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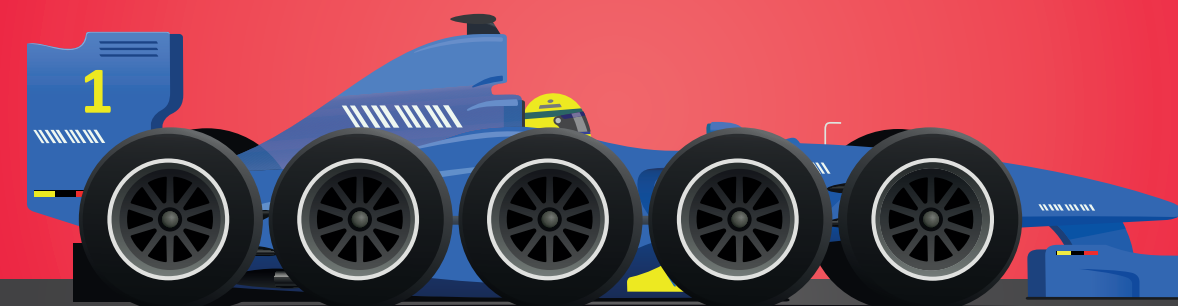


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	Width	Height
Full Page	16.30 X	22.50
Full Page Bleed (Material)	18.80 X	26.00
Full Page Trimmed	18.50 X	25.40
Double Page	34.60 X	22.50
Double Page Bleed (Material)	37.60 X	26.00
Double Page Trimmed	37.00 X	25.40
½ Page Vertical	7.95 X	22.50
½ Page Horizontal	16.30 X	11.00

GRIHALAKSHMI (MECHANICAL DATA)

	Width	Height
Full Page	16.8 cm x	21.5 cm
Full Page Bleed (Material)	19.8 cm x	26.0 cm
Trimmed Size	19.5 cm x	25.5 cm
Double Page (Material)	35.6 cm x	21.5 cm
Double Page Bleed (Material)	39.6 cm x	26.0 cm
Double Page Trimmed	39.0 cm x	25.5 cm
½ Page Vertical	8.1 cm x	21.5 cm
½ Page Vertical Bleed	9.5 cm x	26.0 cm
½ Page Horizontal	16.8 cm x	10.5 cm
½ Page Horizontal Bleed	19.8 cm x	12.6 cm

YATHRA AND STAR & STYLE (MECHANICAL DATA)

	Width	Height
Full Page Normal	18.3 X	22.7 cm
Full Page Bleed	21.3 X	26.3 cm
Double Page Normal	39.6 X	22.7 cm
Double Page Bleed	42.6 X	26.3 cm
Half Page Vertical Normal	9 X	22.7 cm
Half Page Vertical Bleed	10.5 X	26.3 cm
Half Page Horizontal Normal	18.3 X	11.2 cm
Half Page Vertical Bleed	21.3 X	13 cm

THOZHILVARTHA (MECHANICAL DATA)

Full Page	31 x 24.4 cm
1 Column	3.9 cm
2 Column	8 cm
3 Column	12.1 cm
4 Column	16.2 cm
5 Column	20.3 cm
6 Column	24.4 cm

PREMIA - THOZHILVARTHA

Front Page	150% extra
Any Specified Inside Page	25% extra
Page 3	40% extra
Page 5	30% extra
Back Page	50% extra

Advertisement Tariff - Periodicals [GST Applicable]

(All rates in ₹)

	Colour				B & W		
	Back Cover	Inside Covers		Full Page	Half Page	Full Page	Half Page
Grihalakshmi	4,40,000	i 3,10,000	ii 2,85,000	2,70,000	1,50,000		
Arogyamasika	3,20,000	i 2,85,000	ii 2,40,000	2,15,000	1,25,000	1,20,000	80,000
Mathrubhumi Illustrated Weekly	98,000	i 68,000	ii 58,000	50,000	30,000	30,000	18,000
Star & Style	1,75,000	i 1,25,000	ii 1,20,000	1,15,000	60,000		
Sports Masika	98,000	i 60,000	ii 50,000	45,000	25,000		
Balabhumi	53,000	i 43,000	ii 36,000	30,000			
Yathra	1,80,000	i 1,30,000	ii 1,25,000	1,20,000	60,000		
Minnaminni	52,000	i 38,000	ii 32,000	25,000			
Chithrakatha	52,000	i 38,000	ii 28,000	20,000			
Harisree	90,000	i 75,000	ii 65,000	50,000			
GK & Current Affairs	60,000	i 40,000	ii 35,000	30,000			
Grihalakshmi Split (Full page)	1,20,000 N	85,000 S	1,20,000 C				
Arogyamasika Split (Full page)	1,20,000 N	1,20,000 S					
	Display		Classifieds per word				
	B/W	Colour		ORDINARY	BOLD	One Line Spl. Heading	160
Thozhilvartha	₹525/sq.cm.	₹1050/sq.cm.	Thozhilvartha	150	154	Box + Postage	25 + 150
Thozhilvartha Split	₹360/sq.cm.	₹720/sq.cm.	Daily+Thozhilvartha	125	129	Overseas Postage	500

