



GOVERNMENT OF KERALA

Abstract

Information & Public Relations Department – Rate revision of newspapers
E category having ABC certificate - Orders issued

Information & Public Relations (D) Department

G.O.(Rt)No.551/15/1&PRD Thiruvananthapuram, Dated: 20.11.2015

- Read:- (1) G.O(P) 8/99/PR, Thiruvananthapuram, dtd. 07.07.1999
(2) G.O.(MS) No. 11/12, I&PRD Thiruvananthapuram, dtd. 08.08.2012
(3) G.O.(MS) 4/14/ I&PRD Thiruvananthapuram, dtd. 04.03.2014
(4) G.O (Rt) No. 288/14/I&PR, dtd. 10.09.2014
(5) Rate Contract No. 8357/D1/15/I&PR, dated 14.10.2015 signed between Director I & PRD and Chief General Manager, Marketing, Malayala Manorama Daily
(6) Rate Contract No. 8357/D1/15/I&PR, dated 06.10.2015 signed between Director I & PRD and Senior General Manager, Marketing, Mathrubhumi Daily

ORDER

As per G.O read as 1st paper above Govt. have issued the rules and regulations for publication of advertisement in print media. As per the G.O read as 2nd paper above Govt. have created 'E' category newspaper having the circulation of above 10 lakhs. And as per the G.O read as 3rd paper above Govt. have fixed the rate of 'E' Category newspapers on CPT basis. Hence a rate contract read as 5th and 6th paper above has been executed between the advertisement Managers of the dailies having ABC circulation and the Director, Information & Public Relations.

In the above circumstances Government are pleased to revise the rate of following 'E' Category dailies as follows. The new rate will be applicable for all release orders issued from 01.04.2015. A discount of 15% will be allowed on all advertisements issued for publication by various Govt. departments /Universities / Autonomous bodies/ Public undertaking etc. either through this department or directly.

Name of daily	Edition	Circulation	Category	Rate per Sq.cm
Malayala Manorama	Alapuzha	161893	C	80.95
	Kannur	130363	C	65.18
	Kochi	342938	D	171.47
	Kollam	197140	C	98.57
	Kottayam	280491	D	140.25
	Kozhikode	174098	C	87.05
	Malappuram	138825	C	69.41
	Palakkad	133809	C	66.90
	Pathanamthitta	154430	C	77.22
	Thiruvananthapuram	236851	D	118.43
	Thrissur	205564	D	102.78
	Noida	15148	B	7.57
	Bangalore	29270	B	14.64
	Chennai	11857	B	5.93
	Mumbai	23318	B	11.66
	Mangalore	5952	A	2.98
	All Kerala Edition	2156402	E	1078.20
	All India Edition	2241947	E	1120.97

Name of daily	Edition	Circulation	Category	Rate per Sq.cm	
Mathrubhumi	Alapuzha	93043	C	46.52	
	Kannur	183508	C	91.75	
	Kochi	166789	C	83.39	
	Kollam	120911	C	60.46	
	Kottayam	109475	C	54.74	
	Kozhikode	195719	C	97.86	
	Malappuram	93527	C	46.76	
	Palakkad	109298	C	54.65	
	Thiruvananthapuram	175999	C	88.00	
	Thrissur	188860	C	94.43	
	Bangalore	10664	B	5.33	
	Chennai	6516	A	3.26	
	Mumbai	13083	B	6.54	
	New Delhi	2897	Nil	1.45	
		All Kerala Edition	1437129	E	718.56
		All India Edition	1470289	E	735.14

(By Order of the Governor)
Mary Melanie Nettar
Deputy Secretary

To
All Heads of Departments
All Departments in Secretariat

The Registrar, High Court Ernakulam (with C/L)
 The Secretary, Kerala Public Service Commission (with C/L)
 The Registrar, All Universities
 The Directors of all Boards/Corporations/Local Self Government
 Institutions/ Autonomous Bodies
 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, Information & Public Relations Department
 All Regional Deputy Directors Information & Public Relations
 Department
 Information Officer (Advertisement), Information & Public Relations
 Department
 All District Information Officers, Information & Public Relations
 Department
 The Registrar, C-DIT, Thiruvananthapuram (to include in the website)
 PRD website (www.prd.kerala.gov.in) / Stock file/Office copy

Forwarded by Order

Section officer

Recd On FL - (4883/19) dt 13/3/19

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 necessary action, left copy to stock 26.

JS.
 18/3/19.

