

Times Group Media Kit

Note: To find the final rates add base rates for respective pages.

← BACK TO INDEX

ZONE	PUBLICATION	MARKETS	LANGUAGE	BASE	MULTIPLE
NORTH	THE TIMES OF INDIA	Delhi Capital + West UP & UK+ Gurgaon + Chandigarh	English	4,760	3,875
		Delhi Capital + West UP & UK + Chandigarh	English	4,470	3,585
		Delhi Capital + West UP & UK+ Gurgaon	English	4,525	3,640
		Delhi Capital + Gurgaon	English	4,290	3,405
		Dehi Capital + West UP & UK	English	4,235	3,350
		Delhi Capital	English	4,000	3,115
		Noida	English	320	250
		Gurgaon	English	350	290
		Chandigarh	English	470	235
		Chandigarh UPC	English	290	175
		Jaipur City + UPC	English	640	415
		Jaipur City	English	475	250
		Jaipur Upcountry	English	195	165
		Western UP & UK	English	370	235
		Meerut	English	130	70
		Agra	English	130	70
		Bareilly	English	120	70
		Dehradun	English	195	110
		Bhopal + Indore + Raipur + UPC	English	465	335
		Bhopal	English	235	105
		Indore	English	235	105
		Bhopal UPC	English	100	60
		Raipur	English	135	65
		Lucknow + Kanpur + Allahabad + Varanasi	English	1,220	710
		Lucknow + Allahabad + Varanasi	English	1,080	570
		Lucknow	English	915	405
Kanpur	English	255	140		
Allahabad	English	135	85		
Varanasi	English	130	80		
WEST	THE TIMES OF INDIA	Mumbai	English	5,475	4,280
		Nashik	English	190	130
		Navi Mumbai	English	260	245
		Thane	English	230	175
		Pune + Nashik + Aurangabad + Kolhapur	English	2,520	1,985
		Pune City	English	2,245	1,710
		Aurangabad	English	65	55
		Kolhapur	English	100	90
		Pimpri-Chichwad	English	365	295
		Ahmedabad + Baroda + Rajkot + Surat	English	1,050	815
		Ahmedabad	English	685	450
		Surat	English	195	110
		Baroda	English	400	175
		Rajkot	English	135	80
		Nagpur	English	335	280
		Goa	English	170	140
SOUTH	THE TIMES OF INDIA	Bangalore + Hubli	English	3,475	2,695
		Bangalore	English	3,415	2,635
		Mysore	English	155	80
		Mangalore	English	125	65
		Hubli	English	90	60
		Hyderabad	English	1,285	1,060
		Vizag	English	270	190
		Vijayawada	English	80	60
		Chennai + Coimbatore + Madurai /Trichy	English	2,235	1,760
		Chennai	English	1,925	1,450
		Coimbatore	English	340	180
		Madurai/ Trichy	English	215	130
		Madurai	English	140	95
		Trichy	English	115	75
		Kerala	English	400	310
		Kozhikode	English	130	70
		Trivandrum	English	180	100
		Kerala Upcountry	English	130	70
		Kochi	English	265	170
		Pondy	English	65	45
EAST	THE TIMES OF INDIA	Kolkata + Guwahati	English	1,805	1,300
		Kolkata	English	1,695	1,190
EAST	THE TIMES OF INDIA	Patna	English	710	410
		Bihar	English	510	295
		Ranchi/Jharkhand	English	335	200
		Bhubaneshwar	English	420	230
		Guwahati	English	170	110

