



GOVERNMENT OF KERALA

Abstract

Information & Public Relations Department - Updating Media List and Revision of Rates dailies for the year 2010-2011 - Orders issued -

Information & Public Relations (D) Department

G.O.(Rt)No **01** /11/I&PRD.

Dated, Thiruvananthapuram, **04.01.2011.**

Read:- 1. G.O.(P) 8.99/PR, dated 7.7.1999.

2. G.O.(Rt) 325.09/I&PR, dated 30.12.2010.

ORDER

Government as per the Order read as first above have issued the rules and regulations for publication of Advertisement to Print Media. Accordingly the media list and Advertisement rate of media for the year 2009-2010 had been issued as per the Government Order read as 2nd above. Since Media list has to be revised for the year 2010-2011 the Reports of ABC and the edition wise circulation reports of newspapers furnished by the Regional Deputy Directors have been verified. After examining the reports in detail Rate Contracts were signed between the Advertisement Manager/Authorised signatory of the newspapers and the Additional Director Information & Public Relations Department.

In the circumstances, Government are pleased to revise the Media list and the Information & Public Relations Department rates applicable to its newspaper as detailed below. The new rates shall be valued for one year from 1.4.2010 and the same will be applicable for all the release orders issued by the Information & Public Relations Department since 1.4.2010.

A discount of 15% will be allowed on all advertisements issued for publication by various Government Departments, either through this Department or directly. However no discount will be allowed to the advertisements published in English dailies.

Sl. No.	Name of Daily	Edition	Category	Rate as on 01.04.2010
1	Deshabhimani	Calicut	C	81
		Kannur	C	121
		Kochi	C	98
		Kottayam	B	61
		Malappuram	B	49
		Thiruvananthapuram	C	36
		Thrissur	C	115
		All Editions	D	368

2	Malavala Manorama	Bangalore	B	45
		Chennai	B	29
		Delhi	B	31
		Kannur	C	144
		Kochi	D	288
		Kollam	C	184
		Kottayam	D	299
		Kozhikkode	C	242
		Malappuram	C	150
		Manglore	B	31
		Mumbai	B	40
		Palakkad	C	138
		Pathanamthitta	C	150
		Thiruvananthapuram	C	244
		Thrissur	C	207
		All Kerala Editions	D	932
			All India Editions	D
3	Mathrubhumi	Bangalore	A	26
		Chennai	A	23
		Kannur	C	190
		Kochi	C	201
		Kollam	C	115
		Kottayam	C	161
		Kozhikkode	C	224
		Malappuram	C	104
		Mumbai	B	31
		Palakkad	C	115
		Thiruvananthapuram	C	173
		Thrisur	C	201
		All Kerala Editions	D	679
	All India Editions	D	702	

MEDIA LIST NOT INCLUDED IN THE A.B.C REPORT

Sl. No.	Name of Daily	Edition	Category	Rate as on 01.04.2010
4	Chandrika	Kannur	C	104
		Kochi	C	81
		Kozhikode	C	75
		Malappuram	C	127
		Tvpm	B	40
		All Editions	C	247
5	Deepika	Kannur	C	75
		Kochi	B	47
		Kottayam	C	144
		Thiruvananthapuram	B	36
		Thrissur	B	52
		Kozhikkode	B	47
		All Editions	C	247
6	Janmabhumi	Kannur	B	47
		Kochi	C	75
		Kottayam	B	54
		Kozhikkode	B	59
		Thiruvananthapuram	B	49
		All Editions	C	219
7	Janayugam	Kannur	A	28
		Kochi	B	66
		Kozhikode	B	63
		Tvpm	C	81
		All Editions	C	190
8	Kerala Kaumudi	Alappuzha	B	43
		Kannur	B	29
		Kochi	B	33
		Kollam	B	63
		Kottayam	B	40
		Kozhikode	B	31
		Thrissur	B	33
		Tvpm	C	92
		All Editions	C	247

9	Kerala Kaumudi Flash	Alappuzha	A	22
		Kannur	B	36
		Kochi	B	31
		Kollam	B	40
		Kottayam	B	31
		Kozhikkode	B	29
		Malappuram	B	33
		Thiruvananthapuram	B	45
		Thrissur	B	31
	All Editions	C	167	
10	Madhyamam	Kannur	B	63
		Kochi	B	70
		Kottayam	B	29
		Kozhikkode	B	72
		Malappuram	C	144
		Thiruvananthapuram	B	68
	All Editions	C	247	
11	Mangalam	Kochi	B	63
		Kottayam	C	138
		Kozhikkode	B	40
		Thiruvananthapuram	B	63
		Thrissur	B	45
	All Editions	C	247	
12	Metrovartha	Kochi	C	104
13	Rashtra Deepika	Kannur	B	49
		Kochi	A	26
		Kottayam	B	45
		Kozhikkode	A	26
		Thrissur	B	29
		Trivandrum	B	36
	All Editions	C	127	
14	Siraj	Calicut	B	63
		Ernakulam	B	49
		Kannur	B	63
		Thiruvananthapuram	B	49
		All Editions	C	173
15	Veekshanam	Kannur	B	49
		Kochi	B	66
		Kottayam	B	36
		Kozhikkode	B	56
		Trivandrum	B	59
	All Editions	C	173	