Deputy Collector (Bhadra)



GOVERNMENT OF KERALA

Abstract

INFORMATION AND PUBLIC RELATIONS DEPARTMENT—UPDATING MEDIA LIST AND
REVISION OF RATES OF DAILIES FOR THE YEAR 2014-15—ORDERS ISSUED

INFORMATION AND PUBLIC RELATIONS (D) DEPARTMENT

G. O. (P) No. 17/15/I&PRD. Dated, Thiruvananthapuram, 8th December, 2015.

- Read:*—1. G. O. (P) No. 8/99/PR dated 7-7-1999.
2. G. O. (P) No. 02/12/I&PRD dated 30-1-2012.
3. G. O. (P) No. 1/13/I&PR dated 22-1-2013.
4. G. O. (Ms.) No. 4/14/I&PR dated 4-3-2014.
5. G. O. (Rt.) No. 373/15/I&PRD dated 1-8-2015.

ORDER

Government as per G. O. read as 1st paper above have issued the rules and regulations for publication of advertisement in print media. Accordingly the Media List for the year 2012-13 had been issued as per G.Os. read as 3rd paper above. As per G.O. read as 4th paper above it was proposed for an increase of 10% rate hike for all regional dailies in ABCD category from 1-4-2014. Government had ordered 10% rate hike for all regional dailies in ABCD category from 1-4-2014 on the existing Media List published vide order read as 5th 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 2014-2015.

In the above circumstances Government are pleased to revise the Media List and the rates of the dailies for the year 2014-2015 as detailed below. The new rates will be applicable for all release orders issued from 1-4-2015.

A discount of 15% will be allowed on all advertisements issued for publication by various Government departments either through this department or directly.

Sl. No.	Name of Daily	Edition	Category	Rate Col.cm
(1)	(2)	(3)	(4)	(5)
MALAYALAM DAILIES				
Category—D				
1	Deshabhimani	Kozhikkode	B	98
		Kannur	C	182
		Kochi	C	132
		Kottayam	B	85
		Malappuram	B	72
		Thiruvananthapuram	C	124
		Thrissur	C	141
		All Editions	D	495
Category—C				
2	Big News	Kollam	B	41
		Thiruvananthapuram	B	55
		Kochi	B	98
		Kozhikkode	A	42
		All Editions	C	165

(1)	(2)	(3)	(4)	(5)
3	Chandrika	Kottayam	B	75
		Kannur	B	108
		Kochi	C	124
		Kozhikkode	C	190
		Malappuram	C	231
		Thiruvananthapuram	B	58
		All Editions	C	355
4	Deepika	Kannur	B	55
		Kochi	B	91
		Kottayam	C	132
		Thiruvananthapuram	B	48
		Thrissur	B	62
		Kozhikkode	B	91
		All Editions	C	355
5	Janayugom	Kollam	C	124
		Kochi	C	124
		Kozhikkode	C	108
		Kannur	B	72
		Thiruvananthapuram	B	95
		All Editions	C	355

(1)	(2)	(3)	(4)	(5)	(1)	(2)	(3)	(4)	(5)
6	Kerala Kaumudi	Pathanamthitta	A	40	10	Rashtra Deepika	Kannur	B	55
		Alappuzha	B	68			Kochi	B	58
		Kochi	B	62			Kottayam	B	58
		Kollam	B	81			Kozhikkode	B	65
		Kottayam	B	55			Thrissur	B	45
		Kannur	B	48			Thiruvananthapuram	B	52
		Thrissur	B	42			All Editions	C	207
		Thiruvananthapuram	C	124					
		Kozhikkode	B	58					
7	Kerala Kaumudi	Kannur	B	42	11	Siraj	Kozhikkode	C	157
	Flash	Kochi	B	65			Kochi	C	124
		Kollam	B	52			Kannur	B	55
		Kottayam	B	42			Thiruvananthapuram	B	62
		Thiruvananthapuram	B	62			All Editions	C	322
		All Editions	C	157					
8	Varthamanam	Kozhikkode	B	75	12	Veekshanam	Kollam	B	68
		Kochi	B	62			Thrissur	B	72
		All Editions	C	108			Kannur	B	68
9	Madhyamam	Kannur	B	58			Kochi	C	182
		Kochi	B	68			Kozhikkode	B	81
		Kottayam	A	42			Thiruvananthapuram	B	75
		Kozhikkode	B	72			All Editions	C	355
		Malappuram	C	141					
		Thrissur	B	75					
		Thiruvananthapuram	B	81					
		All Editions	C	355					