All rates in Rupees per Sq. Centimeter

NORTH	THE ECONOMIC TIMES	Delhi City + UPC + Gurgaon + Chandigarh + Lucknow + Jaipur	English	2,525	2,290
		Delhi City + UPC + Gurgaon	English	2,170	1,935
		Delhi City + Gurgaon	English	2,045	1,810
		Chandigarh	English	305	165
		Delhi UPC	English	210	125
		Lucknow	English	155	95
		Jaipur	English	150	95
		MP	English	65	50
		Delhi	Hindi	185	140
WEST		Mumbai City + Mumbai UPC + Nagpur + Goa	English	2,760	2,480
		Mumbai City	English	2,615	2,335
		Pune	English	345	165
		Mumbai UPC	English	125	85
		Goa	English	85	50
		Nagpur	English	80	60
		Mumbai	Gujrathi	165	115
		Ahmedabad City + UPC	English	405	335
		Ahmedabad City	English	305	235
		Ahmedabad UPC	English	240	100
SOUTH		Bangalore + Mangalore	English	800	725
		Chennai	English	745	680
	Hyderabad	English	440	405	
	Cochin	English	75	35	
EAST	Kolkata + Kol UPC + Patna + Ranchi + Bhubaneshwar	English	905	825	
	Kolkata City	English	690	605	
	Bhubaneshwar	English	180	80	
	Kol UPC	English	160	55	
	Patna	English	160	55	
	Ranchi	English	160	55	
MARKETS	ET Markets	English	5990	5710	
WEST	MIRROR	Mumbai	English	2,045	1,665
		Pune	English	800	655
		Ahmedabad	English	255	210
SOUTH	Bangalore	English	680	595	
WEST	MAHARASHTRA TIMES	Mumbai	Marathi	2,205	1,795
		Pune	Marathi	1,120	835
		Nashik	Marathi	330	270
		Aurangabad	Marathi	260	210
		Kolhapur	Marathi	220	180
		Jalgaon	Marathi	80	60
		Ahmednagar	Marathi	115	85
		Nagpur	Marathi	390	320
NORTH	NAVBHARAT TIMES	Delhi City	Hindi	1,890	1,535
		Delhi NCR	Hindi	390	280
		Noida	Hindi	90	75
		Ghaziabad	Hindi	170	135
		Faridabad	Hindi	150	120
		Gurgaon	Hindi	120	90
		Lucknow	Hindi	375	305
		Lucknow - Femina	Hindi	220	155
		Lucknow Vishudh Rajneeti	Hindi	215	175
WEST	Mumbai	Hindi	1000	835	
NORTH	SANDHYA TIMES	Delhi	Hindi	255	215
EAST	EI SAMAY BARDHAMAN SAMAY	Kolkata	Bengali	835	465
		Kolkata	Bengali	75	45
WEST	Nav Gujarat	Ahmedabad	Gujarathi	335	270
		Femina	Gujarathi	200	140
WEST	Samay	Bodhivruksh	Gujarathi	200	140
		ET Wealth	Gujarathi	200	140

All rates in Rupees per Sq. Ft.

in/line

>> SCHEMES

INS	INCENTIVE
1 to 2 (to be consumed within 30 days)	0%
3 to 5 (to be consumed within 60 days)	3%
6 + (to be consumed within 90 days)	5%
PAGE	INCENTIVE

>> SCHEMES

SIZE	INCENTIVE
240 to 600	3%
601+	5%
Full Page	10%

RECKONER

- Schemes will be applied in the order of Insertion incentive, size incentive, B&W incentive (if Applicable) and Left Hand Page incentive (if Applicable).
- Multiple Incentives cannot be clubbed. They are applied in successive manner as above on reduced base rates. And Premium if any, will be applied on the reduced base rate.
- B/W incentive not applicable for front and back page and for other pages in editions which have full colour printing facility.
- *10% incentive applicable for B/W ads (only in editions which are not full colour).
- TOI-Mumbai will include TOI-Navi Mumbai and TOI Thane.
- Left hand page incentive not applicable for page 2 and back page.
- To avail of mutiple rate benefit, the size of the ads must be the same in all editions, however the client can avail of 50% variance in size in case of repeat insertions for the same combination/s
- The above editions exclude the print run of TOI student editions. DAVP ads are carried in TOI student editions (please contact our response offices for further details).
- All ads in any of our publications will also appear on their respective e-paper editions available at <http://epaper.timesofindia.com>.
- TOI Delhi and Delhi Times include TOI Noida and Noida Times respectively.
- **ET markets pages are applicable for 5 editions (Mumbai (ETMC), Delhi (ETDC), Bangalore (ETBG), Kolkata (ETKC) and Ahmedabad (ETAC)). All these 5 editions will have to be taken together to publish an ad in ET market pages.

Disclaimer: All the rates given in the Maximizer conform to advertisers in the Domestic (Indian) market only. International advertisers are requested to contact BCCL (or its representatives in respective countries) for rates applicable in their geography.

