



GOVERNMENT OF KERALA

Abstract

INFORMATION AND PUBLIC RELATIONS DEPARTMENT—UPDATING MEDIA LIST AND
REVISION OF RATES OF DAILIES FOR THE YEAR 2011-2012— ORDERS ISSUED

INFORMATION AND PUBLIC RELATIONS (D) DEPARTMENT

G. O. (P) No. 2/12/I&PRD. Dated, Thiruvananthapuram, 30th January, 2012.

- Read:—* 1. G. O. (P) No. 8/99/PR. dated 7-7-1999.
 2. G. O. (Rt.) No: 1/11/I&PR. dated 4-1-2011.
 3. G. O. (Rt.) No. 256/2011/I&PR dated 19-8-2011.

ORDER

The Media List and advertisement rates fixed for the financial year 2010-2011 was modified, as per Government Order read as third paper above.

After verification of the ABC report and the Circulation details from the concerned Regional Deputy Directors, Rate Contracts have been executed with the dailies for the year 2011-2012.

In the above circumstances, Government are pleased to revise the Media List and the rates of the dailies for the year 2011-2012 as detailed below. The new rates will be applicable for all release orders being issued from 1-4-2011 to 31-3-2012.

A discount of 15% will be allowed by all the newspapers except English dailies.

Sl. No.	Name of Daily	Edition	Category	Rate		
(1)	(2)	(3)	(4)	(5)		
1	Deshabhimani	Kozhikode	C	75		
		Kannur	C	127		
		Kochi	C	86		
		Kottayam	B	59		
		Malappuram	B	52		
		Thiruvananthapuram	C	104		
		Thrissur	C	98		
		All Editions	D	345		
		2	Malayala Manorama	Banglore	B	47
				Chennai	B	29
Delhi	B			33		
Manglore	A			22		
Mumbai	B			43		
Kannur	C			144		
Kochi	D			288		
Kollam	C			201		
Kottayam	D			322		
Kozhikkode	C			190		
Malappuram	C			161		
Palakkad	C			150		
Pathanamthitta	C			161		
Thiruvananthapuram	C			242		
Thrissur	C			219		
All Kerala Editions	D	989				
All India Editions	D	1035				

(1)	(2)	(3)	(4)	(5)
3	Mathrubhumi	Banglore	A	28
		Chennai	A	24
		Mumbai	B	31
		Kannur	C	196
		Kochi	C	173
		Kollam	C	121
		Kottayam	C	121
		Kozhikkode	C	190
		Malappuram	C	104
		Palakkad	C	115
		Thiruvananthapuram	C	173
		Thrissur	C	201
		Alappuzha	C	98
		All Kerala Editions	D	690
		All India Editions	D	713
4	Chandrika	Kannur	C	104
		Kochi	C	81
		Kozhikkode	C	109
		Malappuram	C	167
		Thiruvananthapuram	B	38
		All Editions	C	247
5	Deepika	Kannur	B	72
		Kochi	B	47
		Kottayam	C	104
		Thiruvananthapuram	B	33
		Thrissur	B	40
		Kozhikkode	B	66
		All Editions	C	247

(1)	(2)	(3)	(4)	(5)
6	Janmabhumi	Kannur	B	49
		Kochi	B	63
		Kottayam	B	49
		Kozhikkode	B	66
		Thiruvananthapuram	B	45
		All Editions	C	207
7	Janayugam	Kannur	B	29
		Kochi	B	66
		Kozhikkode	B	66
		Thiruvananthapuram	C	86
		All Editions	C	201
8	Kerala Kaumudi	Alappuzha	B	40
		Kannur	B	36
		Kochi	B	40
		Kollam	B	63
		Kottayam	B	40
		Kozhikkode	B	36
		Thrissur	A	26
		Thiruvananthapuram	C	92
		All Editions	C	247
9	Kerala Kaumudi Flash	Alappuzha	A	26
		Kannur	B	47
		Kochi	B	29
		Kollam	B	43
		Kottayam	B	31
		Kozhikkode	B	43
		Malappuram	B	40
		Thiruvananthapuram	B	45
		Thrissur	B	28
		All Editions	C	195