ഗൃഹലക്ഷ്മി
നിങ്ങളെ മനസ്സിലാക്കുന്നു. എപ്പോഴും.

മാതൃഭൂമി ആരോഗ്യമാസിക
NO. 1 HEALTH MAGAZINE IN INDIA
അറിവിലൂടെ ആരോഗ്യം.

മാതൃഭൂമി
ആഴ്ചപ്പതിപ്പ്

Mathrubhumi
Star & Style

മാതൃഭൂമി
തൊഴിൽവാർത്ത
ഇന്ത്യയിലെ No.1 തൊഴിൽ പ്രസിദ്ധീകരണം.

മാതൃഭൂമി
സ്റ്റേർഡ്സ്

Mathrubhumi
GK & CURRENT AFFAIRS

Mathrubhumi Yathra
യാത്ര
The Complete Travel Magazine

മാതൃഭൂമി
ചിത്രകഥ

മാതൃഭൂമി
ബാലഭൂമി
അറിവിലൂടെ പഠിക്കുന്നു.

മാതൃഭൂമി
ചിന്താചിന്തി
നഴ്സറി / പ്രൈമറി കുട്ടികൾക്ക്

Mathrubhumi
YEARBOOK
KNOWLEDGE & BEYOND
PLUS 2023

മാതൃഭൂമി
ഇയർബുക്ക്
PLUS 2023

EDITIONS / OFFICES

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- Coimbatore : Door No. 16/2, 1st Floor, V J Business Centre, GRG Layout, Near LIC Office, Trichy Road, Coimbatore - 641018. Ph: 0422 2302047, Mob: 094866 19893. E-mail: advtcbem@mpp.co.in
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Website: www.mathrubhumi.com

Advertisement Tariff - Daily (GST Applicable)

(All rates in ₹ per sq.cm.)

EDITIONS	DISPLAY							CLASSIFIED DISPLAY		VIJAYA PADAM	FINANCIAL/POLITICAL		CLASSIFIED
	Normal B&W	Normal Colour	Front Page Clr	Page 3/ BP Clr	Page 3 BW	Page 9 BW Solus	BP BW	BW	Clr	BW	BW	Clr	Per Word
TRIVANDRUM	500	925	1850	1440	705	730	760	356	559	360	516	1030	135
KOLLAM	315	630	1120	860	440	460	470	260	418	230	330	662	135
ALAPPUZHA	305	590	1045	810	420	440	450	277	406	260	327	655	135
KOTTAYAM	390	770	1375	1065	550	570	600	327	525	330	430	858	135
KOCHI	520	1040	1860	1445	730	765	785	406	649	410	575	1150	135
THRISSUR	410	780	1410	1090	570	600	610	322	485	325	425	855	135
PALAKKAD	320	615	1210	935	435	460	470	299	463	285	340	685	135
MALAPPURAM	290	580	1045	815	410	425	440	231	327	240	322	645	135
KOZHICODE	370	705	1435	1040	520	540	560	312	521	320	400	797	135
KANNUR	335	670	1190	930	470	485	495	296	462	280	362	725	135
MUMBAI	100	190	340	260	140	150	150	102	169	100	122	245	90
DELHI	95	180	320	250	130	140	150	90	147	90	117	235	100
BENGALURU	105	200	355	275	150	150	160	102	158	100	116	232	100
CHENNAI	90	170	300	235	125	130	140	85	147	90	114	230	100
DUBAI	235	365	485	440	330	320	355	119	181	180	235	470	110
ALL KERALA	2400	4800	8540	6630	3360	3505	3600	1958	3144	1975	2640	5280	220
ALL INDIA	2500	5000	8900	6900	3500	3645	3755	2077	3262	2100	2960	5920	240
ALL KERALA + DUBAI	2600	5100	9000	7000	3600	3800	3900	2000	3260	2050	2835	5680	240
ALL KERALA + MUMBAI	2450	4900	8600	6800	3400	3600	3650	2020	3256	2000	2700	5250	240
ALL KERALA + BENGALURU	2450	4900	8600	6800	3400	3600	3650	2020	3256	2000	2700	5250	240
ALL KERALA + DELHI	2450	4900	8600	6800	3400	3600	3650	2020	3256	2000	2700	5250	240
ALL KERALA + CHENNAI	2450	4900	8600	6800	3400	3600	3650	2020	3256	2000	2700	5250	240
ALL INDIA + DUBAI	2700	5300	9100	7100	3700	3900	4000	2130	3319	2185	3082	6000	240
ALL METROS (MDBC)	350	650	1250	950	500	525	550	299	429	325	420	850	180
ANY 2 EDITIONS													150
ANY 3 EDITIONS													165
ANY 4 EDITIONS													180
ANY 5 TO 7 EDITIONS													195
ANY 8 TO 10 EDITIONS													220
ANY 11 TO 15 EDITIONS													240