 **BACK TO INDEX**

[← BACK TO INDEX](#)
>> LOADINGS
All rates in Rupees per Sq. Centimeter

ZONE	PUBLICATION	MARKETS	LANGUAGE	FRONT PAGE	BACK PAGE	PAGE 3	PAGE 5	ANY SPECIFIED PAGE
NORTH		Delhi Capital + West UP & UK+ Gurgaon + Chandigarh	English	2,890	1,260	960	615	470
		Delhi Capital + West UP & UK + Chandigarh	English	2,800	1,215	915	585	450
		Delhi Capital + West UP & UK+ Gurgaon	English	2,420	1,065	820	550	390
		Delhi Capital + Gurgaon	English	2,305	1,000	755	515	360
		Dehi Capital + West UP & UK	English	2,330	1,020	775	520	370
		Delhi Capital	English	2,215	955	710	485	340
		Noida	English	100	55	55	35	30
		Gurgaon	English	90	45	45	30	20
		Chandigarh	English	140	70	40	30	20
		Chandigarh UPC	English	80	40	25	25	15
		Jaipur City + UPC	English	225	90	70	50	40
		Jaipur City	English	190	70	50	35	25
		Jaipur Upcountry	English	40	25	20	15	10
		Western UP & UK	English	115	65	65	35	30
		Meerut	English	40	35	35	20	15
		Agra	English	45	35	35	20	15
		Bareilly	English	45	40	40	20	20
		Dehradun	English	55	40	40	25	15
		Bhopal + Indore + Raipur + UPC	English	180	70	70	40	30
		Bhopal	English	75	25	25	20	10
		Indore	English	55	25	25	15	10
		Bhopal UPC	English	30	25	25	20	15
		Raipur	English	25	15	15	15	10
		Lucknow + Kanpur + Allahabad + Varanasi	English	440	180	130	115	90
		Lucknow + Allahabad + Varanasi	English	410	160	110	100	75
		Lucknow	English	370	130	80	70	55
		Kanpur	English	35	25	25	15	10
		Allahabad	English	20	15	15	15	10
Varanasi	English	20	15	15	15	10		
WEST	TIMES OF INDIA	Mumbai	English	4,025	1,590	1,210	810	530
		Nashik	English	75	30	25	20	15
		Navi Mumbai	English	85	35	35	25	20
		Thane	English	80	30	30	25	15
		Pune + Nashik + Aurangabad + Kolhapur	English	960	365	160	95	75
		Pune City	English	830	380	155	85	80
		Aurangabad	English	40	25	20	10	10
		Kolhapur	English	40	30	30	20	15
		Pimpri-Chichwad	English	130	15	15	10	15
		Ahmedabad + Baroda + Rajkot + Surat	English	525	300	195	115	90

		THE TIMES					
	Ahmedabad	English	310	145	85	60	50
	Surat	English	75	65	55	35	25
	Baroda	English	105	85	55	30	25
	Rajkot	English	80	60	50	25	25
	Nagpur	English	85	45	35	25	20
	Goa	English	90	50	45	35	25
SOUTH	Bangalore + Hubli	English	2,150	975	720	450	340
	Bangalore	English	2,125	990	720	420	310
	Mysore	English	40	25	25	15	10
	Mangalore	English	40	25	25	15	10
	Hubli	English	25	20	15	15	5
	Hyderabad	English	350	155	100	80	55
	Vizag	English	65	30	30	25	10
	Vijayawada	English	35	25	25	15	15
	Chennai + Coimbatore + Madurai /Trichy	English	2030	1070	960	510	330
	Chennai	English	1660	840	790	380	230
	Coimbatore	English	240	160	100	80	60
	Madurai/ Trichy	English	130	70	70	50	40
	Madurai	English	140	80	80	60	50
	Trichy	English	130	70	70	50	40
	Kerala	English	110	65	65	40	30
	Kozhikode	English	25	15	15	15	10
	Trivandrum	English	35	25	20	15	5
	Kerala Upcountry	English	30	15	15	15	10
	Kochi	English	65	35	35	25	15
Pondy	English	20	15	15	15	5	
EAST	Kolkata + Guwahati	English	650	260	90	75	60
	Kolkata	English	600	270	85	80	65
	Patna	English	125	70	55	50	45
	Bihar	English	50	35	35	25	25
	Ranchi/Jharkhand	English	50	30	30	20	15
	Bhubaneshwar	English	100	50	30	20	20
	Guwahati	English	40	25	20	15	10
NORTH	Delhi City + UPC + Gurgaon + Chandigarh + Lucknow + Jaipur	English	1,390	375	285	205	150
	Delhi City + UPC + Gurgaon	English	1,195	265	210	145	110
	Delhi City + Gurgaon	English	1,040	225	145	105	70
	Chandigarh	English	140	70	40	30	20
	Delhi UPC	English	20	15	15	15	5
	Lucknow	English	35	25	20	15	10
	Jaipur	English	20	15	15	15	10
Delhi	Hindi	75	40	30	20	15	
WEST	Mumbai City + Mumbai UPC + Nagpur + Goa	English	1,445	365	295	185	135
	Mumbai City	English	1,355	345	245	145	100
	Pune	English	80	35	25	20	15
	Mumbai UPC	English	20	15	15	15	5
	Goa	English	25	15	20	15	10
	Nagpur	English	20	15	15	15	10
	Mumbai	Gujrathi	45	35	35	20	15
	Ahmedabad City + UPC	English	180	95	80	65	60
	Ahmedabad City	English	150	75	60	45	35
	Ahmedabad UPC	English	20	20	20	15	10
	Ahmedabad	Gujarathi	50	25	25	20	15
SOUTH	Bangalore + Mangalore	English	500	90	75	55	45
	Chennai	English	345	90	60	50	35
	Hyderabad	English	345	85	55	45	30
	Cochin	English	20	15	15	15	10
EAST	Kolkata + Kol UPC + Patna + Ranchi + Bhubaneshwar	English	485	170	100	85	70
	Kolkata City	English	420	150	65	60	40
	Bhubaneshwar	English	25	20	20	15	10
	Kol UPC	English	25	20	20	15	10
	Patna	English	25	20	20	15	10
	Ranchi	English	25	20	20	15	10
WEST	Mumbai	English	1,445	785	305	165	115
	Pune	English	460	200	110	40	30
	Ahmedabad	English	160	75	40	35	30
SOUTH	Bangalore	English	450	205	185	145	60
		THE ECONOMIC TIMES					
WEST	Mumbai	English	1,445	785	305	165	115
	Pune	English	460	200	110	40	30
	Ahmedabad	English	160	75	40	35	30
SOUTH	Bangalore	English	450	205	185	145	60
		MIRROR					