16	Bharatha Pathuika	Tvpm	A	21
17	Crime Story	Tvpm	A	25
18	Exclusive	Palakkad	B	36
19	Gadhika	Kannur	A	28
20	General	Thrissur	A	28
21	Hosadigandha	Bangalore	B	47
		Manglore	C	86
		All Editions	C	98
22	Janmadesam	Kasargode	B	31
23	Kalapremi	Tvpm	A	25
24	Karaval Kannada	Kasaragod	B	31
25	Karaval. (Mal)	Kasaragod	B	36
26	Kerala bhooshanam	Thiruvalla	B	31
27	Kera Nadu	Tvpm	A	21
28	Kerala Rajyam	Kollam	A	21
29	KalaKaumudi	Mumbai	A	28
30	Kerala Vartha	Thrissur	A	23
31	Latest	Kasargode	B	31
32	Makthab	Kannur	B	33
33	Malayala Mahima	Thiruvananthapuram	A	25
34	News Keraia	Kozhikode	B	29
35	New Age	Kochi	B	52
36	People's Review	Kozhikode	A	16
37	Powran	Aluva	A	21
38	Prabhatha Vartha	Tvpm	B	31
39	Pradeepam	Kozhikode,	B	28
		Kochi	A	23
		All Editions	B	36
40	Padayani	Kannur	A	26
41	Savanna Kairali	Kochi	B	33
42	Savannasabdham	Kollam	A	23
43	Southern Star	Tvpm	B	36
44	Sudinam	Kannur	B	29
45	Swathanthra Mandapam	Thrissur	A	28
46	Telegraph	Thrissur	A	25
47	Thalasthan Vartha	Tvpm	A	28
48	Thanima	Tvpm	A	22
49	Thuranna Kattu	Palakkad	B	29
50	Thriyaperoor Express	Thrissur	A	28
51	Uttaradesam (Mal))	Kasaragode	B	38
52	Uttaradesham (Kannada)	Kasaragode	A	18
53	Varthamanam	Kozhikode	B	47
54	Venad Pathrika	Tvpm	B	29
55	Venadu Kaumudi	Tvpm	A	20
56	Varthabharathi (Kannada)	Manglore	B	56
		Uduppi	A	28
		All Editions	B	66

ENGLISH DAILIES

Sl. No.	Name of Daily	Edition	Category	Rate as on 01.04.2010
56	Business Standard	Ahemadabad	A	41
		Banglore	B	43
		Bhuvaneswer	A	35
		Chandigattu	A	40
		Chennai	B	43
		Grater Mumbai	B	74
		Hyderabad	A	40
		Kolkatta	B	53
		Lauknow	B	43
		New Delhi	B	85
		Pune	B	47
		All Edition	C	301
		57	Deccan Herald	Bangalore
Hubli	B			102
All Editions	D			397
58	Hindu	All Kerala Edition	C	354
59	Kerala Herald	Trpm	B	43
60	News Today	Chennai	B	75
61	Trinity Mirror	Chennai	C	147

OTHER LANGUAGES

Sl. No.	Name of Daily	Edition	Category	Rate as on 01.04.2010
62	Dinakaran(Tamil)	Bangalore	B	72
		Chennai	D	288
		Coimbatore	C	207
		Madurai	C	184
		Nagarcoil	B	63
		Pondichery	C	109
		Salem	C	155
		Thiruchirapally	C	213
		Thirunelvalley	C	109
		Vellur	C	104
		All Editions	D	725
63	Javakirana(Kannada)	Manglore	B	40
64	Kumari Murusu(Tamil)	Chennai	B	72

		Nagarcoil	C	75
		All Editions	C	127
65	Malaisudar	Chennai	B	29
66	Makkal kural	Chennai	C	161
67	Prajavani (Kannada)	Banglore	D	311
		Hubli(Dharghadu)	C	173
		All Editions	D	368
68	Prajasakthi(Teluge)	Hydrabad	C	75
		Khamam	B	49
		Kurnool	B	47
		Rajamundiri	B	49
		Thirupathi	B	43
		Vijayavada	B	63
		Visakhapattanam	B	43
		All Editions	D	252
69	Rajasthan Pathrika	Ahemedabad	B	49
		Ajmer	C	81
		Alwar	C	81
		Bangalore	C	61
		Belwara	C	72
		Bikaner	B	56
		Jaipur	D	253
		Jodhpur	C	190
		Kota	C	109
		Sikab	C	81
		Srinagar	C	75
		Udaipur	C	127
		All Editions	D	598
70	Rashtriya Sahara	ALL Editions	C	132
71	Theekathir(Tamil)	Coimbatore	B	36
		Chennai	B	52
		Madurai	B	45
		All Editions	C	92
72	Vijaya Karnataka	Bagalkot	B	45
		Banglore	D	253
		Chitradurga	B	31
		Gangawati	B	30
		Gulburga	B	56
		Hubli(Dharghadu)	C	104
		Manglore	C	92
		Mysore	C	98
		Shimoga	B	66
		All Editions	D	414
73	Thinamurassu	Nagarcoil	B	36

The rate of those Newspapers of which assessment of Circulation details is not completed will be revised later.

(By Order of the Governor)
Sheela Thomas

Principal Secretary to Government

To

All Newspapers concerned.
All Heads of Departments
All Departments in the Secretariat.
The Registrar, High Court, Ernakulam (with C/L)
The Secretary, Kerala Public Service Commission (with C/L)
The Registrar, Kerala Mahatma Gandhi Kozhikkode/Kannur Agricultural University.
The Directors of all Boards/Corporations/Local Self Government Institutions/Autonomous Bodies.
The Secretary, Kerala Water Authority.
Private Secretary to Chief Minister.
Private Secretaries to all Ministers.
PA to Additional Chief Secretary to Government.
PA to the Director, Information & Public Relations Department.
Deputy Director, I, II, III
All Regional Deputy Directors.
Information Officer (Advertisement)
All District Information Officers.
The Registrar, C-Dit, Thiruvananthapuram (to include in the web-site)
PRD Web site (www.prd.kerala.gov.in)
Stock file/Office Copy.

Forwarded by Order



Section Officer.