



**LET YOUR BRAND
STAY IN LIMELIGHT**



INDIA'S FIRST INTERNATIONAL NEWSPAPER

Madhyamam has an undeniable influence in our society, but it is not the quantitative merit that sets it apart. It places great value on quality, truth and credibility in news and advertisements. Madhyamam is a true friend of brands and advertisers. Through this, you get to reach your desired audience more easily than ever!! Make a smart move with Madhyamam.

- Most trusted International media brand in Malayalam
- Social activists and reformers trust Madhyamam as their reliable partner in covering social issues
- Reader base with highest purchasing capacity
- NRI Keralites who constitute major buyers of any product or service rely on Madhyamam as their most trustworthy source of information and news analysis
- In-depth political analysis and issue related data based articles are read and discussed by the society for decision-making
- Brands attached to Madhyamam are also trusted, as people know that we publish advertisements after stringent scrutiny
- Subscribed by families for long years than floating readers

Gulf Madhyamam

- The first Indian International newspaper
- The highest in terms of readership and circulation (Source: NRS_IPSOS)
- The one & only newspaper published from 8 different centres in the GCC
- The only newspaper with 70% of average reach among Indian expatriates in GCC



ADVERTISEMENT TARIFF 2022-23 (W.E.F 01-04-2022)

| MADHYAMAM | COMMERCIAL | | NON COMMERCIAL | | CLS DISP | FRONT PAGE | | EP |
|------------|------------|------|----------------|------|----------|------------|-------|-----|
| EDITIONS | BW | CLR | BW | CLR | BW | CLR | CLR | CLR |
| KANNUR | 215 | 430 | 130 | 260 | 65 | 650 | 5000 | |
| CALICUT | 265 | 530 | 160 | 320 | 80 | 800 | 6000 | |
| MALAPPURAM | 320 | 640 | 190 | 380 | 100 | 950 | 7000 | |
| THRISSUR | 215 | 430 | 130 | 260 | 65 | 650 | 5000 | |
| KOCHI | 235 | 470 | 140 | 280 | 75 | 700 | 5500 | |
| KOTTAYAM | 170 | 340 | 120 | 240 | 60 | 500 | 4000 | |
| TRIVANDRUM | 225 | 450 | 135 | 270 | 70 | 700 | 5000 | |
| BANGALORE | 125 | 250 | 80 | 160 | 45 | 375 | 3000 | |
| ALL KERALA | 1450 | 2900 | 850 | 1700 | 450 | 4500 | 35000 | |
| ALL INDIA | 1500 | 3000 | 875 | 1750 | 475 | 4750 | 37500 | |

GULF MADHYAMAM

| | | | | | | | |
|---------------|------|------|------|------|-----|------|--|
| UAE | 270 | 405 | 175 | 260 | 125 | 700 | |
| BAHRAIN | 230 | 345 | 130 | 195 | 90 | 600 | |
| QATAR | 180 | 270 | 125 | 185 | 85 | 450 | |
| KUWAIT | 170 | 255 | 120 | 180 | 85 | 450 | |
| KSA | 270 | 405 | 230 | 345 | 150 | 700 | |
| OMAN | 170 | 255 | 115 | 170 | 80 | 400 | |
| ALL GULF | 750 | 1100 | 600 | 900 | 500 | 1750 | |
| KERALA + GULF | 2150 | 3500 | 1250 | 2000 | 850 | 5500 | |
| INDIA+ GULF | 2200 | 3600 | 1300 | 2100 | 875 | 5650 | |

Notes: Non-commercial advertisements: Court Notice, Obituary, Situation Vacant, Missing, Wishes etc.
Front page: Min. Size: 180 Sq.cm, Solus: 200% extra, Third & Back Page: 50% extra, Rate in Sq.cm, EP Rate in Rs.

Help/Charity Advt: 50%* Discount
*Conditions Apply

MECHANICAL DETAILS

| COL | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 |
|-----|-----|-----|----|------|------|------|------|------|
| CM | 3.8 | 7.9 | 12 | 16.1 | 20.3 | 24.4 | 28.5 | 32.6 |

5% GST applicable for print Ads.



