



The Indian Express Advertisement Rates (Tariff)

Ad Rates for Display, Financial, Tender & Notices

The Indian Express

| Editions | Display & Financial | | | Tender/Notices |
|---------------------|-------------------------------|--------|------|----------------|
| | Black & White | Colour | FPS | |
| | (Rs. Rates per Sq cms) | | | |
| Mumbai | 1090 | 1170 | 1610 | 1440 |
| Pune | 615 | 690 | 875 | 660 |
| Nagpur | 90 | 100 | 140 | 100 |
| Ahmedabad | 155 | 200 | 225 | 165 |
| Vadodara | 155 | 200 | 225 | 165 |
| Delhi | 690 | 775 | 920 | 805 |
| Delhi <i>Plus</i> * | 995 | 1155 | 1565 | 1210 |
| Chandigarh | 315 | 395 | 555 | 345 |
| Kolkata | 180 | 230 | 425 | 270 |
| Jammu | 125 | 160 | 170 | 125 |
| Lucknow | 180 | 220 | 475 | 280 |

The Sunday Express

| Editions | Display & Financial | | | Tender/Notices |
|---------------------|-------------------------------|--------|------|----------------|
| | Black & White | Colour | FPS | |
| | (Rs. Rates per Sq cms) | | | |
| Mumbai | 1150 | 1250 | 1670 | 1510 |
| Pune | 630 | 710 | 920 | 665 |
| Nagpur | 95 | 115 | 155 | 115 |
| Ahmedabad | 175 | 225 | 290 | 180 |
| Vadodara | 175 | 225 | 290 | 180 |
| Delhi | 730 | 840 | 990 | 875 |
| Delhi <i>Plus</i> * | 1060 | 1270 | 1615 | 1305 |
| Chandigarh | 355 | 420 | 640 | 380 |
| Kolkata | 205 | 270 | 455 | 300 |
| Jammu | 130 | 165 | 175 | 130 |
| Lucknow | 200 | 265 | 450 | 300 |

* Delhi plus includes: Delhi, Jammu & Lucknow editions

Brand Turf

| Brand | Editions | Display & Financial | | | Tender/Notices |
|-----------------------------------|---|-------------------------------|--------|------|----------------|
| | | Black & White | Colour | FPS | |
| | | (Rs. Rates per Sq cms) | | | |
| The Indian Express (All Editions) | Mumbai / Pune / Nagpur / Ahmedabad / Vadodara / Delhi / Chandigarh / Lucknow / Kolkata | 2400 | 2850 | 4000 | 2780 |

Ad Rates The Indian Express | The Indian Express Ad Tariff | Book an Ad in The Indian Express
Advertisement Rate Card The Indian Express | The Indian Express Advertisement Rates

The Indian Express Advertisement Rates (Tariff)

Special Packages

| Brand | Editions | Display & Financial | |
|----------------------------|---|------------------------|--------|
| | | Black & White | Colour |
| | | (Rs. Rates per Sq cms) | |
| The Indian Express (West) | Mumbai / Pune / Nagpur / Ahmedabad / Vadodara | 1999 | 2199 |
| The Indian Express (North) | Delhi / Chandigarh / Lucknow/Jammu | 1199 | 1420 |
| IE (Delhi+Chandigarh) | Delhi / Chandigarh | - | 1099 |
| IE (Mumbai+Pune) | Mumbai / Pune | - | 1775 |

GRAND MASTERS

| Package Name | Publications | Display & Financial | | | Tender/Notices |
|--------------|---|------------------------|--------|------|----------------|
| | | B/W | Colour | FPS | |
| | | (Rs. Rates per Sq cms) | | | |
| Force | The Indian Express + The Financial Express + Loksatta + Jansatta (All Editions) | 3850 | 4150 | 6800 | 4300 |
| Swift | The Indian Express + Loksatta (All Editions) | 3300 | 3800 | 5500 | 3700 |
| Stretch | The Indian Express + The Financial Express (All Editions) | 2700 | 3300 | 4700 | 3100 |
| Marathon | The Indian Express (Mumbai / Pune / Nagpur) + Loksatta (All Editions) | 2680 | 3100 | 4550 | 2950 |