(1)	(2)	(3)	(4)	(5)
10	Madhyamam	Kannur	B	63
		Kochi	B	56
		Kottayam	A	28
		Kozhikkode	C	92
		Malappuram	C	161
		Thrissur	B	49
		Thiruvananthapuram	B	61
		All Editions	C	247
11	Mangalam	Kochi	B	66
		Kottayam	C	121
		Kozhikkode	B	63
		Thiruvananthapuram	B	61
		Thrissur	B	45
		All Editions	C	247
12	Metrovartha	Kochi	C	224
13	Rashtra Deepika	Kannur	B	49
		Kochi	A	28
		Kottayam	B	45
		Kozhikkode	B	63
		Thrissur	B	31
		Thiruvananthapuram	B	36
		All Editions	C	173
14	Siraj	Kozhikkode	C	132
		Kochi	B	59
		Kannur	B	63
		Thiruvananthapuram	B	40
		All Editions	C	242
15	Veekshanam	Kannur	B	43
		Kochi	C	98
		Kozhikkode	C	81
		Thiruvananthapuram	B	56
		All Editions	C	230

(1)	(2)	(3)	(4)	(5)
16	Bharatha Pathrika	Thiruvananthapuram	A	21
17	Big News	Thiruvananthapuram	B	31
18	Crime Story	Thiruvananthapuram	A	23
19	Grime Thaniniram	Thiruvananthapuram	A	21
20	Exclusive	Palakkad	B	38
21	Gadhika	Kannur	A	28
22	General	Thrissur	A	23
23	Janmadesam	Kasargod	B	29
24	Kalapremi	Thiruvananthapuram	A	18
25	Karaval (Mal.)	Kasaragod	B	36
26	Kerala bhooshanam	Thiruvalla	B	29
27	Kera Nadu	Thiruvananthapuram	A	21
28	Kerala Rajyam	Kollam	A	22
29	Kala Kaumudi	Mumbai	A	28
30	Kerala Vartha	Thrissur	B	29
31	Latest	Kasargod	B	29
32	Makthab	Kannur	B	33
33	Malayalam Mahima	Thiruvananthapuram	A	21
34	News Kerala	Kozhikkode	B	29
35	New Age	Kochi	B	66
36	People's Review	Kozhikkode	B	29
37	Powran	Kochi	A	23
38	Prabhatha Vartha	Thiruvananthapuram	B	29
39	Pradcepam	Kozhikkode	B	36
		Kochi	B	29
		All Editions	B	49
40	Padayani	Kannur	A	28
41	Prahelika	Malappuram	A	16
42	Sayanna Kairali	Kochi	B	33
43	Sayannasabdam	Kollam	A	21
44	Southern Star	Thiruvananthapuram	B	36
45	Sudinam	Kannur	B	29
46	Swathanthra Mandapam	Thrissur	A	28

(1)	(2)	(3)	(4)	(5)
47	Telegraph	Thrissur	A	18
48	Thalasthana Vartha	Thiruvananthapuram	A	28
49	Thanima	Thiruvananthapuram	A	16
50	Thuranna Kattu	Palakkad	B	33
51	Thrisivaperoor Express	Thrissur	B	31
52	Uttaradesam (Mal.)	Kasaragod	B	38
53	Varthamanam	Kozhikode	C	75
54	Venad Pathrika	Thiruvananthapuram	B	29
55	Venadu Kaumudi	Thiruvananthapuram	A	21
ENGLISH DAILIES				
56	Business Standard	Ahemadabad	A	41
		Banglore	B	43
		Bhuvaneswer	A	33
		Chandigath	A	35
		Chennai	A	30
		Mumbai	B	78
		Hyderabad	A	36
		Kochi	A	28
		Kolkatta	B	47
		Lacknow	A	41
		New Delhi	B	64
		Pune	B	47
		All Editions	C	259
57	Business Line	Kerala Page	B	57
58	Deccan Herald	Bangalore	C	345
		Hubli	B	102
		All Editions	D	397
59	Deccan Chronicle	Ananthapur	B	75
		Bangalore	D	414
		Chennai	D	449
		Hydrabad	D	638
		Karimnagar	C	130
		Nelloor	B	71
		Rajamundry	B	92
		Vijayavada	C	113
		Vishakhapattanam	C	113
		All Editions	D	1208

