



The Indian Express Advertisement Rates (Tariff) W.E.F 15-05-2016

Ad Rates for Display, Financial, Tender & Notices

The Indian Express

Publication	Edition	Effective from 15th May'16			
		Black & White	Colour	FPS	Tender
The Indian Express	Mumbai	1,710	2,050	2,780	2,580
	Pune	860	1,080	1,330	1,100
	Nagpur	130	150	220	180
	Ahmedabad	250	340	440	350
	Vadodara	240	340	430	350
	Delhi	1,030	1,170	1,550	1,470
	Jaipur	220	250	280	300
	Chandigarh	450	630	810	570
	Kolkata	290	360	670	510
	Lucknow	290	350	680	550

Brand Turf

BRAND	EDITIONS	Effective from 15th May'16			
		B/W	Colour	FPS	TENDERS
The Indian Express (All Editions)	Mumbai / Pune / Nagpur / Ahmedabad / Vadodara / Delhi / Chandigarh / Lucknow / Kolkata / Jaipur	4,080	4,250	5,900	5,000
The Financial Express (All Editions)	Mumbai / Pune / Ahmedabad (Gujarati & English)/ Delhi / Kolkata / Chennai / Chandigarh / Kochi / Bangalore / Hyderabad / Lucknow	1,610	2,030	3,060	2,100
The Financial Express (South)	Chennai / Kochi / Bangalore / Hyderabad	540	700	-	720
Loksatta (All Editions)	Mumbai / Pune / Nagpur / Aurangabad / Ahmednagar / Delhi	2,940	3,090	4,390	3,550
Jansatta (All Editions)	Delhi / Chandigarh / Lucknow / Kolkata	1,000	1,090	1,300	1,350

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Special Packages

Publication	EDITIONS	Effective from 15th May'16			
		B/W	Colour	FPS	TENDERS
The Indian Express (West)	Mumbai / Pune / Nagpur / Ahmedabad / Vadodara	2,700	3,000	4,420	NA
The Indian Express (North)	Delhi / Chandigarh / Lucknow / Jaipur	1,580	1,850	2,650	NA
The Indian Express	Delhi / Chandigarh	1,300	1,550	2,050	1,830

GRAND MASTERS

Publication	EDITIONS	Effective from 15th May'16			
		B/W	Colour	FPS	TENDERS
Force	The Indian Express + The Financial Express + Loksatta + Jansatta (All Editions)	6,260	7,350	9,500	7,500
Swift	The Indian Express + Loksatta (All Editions)	5,010	5,820	8,070	6,520
Stretch	The Indian Express + The Financial Express (All Editions) or Jansatta	4,260	5,290	7,460	6,000
Marathon	The Indian Express (Mumbai / Pune / Nagpur) + Loksatta (All Editions)	4,200	4,800	6,870	4,700

RETAIL

PUBLICATIONS	Edition/City	Supplement Name	Effective from 15th May'16			
			B&W	Colour	FPS	Backpage
The Indian Express & Loksatta	Pune	Pune Newline+ Pune Vrutant	480	535	635	-

The Indian Express Advertisement Rates (Tariff)

FOCUS CITY

CITY	PUBLICATIONS - EDITIONS	DISPLAY / FINANCIAL			TENDERS B/W
		B/W	Colour	FPS	
Mumbai	The Indian Express + The Financial Express + Loksatta	2,930	4,000	5,300	3,600
Mumbai	The Indian Express + Loksatta	2,830	3,750	5,140	3,450
Pune	The Indian Express + The Financial Express + Loksatta	1,180	1,420	-	1,480
Pune	The Indian Express + Loksatta	1,100	1,340	1,710	1,350
Nagpur	The Indian Express + Loksatta	160	200	290	200
Gujarat (Ahmedabad + Vadodara)	The Indian Express + The Financial Express (Eng/Guj)	610	830	-	750
Delhi	The Indian Express + The Financial Express + Jansatta	1,340	1,590	-	1,900
Chandigarh	The Indian Express + The Financial Express + Jansatta	600	690	-	670
Kolkata	The Indian Express + The Financial Express + Jansatta	490	600	-	610
Kolkata	The Indian Express + The Financial Express	400	510	-	470
Lucknow	The Indian Express + Jansatta	430	500	-	760