RETAIL

| City | Publications | Display & Financial | | | |
|---------------------------|------------------------------------|------------------------|--------|------------|-----------|
| | | Black & White | Colour | Front Page | Back Page |
| | | (Rs. Rates per Sq cms) | | | |
| Mumbai | Newsline | 370 | 395 | | |
| | Vruttant(including Thane vruttant) | 740 | 770 | 1100 | 875 |
| | Newsline+Vruttant | 860 | 910 | | |
| | Thane Vruttant | 110 | 140 | 200 | 160 |
| Pune | Newsline | 320 | 345 | | |
| | Vruttant | 125 | 145 | | |
| | Newsline+Vruttant | 395 | 440 | | |
| Delhi | Express Newsline | 265 | 300 | | |
| | | | | | |
| Chandigarh | Express Newsline | 115 | 140 | 190 | 160 |
| | | | | | |
| Nasik + Uttar Maharashtra | Vruttant | 60 | 75 | | |
| Nagpur +Vidharbha | Vruttant | 40 | | 60 | 50 |
| | | | | | |
| Marathwada | vruttant | 95 | 105 | | |
| | | | | | |
| Nagar | Vruttant | 55 | 75 | | |

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FOCUS CITY

| City | Publications | Display & Financial | | | Tender/ Notices |
|-------------------------------|---|------------------------|--------|------|-----------------|
| | | Black & White | Colour | FPS | |
| | | (Rs. Rates per Sq cms) | | | |
| Mumbai | The Indian Express + The Financial Express + Loksatta | 2400 | 2850 | - | 2780 |
| Mumbai | The Indian Express + Loksatta | 1960 | 2060 | 3000 | 2000 |
| Pune | The Indian Express + The Financial Express + Loksatta | 760 | 885 | - | 875 |
| Pune | The Indian Express + Loksatta | 715 | 845 | 1150 | 825 |
| Nagpur | The Indian Express + Loksatta | 95 | 110 | 170 | 105 |
| Gujrat (Ahmedabad + Vadodara) | The Indian Express + The Financial Express(guj/Eng) | 365 | 450 | - | 380 |
| Delhi | The Indian Express + The Financial Express + Jansatta | 900 | 1040 | - | 1095 |
| Chandigarh | The Indian Express + The Financial Express+Jansatta | 370 | 425 | - | 420 |
| Kolkata | The Indian Express + The Financial Express + Jansatta | 310 | 390 | - | 365 |
| Kolkata | The Indian Express + The Financial Express | 260 | 320 | - | 290 |
| Lucknow | The Indian Express + Jansatta | 265 | 325 | 450 | 350 |

WEEKEND PACKAGES

| Brand | Editions | Display & Financial | | | Tender/Notices |
|---|---|------------------------|--------|------|----------------|
| | | Black & White | Colour | FPS | |
| | | (Rs. Rates per Sq cms) | | | |
| The Sunday Express | Mumbai / Pune / Nagpur / Ahmedabad / Vadodara / Delhi / Chandigarh / Lucknow / Kolkata | 2630 | 3150 | 4350 | 2850 |
| Ravivar Loksatta | Mumbai / Pune / Nagpur / Ahmednagar/Aurangabad/Delhi | 2015 | 2110 | 3050 | 2060 |
| The Sunday Express + Ravivar Loksatta | Mumbai | 2225 | 2320 | 3265 | 2580 |
| The Financial Express on Sunday | Mumbai / Pune / Delhi / Kolkata / Chennai / Chandigarh / Kochi / Bangalore / Hyderabad / Lucknow/Ahmedabad (English) | 750 | 950 | 1125 | 750 |
| The Sunday Express + Ravivar Loksatta | Pune | 745 | 900 | 1145 | 855 |
| The Sunday Express + Ravivar Loksatta + The Financial Express on Sunday | All Editions | 3030 | 3515 | 4970 | 3570 |