(1)	(2)	(3)	(4)	(5)
Category—B				
13	Janasabdham	Thiruvananthapuram	B	42
14	Janmadesam	Kasaragode	B	45
15	Karaval (Malayalam)	Kasaragode	B	52
16	Kerala Bhooshanam	Thiruvalla	B	48
17	Kala Kaumudi	Mumbai	B	65
18	Kerala Vartha	Thrissur	B	42
19	Makthab	Thaliparambu	B	45
20	News Kerala	Kozhikkode	B	42
		Thiruvananthapuram	A	29
		All Editions	B	52
21	New Age	Kochi	B	108
22	Prabhatha Vartha	Thiruvananthapuram	B	42
23	Pradeepam	Kozhikkode	B	72
		Aluva	B	48
		All Editions	B	95
24	Sayanna Kairali	Kochi	B	55
25	Southern Star	Thiruvananthapuram	B	52
26	South India News	Thiruvananthapuram	B	42
27	Thalasthana Vartha	Thiruvananthapuram	B	45
28	Thuranna Kattu	Palakkad	B	52
29	Thrissivaperoor. Express	Thrissur	B	45
30	Uttaradesam (Mal.)	Kasaragode	B	42
31	Venad Pathrika	Thiruvananthapuram	B	42
Category—A				
32	Bharatha Pathrika	Thiruvananthapuram	A	26
33	City Journal	Thrissur	A	25
34	Crime Story	Thiruvananthapuram	A	33
35	Crime Thaniniram	Thiruvananthapuram	A	26
36	Gadhika	Kannur	A	42
37	General	Thrissur	A	33
38	Kalapremi	Thiruvananthapuram	A	26
39	Karnasakthi	Thiruvananthapuram	A	39
40	Kera Nadu	Thiruvananthapuram	A	26
41	Latest	Kasargode	A	42
42	Malabar Vartha	Kasargode	A	42
43	Malayala Mahima	Thiruvananthapuram	A	23
44	People's Review	Kozhikkode	A	42
45	Powran	Aluva	A	35
46	Sayahnam	Palakkad	A	23
47	Swathanthra Mandapam	Thrissur	A	39
48	Telegraph	Thrissur	A	30
49	Thaniniram Express	Mavelikkara	A	35
50	Thanima	Thiruvananthapuram	A	23
51	Venadu Kaumudi	Thiruvananthapuram	A	33

(1)	(2)	(3)	(4)	(5)
ENGLISH DAILIES				
Category—D				
52	Hindu	Thiruvananthapuram	C	264
		Kochi	C	278
		Kozhikkode	B	155
		Kerala Page	D	644
Category—C				
53	Deccan Chronicle	Kozhikkode	A	73
		Thiruvananthapuram	B	79
		Kochi	B	138
		All Editions	C	205
54	Trinity Mirror	Chennai	C	395
55	Times of India	Thiruvananthapuram	B	120
		Kochi	B	166
		Kozhikkode	B	79
		All Editions	C	278
Category—B				
56	Business Line	Kochi	A	68
		Thiruvananthapuram	A	47
		Kozhikkode	A	44
		All Kerala	B	91
57	Economic Times	Kochi	B	79

(1)	(2)	(3)	(4)	(5)
KANNADA DAILIES				
Category—D				
58	Vijaya Karnataka	Bagalkot	B	58
		Banglore	D	396
		Chitradurga	B	55
		Gangawati	B	65
		Kalaburagi	B	68
		Hassan	B	48
		Hubli (Dharwad)	C	231
		Manglore	C	108
		Mysore	C	116
		Shimoga	B	72
		All Editions	D	627
Category—C				
59	Hosadigandha (Kannada)	Banglore Mangalore	B C	91 88
		All Editions	C	157
60	Varthabarathi (Kannada)	Banglore Mangalore	B B	98 81
		All Editions	C	157
Category—B				
61	Jayakirana(Kannada)	Mangalore	B	78
62	Karaval Kannada	Kasaragod	B	52
63	Karavali Ale Kannada	Mangalore	B	91
64	Kannada Jana Antharanga	Karwar Kumata	B	48

(1)	(2)	(3)	(4)	(5)
TAMIL DAILIES				
Category—E				
65	Dinakaran(Tamil)	Bangalore	C	108
		Chennai	D	413
		Coimbatore	C	306
		Madurai	C	273
		Mumbai	B	58
		Nagarcoil	B	88
		New Delhi	A	26
		Puducherry	C	157
		Salem	C	240
		Tiruchirapally	C	306
		Tirunelveli	C	190
		Vellore	C	157
		All Editions	E	1106
Category—C				
66	Theekkathir	Coimbatore	C	116
		Chennai	C	141
		Madurai	C	132
		Thiruchirapally	C	108
		All Editions	D	380
HINDI DAILIES				
Category—B				
67	Daily Hindi Milap (Hindi)	Hyderabad	B	88

(1)	(2)	(3)	(4)	(5)
TELUGU DAILIES				
Category—D				
68	Andhra Jyothi	Nizamabad	B	45
		Hyderabad	C	174
		Karimnagar	B	65
		Warangal	B	88
		Nalgonda	B	58
		Khammam	B	48
		Mahbubnagar	B	45
		Vijayawada	B	78
		Guntur	B	98
		Nellore	B	52
		Visakhapatnam	B	55
		Kakinada	B	58
		Srikakulam	B	45
		Tirupati	B	88
		Anantapur	B	62
		All Editions	D	512

By order of the Governor,

MARY MELANIE NETTAR,
Deputy Secretary.