

Effective 1st May 2012

NAIDUNIA MEDIA RATE CARD

Rates in Rs. per sq. cm.

EDITIONS	Basic		2nd Page		3rd/BP		5th Page		Front Page	
	B/W	Color	B/W	Color	B/W	Color	B/W	Color	B/W	Color
Indore	495	550	585	650	610	720	540	600	900	990
Gwalior	180	210	200	235	210	265	190	225	315	360
Jabalpur	195	240	215	250	230	270	205	240	315	350
Bhopal (NavDunia)	285	330	320	370	350	390	300	350	405	450
Raipur	295	360	350	425	405	450	320	390	495	540
Bilaspur	185	240	210	275	260	300	195	250	320	350

Rates in Rs. per sq. cm.

STATES	Basic		2nd Page		3rd/BP		5th Page		Front Page	
	B/W	Color	B/W	Color	B/W	Color	B/W	Color	B/W	Color
MP-CG	1440	1710	1685	2000	1845	2100	1515	1800	2430	2700
MP	1080	1260	1235	1440	1305	1530	1155	1350	1890	2070
CG	440	550	500	625	630	700	460	575	775	850

CITY PULLOUTS	Rates in Rs. per sq. cm.			
	Front Page	2nd Page	3rd Page	Back Page
Indore	330	250	275	290
Gwalior	155	115	120	125
Jabalpur	200	120	150	165
Bhopal	215	135	160	180
Raipur	200	135	150	165
Bilaspur	150	90	100	115

WEEKLY SUPPLEMENTS	Rates in Rs. per sq. cm.			
	Inside Page	Front Inside	Back Inside	Back Page
Nayika	800	Rates for Weekly Supplements are only for Color		
Glamour Dunia	600			
Tarang	600			
Sehat	55000	100000	100000	180000

Only full page Flat Rates for Sehat

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YUVA AD RATES

Rates in Rs. per sq. cm.

COMPLETE EDITION	Front Page	Inside Page	Back Page
	Indore	350	250
Bhopal (NavDunia)	185	110	165

CITY EDITION	Front Page	Inside Page	Back Page
	Indore	300	250
Ujjain & Dewas	80	55	70
Khandwa	80	55	70
Bhopal	175	125	150
Sagar	35	25	30

COMBINED EDITION	Front Page	Inside Page	Back Page
	Indore + Bhopal	415	300

Terms & Conditions

- 1) Only color ads will be accepted. B/W ads (if any) will also be accepted on same rates.
- 2) Innovation on any page will be accepted. Front Page ad sizes acceptable are 20x12 cm and 25x16 cm only.
- 3) Pointers on the Front Page will be accepted in sizes 4x4 cm and 5x4 cm at the Display Rate for Front Page.