

Ad Rates (Tariff) of The Financial Express

W.E.F. 15th May, 2015

Rates per sq.cm.

Publication	Edition	Effective from 15th May'15			
		Black & White	Colour	FPS	Tender
The Financial Express	Mumbai	410	570	-	700
	Pune	150	160	-	220
	Ahmedabad (Guj or Eng)	180	230	-	350
	Delhi	300	440	-	590
	Lucknow	90	100	-	160
	Chandigarh	130	150	-	240
	Kolkata	170	220	-	260
	Chennai	190	210	-	260
	Kochi	90	100	-	160
	Bangalore	190	220	-	260
	Hyderabad	190	200	-	260

All the rates are in Rs/sq.cm.

25% premium on color rate will be charge for page 3 and back page as committed page except Loksatta -Aurangabad

20% premium on color rate will be charge for page 3 and back page for Loksatta - Aurangabad

50% premium on base rate will be charge for political ads

25% premium on tender rate will be charge for color tender ads.

Magazine

Publications	Numbers are in Rs.				Effective from 15th May'15			
	Full Page	Half Page	Cover 2/3	Cover 4	Center Spread	Double Spread	Reverse Gatefold	Per Sq. cm rate
Lokprabha (Colour)	133,100	93,170	173,030	192,995	272,855	259,545	326,095	430
Lokprabha (Colour - Glaze)	146,410	99,825	-	-	306,130	279,510	-	-
Lokprabha (B&W)	86,515	46,585	-	-	-	-	-	380

Note : The above tariff may have changed. Please call us and confirm the rates before proceeding.

Brand Turf

BRAND	EDITIONS	Effective from 15th May'15			
		B/W	Colour	FPS	TENDERS
The Indian Express (All Editions)	Mumbai / Pune / Nagpur / Ahmedabad / Vadodara / Delhi / Chandigarh / Lucknow / Kolkata	3,610	3,840	5,390	4,530
The Financial Express (All Editions)	Mumbai / Pune / Ahmedabad (Gujarati & English)/ Delhi / Kolkata / Chennai / Chandigarh / Kochi / Bangalore / Hyderabad / Lucknow	1,420	1,940	2,990	1,890
The Financial Express (South)	Chennai / Kochi / Bangalore / Hyderabad	510	660	0	660
Loksatta (All Editions)	Mumbai / Pune / Nagpur / Aurangabad / Ahmednagar / Delhi	2,640	2,930	4,260	3,280
Jansatta (All Editions)	Delhi / Chandigarh / Lucknow / Kolkata	940	1,000	1,160	1,310

OTHER SUPPLEMENTS

Publication	EDITIONS/City	Frequency	Supplement Name	Effective from 15th May'15		
				B/W	Colour	FPS
The Financial Express	Mumbai / Ahmednagar(Eng) / Delhi / Chandigarh / Kolkata / Chennai / Kochi / Bangalore / Hyderabad / Pune / Lucknow	Tuesday	Brand Wagon	-	550	690
The Indian Express	The Indian Express (All Edition)	Sunday	EYE	-	1,425	1,425
Loksatta	Mumbai / Pune / Nagpur / Aurangabad / Ahmednagar / Delhi	Saturday	Chaturang	1,210	1,250	1,570
Loksatta	Mumbai / Pune / Nagpur / Aurangabad / Ahmednagar / Delhi	Friday	Viva	1,210	1,250	1,570
Loksatta	Mumbai / Pune / Nagpur / Aurangabad / Ahmednagar / Delhi	Mumbai-Monday	Career Vruttant	1,210	1,250	1,570
Loksatta	Mumbai	Mumbai-Saturday	Vasturang	990	1,030	1,290
Loksatta	Pune	Pune-Saturday	Vasturang	160	180	230
Loksatta	Mumbai / Pune / Nagpur / Aurangabad / Ahmednagar / Delhi	Sunday	Lokrang	1,210	1,250	1,570
Jansatta	Delhi / Lucknow / Chandigarh / Kolkata	Sunday	Ravivari	190	230	290
Jansatta	Kolkata	Friday	Rang Tarang	140	150	190