GENERAL CLASSIFIEDS (Per Word)

| | |
|---------------------------------------|-----|
| Any 1 Indian Edition (Min. Rs. 500/-) | 50 |
| Extra Per Indian Edition | 5 |
| ALL KERALA | 80 |
| ALL INDIA | 85 |
| ALL GULF (Min. Rs. 1000/-) | 100 |
| ALL EDITION | 170 |
| Extra for Online Edition (10 Words) | 100 |

Notes: Heading: Double Charge/ Phone Number: 2 Words/ E-mail: 2 Words

Varadhyam Madhyamam
(All India Editions Rate in Sq. Cm)

| | |
|-----|------|
| BW | CLR |
| 600 | 1000 |

MATRIMONIAL (All Edition Sunday Only)

| | | |
|---------------------------|------|--|
| Minimum Charge | 1200 | Heading: Double Charge / Phone Number: 2 Words / E mail: 2 Words, Display : Minimum Size: 4 x 1 |
| For Every Additional Word | 120 | |
| Display Type (Per Sq. Cm) | 200 | |

KUDUMBAM

| Positions | All Kerala | All Gulf | Kerala + Gulf |
|---------------|------------|----------|---------------|
| Back Cover | 2,00,000 | 1,50,000 | 3,00,000 |
| Inner Cover | 1,50,000 | 1,25,000 | 2,50,000 |
| Double Spread | 1,75,000 | 1,25,000 | 2,50,000 |
| Full Page | 1,00,000 | 75,000 | 1,50,000 |
| Half Page | 60,000 | 40,000 | 80,000 |

MECHANICAL DETAILS

Trim Size (book size) 26.5 cm x 18.5 cm

Live Area 23.5 cm x 15.5 cm

Other Positions: Front Gate Fold, Double Spread, Single Column, Logo Branding, Strip, Book Mark, Focus Feature, Free Sampling

WEEKLY

| | BW | CLR |
|------------------------------|-------|-------|
| Back Cover (24 CM X 17 CM) | | 30000 |
| Inner Cover (24 CM X 17 CM) | | 25000 |
| Full Page(23 CM x 16 CM) | 10000 | 15000 |
| Half Page (11.5 x 16 CM) | 6000 | 9000 |
| Single Column (23 CM x 5 CM) | 3000 | 5000 |

5% GST applicable for print ads GST Registration Number: 32AAAT11207PIZU



ONLINE

HOME PAGE MONTHLY TARIFF

| AD NAME | PIXEL SIZE | AD POSITION | TARIFF RATE INR | AD BY TURN(MAXIMUM) |
|--------------------|------------|-----------------------------------|-----------------|---------------------|
| Super Leader Board | 970x90 | 1 st | 4,50,000 | 4 ads by turn |
| Medium Rectangle | 300x250 | 2 nd | 4,50,000 | 4 ads by turn |
| Medium Rectangle | 300x250 | 3 rd | 3,00,000 | 3 ads by turn |
| Leader Board | 728x90 | 4 th | 2,55,000 | 3 ads by turn |
| Medium Rectangle | 300x250 | 5 th | 2,25,000 | 2 ads by turn |
| Medium Rectangle | 300x250 | 6 th | 1,87,500 | 2 ads by turn |
| Medium Rectangle | 300x250 | 7 th | 1,50,000 | Fixed spot |
| Medium Rectangle | 300x250 | 8 th | 1,12,500 | Fixed Spot |
| Medium Rectangle | 300x250 | 9 th | 75,000 | Fixed spot |
| Medium Rectangle | 300x250 | 10 th 12 th | 37,500 | Fixed Spot |

DETAILED NEWS MONTHLY TARIFF

| | | | | |
|--------------------|---------|-----------------|----------|---------------|
| Super Leader Board | 970x90 | 1 st | 4,50,000 | 4 ads by turn |
| Medium Rectangle | 300x250 | 2 nd | 3,00,000 | 4 ads by turn |
| Medium Rectangle | 300x250 | 3 rd | 2,25,000 | 3 ads by turn |
| Medium Rectangle | 300x250 | 4 th | 1,50,000 | 2 ads by turn |
| Medium Rectangle | 300x250 | 5 th | 75,000 | 2 ads by turn |
| Leader Board | 728x90 | 6 th | 75,000 | 2 ads by turn |

GULF PAGE MONTHLY TARIFF

| | | | | |
|--------------------|-------------|-----------------|----------|---------------|
| Super Leader Board | 970x90 | 1 st | 1,50,000 | 4 ads by turn |
| Medium Rectangle | 300x250 | 2 nd | 1,50,000 | 3 ads by turn |
| Medium Rectangle | 300x250 | 3 rd | 1,12,500 | 3 ads by turn |
| Medium Rectangle | 300x250 | 4 th | 75,000 | 2 ads by turn |
| Medium Rectangle | 300x250 | 5 th | 37,500 | Fixed spot |
| Shoshkele Ad | 600x400 | Per day | 1,12,500 | Fixed spot |
| Scripted Ad | As required | Per day | 1,12,500 | Fixed spot |