(1)	(2)	(3)	(4)	(5)
60	Hindu	Kerala Page	C	363
61	Kerala Herald	Thiruvananthapuram	B	43
62	News Today	Chennai	B	75
63	Trinity Mirror	Chennai	C	233
OTHER LANGUAGES				
64	Dinakaran (Tamil)	Banglore	C	75
		Chennai	D	299
		Coimbatore	C	224
		Madurai	C	196
		Mumbai	B	38
		Nagarcoil	B	73
		New Delhi	A	17
		Puducherry	C	121
		Salem	C	173
		Thiruchirapally	C	230
		Thirunelveli	C	127
		Vellur	C	115
		All Editions	D	782
65	Hosadigandha (Kannada)	Bangalore	B	47
		Manglore	C	86
		All Editions	C	115
66	Jayakirana (Kannada)	Mangalore	B	40
67	Kumari Murusu (Tamil)	Chennai	C	81
		Nagarcoil	C	86
		Coimbatore	C	75
		All Editions	C	213
68	Karaval Kannada	Kasaragod	B	31
69	Karaveli Ale	Mangalore	B	45
70	Kannada Janatharanga	Mangalore	B	31
71	Malaisudar	Chennai	B	29
72	Makkal Kural	Chennai	C	230
73	Prajavani (Kannada)	Banglore	D	311
		Hubli (Dharghadu)	C	173
		All Editions	D	368

(1)	(2)	(3)	(4)	(5)
74	Prajasaakthi (Telungu)	Hydrabad	C	75
		Khamam	B	49
		Kurnool	D	47
		Rajamundiri	B	49
		Thirupathi	B	43
		Vijayavada	B	63
		Visakhapattanam	B	43
		All Editions	D	252
75	Rashtriya Sahara	Delhi	C	144
76	Samay Jagat (Hindi)	Bhopal	B	56
		Delhi	B	56
		All Editions	C	98
77	Theekathir (Tamil)	Coimbatore	B	63
		Chennai	C	92
		Madurai	C	86
		All Editions	C	207
78	Thinamurusu	Nagarcoil	B	68
79	Uttaradeshm (Kannada)	Kasaragod	A	26
80	Varthabarathi	Manglore	B	68
		Bangalore	B	43
		All Editions	C	92
		81	Vijaya Kamataka	Bagalkot
Banglore	D			253
Chitradurga	B			31
Gangawati	B			50
Gulburga	B			56
Hubli (Dharghadu)	C			04
Manglore	C			92
Mysore	C			98
Shimoga	B			66
All Editions	D			414

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

By order of the Governor,

T. J. MATHEW,
Secretary to Government.

To

All Heads of Departments.
All Departments in the Secretariat.
All Newspapers concerned.
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.
Private Secretary to Chief Minister.
Private Secretaries to all Ministers.
PA to Additional Chief Secretary to Government.
PA to the Director, Information and Public Relations Department.
Deputy Directors of I&PRD.
All Regional Deputy Directors of I&PRD.
Information Officer (Advertisement), I&PRD.
All District Information Officers, I&PRD.
The Registrar, C-Dit, Thiruvananthapuram.
PRD Website (www.prd.keralam.gov.in).
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