

The Hindu

Rate Card - 2019 (5% GST applicable on all rates)

Main Section

Edition	Base	Base
	Colour	B&W
All Edition	11610	8125
Southern Edition	10625	7435
3 City Edition (CH+BG+HY)*	6600	--
Chennai Edition	5715	--
Coimbatore Edition	1055	--
Madurai Edition	515	--
Trichy Edition	370	--
NASA Pondy Edition	280	--
Tamil nadu Edition	7935	--
Kochi City Edition	400	--
Trivandrum City Edition	460	--
Kozhikode City Edition	170	--
Kerala Edition	1325	--
Telangana Edition (TS)	1270	1015
Hyderabad City Edition	1145	915
Andhra Pradesh Edition	1130	900
Vizag Edition	565	450
Vijayawada Edition	565	450
AP & TS Edition	2400	1920
Bangalore Edition	1395	--
North Karnataka Edition	165	150
Mangalore Edition	150	135
South Karnataka Edition	125	115
Karnataka Edition	1840	1470
Mumbai Edition	485	--
Northern Edition	765	--
Eastern Edition	230	--
North East West (NEW) Edition	1185	--

Front Page Premium on Base Rate	25%
AE & SE Back Page Premium on Base Rate	15%
Page 3 Premium on Base Rate	15%
Page 5 Premium on Base Rate	10%
FPS & Skybus Premium on Base Rate	50%

* Eastern Edition - Kolkatta, Orissa, Patna & Cuttack

* Northern Edition - New Delhi, Mohali & Lucknow

* 3 City Edition: Chennai City, Bangalore City & Hyderabad City

Specified Position Rates would apply for Strip Ads (Min ht. = 5 cms, Max ht. =12 cms)

Front Page ad for a 16 cms width, minimum height is 12 cms and maximum is 25

Front Page ad for a 12 cms width, minimum height is 16 cms and maximum is 25

The front page ads can have a solus with Skybus or Semi Solus

Sky Bus Size: (Ht:5 cms x Wd:33 cms)

For Front page Strip advts : Size Min ht. = 6 cms, Max ht. =12 cms

Weekend Supplements

AE

TH Weekly Magazine	5355
Young World	4125
