016-17

### Supplements

Edition #	Sub-brands % (Mon-Thus)	Sub-brands % (Fri,Sat,Sun)	Fri. Review
Chennai	2015	2315	1835
Coimbatore	420	420	475
Madurai	215	215	230
Trichy	155	155	195
Puducherry	115	115	125
Kochi City	225	225	430
Trivandrum City	215	215	
Kozhikode City	110	--	
Telangana Edition	--	--	900
Hyderabad City	515	515	
Seemandhra Edition	--	--	
Vizag City	240	240	
Vijayawada City*	205	205	
Bangalore	630	630	865
Mangalore	80	80	
New Delhi	305	305	275

### # Only Colour Ads

% - Sub-brands = Metro Plus, Metro Plus Weekend & Melange

Note : Premium would apply for Metro Plus and Melange with a min of 180 sqcms

\* For Metro Plus Vijayawada City covers **Guntur also**

Rate	Chennai
Metro Plus Subbrands	1530
Cinema Plus	1300

Downtown	Base	Front Pg	Back Page
	Colour	Premium	Premium
Annanagar	160	40	25
Adyar	160	40	25
T.Nagar	160	40	25
Tambaram	140	35	20
Pursawalkam	125	30	20
Mylapore	125	30	20

# The Hindu

## Rate Card - 2016-17

### Property Plus

Display Colour	Base Colour	Front Pg Premium	Back Page Premium	Right Pg Premium
<b>Southern Edition <sup>1</sup></b>	<b>3850</b>	770	580	385
<b>Tamil Nadu <sup>2</sup></b>	<b>3195</b>	<b>640</b>	<b>475</b>	<b>320</b>
Chennai	2240	450	335	225
Coimbatore	460	90	70	45
Madurai	215	45	30	20
Trichy	180	35	25	20
NASA/Pondy	100	20	15	10
<b>Kerala <sup>3</sup></b>	<b>365</b>	75	55	35
Kochi City	215	45	30	20
Trivandrum City	195	40	30	20
Kozhikode City	105	20	15	10
<b>Karnataka</b>	<b>480</b>	95	70	50
Bangalore	380	75	55	40
<b>AP + TS <sup>4</sup></b>	<b>775</b>	155	115	80
Hyderabad City	525	105	80	55
Vizag City	240	50	35	25
Vijayawada City	205	40	30	20

Min size = 7 cms Width x 5 cms. Height

<sup>1</sup> Southern Edition includes above mentioned TN, Kerala, Karnataka & AP+TG

<sup>2</sup> Tamil Nadu includes Chennai, Coimbatore, Madurai, Trichy & NASA/Pondy

<sup>3</sup> Kerala = KOC, TVM & KZH Cities only

<sup>4</sup> AP + TG includes Hyderabad City, Seemandhra, Vijayawada City & Vizag City  
Habitat on Saturdays in Chennai, Coimbatore, Hyderabad, Bangalore, Kochi, Trivandrum, Kozhikode and Part of Classifieds section on Sundays in other

Property Plus	CHN Edn
<b>Front Page (Glazed)</b>	<b>2940</b>
<b>Back Page (Glazed)</b>	<b>2740</b>
<b>Penultimate Page (Glazed)</b>	<b>2440</b>
<b>Page 3</b>	<b>2340</b>

# The Hindu

## Rate Card - 2016-17

### Education Plus

Edition	Colour
Chennai	1830
RoTN	850
<b>Tamilnadu</b>	<b>2600</b>
<b>Kerala</b>	<b>540</b>
<b>AP&amp;TS</b>	<b>330</b>
<b>Karnataka</b>	<b>630</b>
<b>South</b>	<b>3300</b>
Delhi	275
<b>All Editions</b>	<b>3400</b>

# The Hindu

## Rate Card - 2016-17

### Empower

Edition	Base	Front Pg	Back Page	Right Pg
	Color	Premium	Premium	Premium
<b>All Edition</b>	<b>2850</b>	1425	715	285
<b>Southern Edition</b>	<b>2700</b>	1350	675	270
Chennai	1800	900	450	180
Coimbatore	520	260	130	50
Madurai	390	195	100	40
Trichy	265	135	65	25
Puducherry	270	135	70	25
Kochi City+SKO	270	135	70	25
Kochi City+NKO	270	135	70	25
Trivandrum City+SKO	270	135	70	25
Kozhikode City+NKO	265	135	65	25
<b>Kerala</b>	<b>800</b>	400	200	80
<b>Telagana</b>	<b>500</b>	250	125	50
Vizag City	265	135	65	25
Vijayawada City	265	135	65	25
<b>AP</b>	<b>555</b>	280	140	55
<b>AP + TS</b>	<b>840</b>	420	210	85
<b>Karnataka</b>	<b>630</b>	315	160	65
<b>Mumbai<sup>s</sup></b>	<b>200</b>	100	50	20
<b>New Delhi</b>	<b>415</b>	210	105	40

\* minimum ad size: 120 sqcms

\$ Mumbai Edition is a part of Southern Edition

Empower Premium	%
Position	10
Sky Bus in Front Page-Maximum size 10 cms x 33 cms	75
Jacket	100

# The Hindu

## Rate Card - 2016-17

### Tender Ads

<b>Edition</b>	<b>B/W</b>
<b>All Edition</b>	4250
<b>Southern Edition</b>	4000
Coimbatore	870
Madurai	425
Trichy	305
NASA Pondy	230
Telangana Edition	870
AP Edition	870
Hyderabad City	645
<b>AP+TS</b>	1525
<b>Kerala</b>	605
<b>Karnataka</b>	715
<b>Mumbai<sup>§</sup></b>	250
<b>New Delhi</b>	485
Allahabad	60
Mohali	60

# The Hindu

## Rate Card - 2016-17

### Possession Notice Rates

Edition	B/W
<b>All Editions</b>	1710
<b>Tamilnadu</b>	1555
Chennai	950
Coimbatore	240
Coimbatore City	160
Rest of Coimbatore	170
Salem, Namakal & Erode	75
Pondy	75
Trichy	125
Madurai	160
Tirunelveli	60
<b>Hyderabad City</b>	290
Telangana Edition	370
Seemandhra	85
<b>Kerala</b>	240
Kochi city+SKO	155
Kochi City	100
Trivandrum City+SKO	115
Trivandrum City	105
Kozhikode City + NKO	90
Kozhikode City	60
SKO	90
NKO	60
<b>Karnataka</b>	110
<b>New Delhi</b>	220
Allahabad	60
Mohali	60



# The Hindu

Rate Card - 2016-17

**Main Section (Death Announcement / Death Anniversaries)**  
*(Not under Obituary column/heading)*

<b>Edition</b>	<b>B&amp;W</b>
All Edition	1760
South Edition	1705
Tamil Nadu	1630
Chennai	1535
Coimbatore	210
Madurai	160
Trichy	130
NA/SA	105
Kerala	205
Karnataka	220
AP & TS	415
Delhi	120

*\* for Colour, 20% more on B&W Rates applicable*