WEST	MAHARASHTRA TIMES	Mumbai	Marathi	1,030	720	560	390	230
		Pune	Marathi	475	310	245	160	95
		Nashik	Marathi	220	75	45	25	25
		Aurangabad	Marathi	130	100	65	50	35
		Kolhapur	Marathi	100	65	55	40	25
		Jalgaon	Marathi	55	25	25	15	15
		Ahmednagar	Marathi	30	25	25	20	10
		Nagpur	Marathi	245	135	70	45	20
NORTH	NAVBHARAT TIMES	Delhi City	Hindi	1,720	770	485	335	170
		Delhi NCR	Hindi	355	175	100	70	50
		Noida	Hindi	60	40	35	20	20
		Ghaziabad	Hindi	100	65	45	35	20
		Faridabad	Hindi	85	65	40	25	15
		Gurgaon	Hindi	70	55	35	25	15
		Lucknow	Hindi	110	80	50	30	25
		Lucknow - Femina	Hindi	75	30	30	25	10
		Lucknow Vishudh Rajneeti	Hindi	60	40	25	20	10
		WEST		Mumbai	Hindi	590	360	240
NORTH	SANDHYA TIMES	Delhi	Hindi	120	45	40	25	25
EAST	EI SAMAY BARDHAMAN SAMAY	Kolkata	Bengali	235	150	130	75	40
		Kolkata	Bengali	15	15	10	10	10
WEST	NAV GUJARAT SAMAY	Ahmedabad	Gujarathi	100	65	60	45	35

All rates in Rupees per Sq. Centimeter

COLOUR EXCLUSIVES

PUBLICATION	FRONT PAGE			OTHER PAGE			
	1-2	3-5	6+	PAGE 3	PAGE 5	ANY PAGE	BACK PAGE
What's Hot- Delhi	75%	60%	50%	-	-	-	-

ECONOMIC TIMES MARKETS

PUBLICATION	MARKET PAGE 1	MARKET PAGE 2	MARKET PAGE 3	MARKET PAGE 4
ET Markets**	615	-	410	-

RECKONER

- Loadings for B/W Advertisement in page 3, page 5 & Specified page will be 10% less than colour
- The loadings for Sports front page, Business Times front page and CFM page would be same as any specified page.
- Weekend (Friday and Saturday) premiums will be apply as per Pricewise
- Mirror brands front page size 25.3 cms x 5 cms.
- *Rates applicable for second front page
- **ET markets pages are applicable for 5 editions (Mumbai (ETMC), Delhi (ETDC), Bangalore (ETBG), Kolkata (ETKC) and Ahmedabad (ETAC)). All these 5 editions will have to be taken together to publish an ad in ET market pages.

GUIDELINES

- Both premiums / loadings as well as discounts will be charged on applicable rates.
- Likewise, whenever premia and discounts are applicable in a single buy, the net payable amount will be calculated after adding and subtracting the applicable premiums and discounts and charging the payable on the applicable rate.
- Top of ad column premia will be charged only if the ad is placed atleast 50% above the fold.

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[← BACK TO INDEX](#)