SPECIFICATIONS

Size of Type Page : 52 cm x 32.6 cm
 Column Length : 50.6 cm
 No. of Columns to Page : 8

COLUMN WIDTH

1 Col. : 3.9 cm 2 Col. : 8 cm 3 Col. : 12.1 cm 4 Col. : 16.2 cm
 5 Col. : 20.3 cm 6 Col. : 24.4 cm 7 Col. : 28.5 cm 8 Col. : 32.6 cm

MATERIAL: PDF format (high resolution). Tolerance + or - 0.02

SIZE SPECIFICATIONS - DAILY

Front Page Minimum Size: 12.1 cm x 20 cm Above Pocket Cartoon Front Page: 3.9 cm x 5 cm

Advertisement Tariff - Daily (GST Applicable)

(All rates in ₹ per sq.cm.)

EDITIONS	PERSONAL ADS								
	B/W				COLOUR				
	NOR. B/W	P2 B/W	P3 B/W	BP B/W	NOR. CLR	P2 CLR	P3 CLR	BP CLR	FP CLR
TRIVANDRUM	210	263	305	315	275	344	399	413	925
KOLLAM	175	219	254	263	220	275	319	330	630
ALAPPUZHA	200	250	290	300	250	313	363	375	590
KOTTAYAM	200	250	290	300	250	313	363	375	770
KOCHI	300	375	435	450	380	475	551	570	1040
THRISSUR	207	259	300	311	260	325	377	390	780
PALAKKAD	163	204	236	245	208	260	302	312	615
MALAPPURAM	140	175	203	210	195	244	283	293	580
KOZHICODE	196	245	284	294	245	306	355	368	705
KANNUR	155	194	225	233	210	263	305	315	670
MUMBAI	95	119	138	143	118	148	171	177	190
DELHI	90	113	131	135	112	140	162	168	180
BENGALURU	90	113	131	135	112	140	162	168	200
CHENNAI	90	113	131	135	112	140	162	168	170
DUBAI	85	106	123	128	106	133	154	159	365
ALL KERALA	1550	1938	2248	2325	1950	2438	2828	2925	4800
ALL INDIA	1615	2019	2342	2423	2030	2538	2944	3045	5000
ALL KERALA + DUBAI	1610	2025	2350	2420	2030	2545	2950	3050	5100
ALL KERALA + MUMBAI	1600	2013	2335	2415	2025	2525	2929	3030	4700
ALL KERALA + BENGALURU	1600	2013	2335	2415	2025	2525	2929	3030	4700
ALL KERALA + DELHI	1600	2013	2335	2415	2025	2525	2929	3030	4700
ALL KERALA + CHENNAI	1600	2013	2335	2415	2025	2525	2929	3030	4700
ALL INDIA + DUBAI	1680	2100	2400	2520	2107	2634	3055	3161	5250
ALL METROS (MDBC)	250	313	365	375	320	400	464	480	650

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CL. Special Heading Rates TWO LINES

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4 Editions	500
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11 to 15 Editions	660

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1 Edition	495
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3 Editions	660
4 Editions	750
5 to 7 Editions	825
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CLASSIFIEDS

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