18% GST applicable for online ads

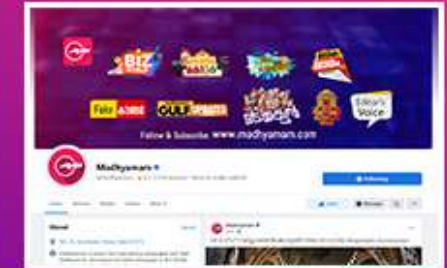


Image Format Allowed : JPG Or GIF Maximum Weight : 100 Kb
 Script Format Allowed : Java, Iframe
 Animation Limit – 15 Seconds
 Unlimited Impression Based on Website Traffic

For enquiries:
onlineads@madhyamam.com
digitalmarketing@madhyamam.com



For social media ad options & CPM tariff rates
 visit: www.madhyamam.com/adtariffs

HEAD OFFICE: P.B. No. 1708, Silver Hills, Kozhikode - 673 012, Phone: 0495 2731500 (5 Lines)
www.madhyamam.com, marketing@madhyamam.com

| | | | |
|---|--|--------------------|--|
| KERALA | THIRUVANANTHAPURAM: Gandhari Amman Kovil Road, Thiruvananthapuram-1 Ph: 0471-2548800. ☎9645000304. tvmadvt@madhyamam.com | KARNATAKA | BANGALORE OFFICE : 2rd floor, No.4/ 34, Hussain building, 11th cross, Opp. Vivek Nagar police station, Bangalore, Karnataka- 560047 , Mob: 09946818877. blradvt@madhyamam.com |
| | KOLLAM: R&R Building, Nr. Civil Supplies Fuel Station, Q S Road, Chinnakkada, Kollam. ☎9645006120 klmadv@madhyamam.com | TAMILNADU | CHENNAI: Mr. Venkata Krishna Rao, Mob: 9840044996 pvkrao@gmail.com |
| | KOTTAYAM: Chungam, Kottayam-686 001.☎9645006278. ktmadv@madhyamam.com | MAHARASHTRA | MUMBAI: Madhyamam Bureau, 2nd Floor 22 A Hasanali House 17, Jijibhai Dadabhai Lane, Fountain, Fort, Mumbai-400001. Ph: 02222630318. adsmumbai@madhyamam.com Mr. Shirish Chitnis, Mob: 09821092219. sgchitnis@gmail.com |
| | PATHANAMTHITTA: Darsana building, General Hospital Road-689654 Mob: 9645006072, ptaadv@madhyamam.com | GUJARAT | AHMEDABAD: Mr. Hareesh Chhatbar, Mob: 09428075049, 09227496444. hareesh.madhyamam@gmail.com |
| | IDUKKI: City Tower, Kanjiramattom Bypass, Thodupuzha- 685 584. ☎9645006032. idkadvt@madhyamam.com | DELHI | VRS MEDIA COMMUNICATIONS, UG-2 Pragati Tower 26, Rajendra Place, New Delhi-110 008 Ph: 09810192164, 011-25714268, 25822089. vrsmedia@gmail.com |
| | ALAPPUZHA: Grace Park Line, Nr. EMS Stadium, Alappuzha. Ph: 0477-2251736.☎9645005702. alpadv@madhyamam.com | KOLKATA | Mr. Rajesh Varma, Rajesh Associates 162/B-363, Lake Gardens, 2nd Floor, Kolkata- 700 045 Mob: 9433070377 & 9339070377. advtmatter@gmail.com |
| | KOCHI: Pulleppady, Kochi- 682 018. Phone: (0484) 2370217, 2370616.☎9645006150. chnadv@madhyamam.com | | |
| | THRISSUR: LPH Tower, Post Office Road, Thrissur-680 001 Ph: (0487) 2429189.☎9645006326. tsradvt@madhyamam.com | | |
| | PALAKKAD: PK Apartment, Robinson Road, Near Malayala Manorama, Palakkad. ☎9645006062. pkdadv@madhyamam.com | | |
| | MALAPPURAM: Poopalam, Perinthalmanna, Malappuram-679 322. Ph: (04933)223000.☎9645005653. mlpadv@madhyamam.com | | |
| KOZHIKODE: U.K. Sankunni Road, Mavoor Road, Kozhikode 673 001. Ph: (0495) 2724590, 9645006107.☎9645005115. cltadv@madhyamam.com | | | |
| KANNUR: Kaoser Complex, Caltex Junction, Kannur-670 002. ☎9645006567. knradvt@madhyamam.com | | | |

CUSTOMER CARE: Marketing Manager - Advertisement,
U.K.S Road, Mavoor Road, Kozhikode - 673001
Mob: 9645006285, advertisement@madhyamam.com