



GOVERNMENT OF KERALA

Abstract

Information & Public Relations Department – Updating Media List and Revision of Rates –
Orders issued –

INFORMATION & PUBLIC RELATIONS (D) DEPARTMENT

G.O.(Rt)No.144/2006/I&PR.

Dated, Thiruvananthapuram, 18.10.2006.

- Read:-** 1. G.O.(P)8/99/PR. dated 07.07.1999.
2. G.O.(P)12/99/PR. dated 12.10.1999.
3. G.O.(Rt)83/2000/PR. dated 12.6.2000.
4. G.O.(Rt)138/2005/PR. dated 25.8.2005.

ORDER

As per the Government Order read as 1st paper above, the Department of Information & Public Relations has to review the Media List and advertisement rates every financial year. The revised Media List and rates of advertisement will be valid for one year or till further revision of rates.

In order to review the Media List for 2006-07, editionwise circulation of the newspapers were assessed and an agreement was signed between the Director of Information & Public Relations and the newspaper authorities fixing the new rates as per the revised circulation. In the circumstances, orders are issued revising Media List and advertisement rates for the year 2006-07 in respect of the newspapers who have signed the agreement with the Director.

The revised rates shall be valid for one year with effect from 1.4.2006. The new rates will be applicable for all the Release Orders issued by the Information & Public Relations Department since 1.4.2006.

By order of the Governor
JIJI THOMSON,
Principal Secretary to Government.

To

All Heads of Departments.
Secretary, Kerala Public Service Commission (with covering letter)
Registrar, High Court, Ernakulam (with covering letter)
Registrar, Kerala/Mahatma Gandhi/Kozhikkode/Kannur/Agricultural University.
Directors of all Boards/Corporations/Local Self Government Institutions/
Autonomous Bodies
Secretary, Kerala Water Authority.
Private Secretary to Chief Minister
Private Secretaries to all Ministers.
PRD Website (www.prd.kerala.gov.in)
Stock file/Office copy.

Forwarded by order

Sobhan Das

Section Officer

(Rate details overleaf)

INFORMATION & PUBLIC RELATIONS DEPARTMENT

MEDIA LIST
with effect from 01.04.2006

G O (Rt.) No.144/2006/I&PR

Thiruvananthapuram dt. 18.10.2006

MALAYALAM DAILIES
(15% Discount extra)

Sl.No	Name of Daily	Edition	Category	Rate	Remarks
				as on 1.4.06	
1	Calicut Times	Kozhikode	A	25	
2	Chandrika (Kozhikode)	Kannur	B	66	
		Kochi	C	75	
		Kozhikode	C	178	
		Tvpm	B	38	
		All Edition	C	247	
3	Crime Story	Tvpm	A	20	
4	Deepika (Kottayam)	Kannur	B	59	
		Kochi	B	36	
		Kottayam	C	144	
		Tvpm	A	23	
		All Edition	C	207	
5	Deshabhimani (Kozhikode)	Kannur	C	75	
		Kochi	B	68	
		Kottayam	B	43	
		Kozhikode	B	63	
		Tvpm	B	49	
		Thrissur	B	61	
		All Edition	D	265	
6	General	Thrissur	A	26	
7	Janmabhumi (Kochi)	Kochi	B	61	
		Kozhikode	B	40	
		All Edition	C	86	
8	Janmadesam	Kanhangad	A	17	
9	Kala Kaumudi	Mumbai	A	28	
10	Kalapremi	Tvpm	A	18	
11	Karaval	Kasargod	B	29	

Sl.No.	Name of Daily	Edition	Category	Rate		Remarks
				as on 1.4.06		
12	Kerala Kaumudi (Thiruvananthapuram)	Alappuzha	B	36	20	
		Kannur	A	21		
		Kollam	B	49		
		Kochi	B	31		
		Kottayam	B	38		
		Kozhikode	A	28		
		Tvpm	C	75		
		All Edition	C	184		
13	Kerala Mid-day Times	Kochi	B	33		
14	Kerala Rajyam	Kollam	A	21		
15	Keranadu	Tvpm	A	--		as on 26.8.09
16	Madhyamam (Kozhikode)	Kannur	B	52	20	
		Kochi	C	75		
		Kozhikode	C	109		
		Malappuram	C	138		
		Tvpm	B	47		
		All Edition	C	247		
17	Malayala Manorama Kottayam	Kannur	C	127	20	
		Kochi	D	253		
		Kollam	C	155		
		Kottayam	D	311		
		Kozhikode	C	144		
		Bangalore	B	38		
		Chennai	A	28		
		Mumbai	B	49		
		Malappuram	C	104		
		New Delhi	B	29		
		Palakkad	C	121		
		Thrissur	C	167		
		Tvpm	C	178		
		All Kerala Edition	D	771		
All India Edition	D	794				
18	Mangalam (Kottayam)	Kochi	B	54	20	
		Kottayam	C	132		
		Kozhikode	C	86		
		Tvpm	B	63		
		All Edition	C	247		
19	Mathrubhumi Kozhikode	Kannur	C	161	20	
		Kochi	C	178		
		Kollam	C	104		
		Kottayam	C	155		
		Kozhikode	C	155		
		Bangalore	A	22		
		Chennai	A	22		
		Mumbai	B	43		
		Malappuram	C	98		
		Palakkad	B	98		
		Tvpm	C	155		
		Thrissur	C	173		
		All Kerala Edition	D	621		
		All India Edition	D	633		

Sl.No.	Name of Daily	Edition	Category	Rate		Remarks
				as on 1.4.06		
20	News Kerala	Kozhikode	A	25		
21	Padayani	Thalasseri	A	16		
22	Powran	Aluva	A	16		
23	Prabhatha Vartha	Tvpm	A	18		
24	Prahelika	Malappuram	A	20		
25	Pradeepam	Kozhikode	A	26		
26	Punnyabhumi	Tvpm	B	45		
27	Rashtradeepika (Kottayam)	Kannur	B	38		
		Kochi	A	26		
		Kottayam	B	43		
		Kozhikode	A	25		
		Tvpm	A	23		
		Thrissur	A	28		
	All Edition	C	104*		* including Kollam and Malappuram	
28	Sayanna Kairali	Kochi	B	31		
29	Sayannasabdam	Kollam	A	24		
30	Siraj	Kozhikode	B	68		
31	Southern Star	Tvpm	B	33		
32	South Indian News	Tvpm	A	16		
33	Sphodanam	Kannur	A	18		
34	Sudinam	Kannur	B	29		
35	Supplement	Kottayam	B	38		
36	Swathantra Mandapam	Thrissur	A	20		
37	Telegraph	Thrissur	A	21		
38	Thanima	Tvpm	A	--	18	as on 25.9.2006
39	Thaniniram	Tvpm	A	25		
40	Theepantham	Alappuzha	A	21		
41	Thrissivaperoor Express	Thrissur	A	17		

Sl.No.	Name of Daily	Edition	Category	Rate	Remarks
				as on 1.4.2006	
42	Thuranna Kathu	Palakkad	A	20	
43	Utharadesam	Kasargod	B	31	
44	Varthamanam	Kozhikode	B	68	
45	Veekshanam Kochi	Kochi	C	75	
		Kozhikode	C	81	
		Tvpm	C	75	
		All Edition	C	201	
46	Venad Kaumudi	Tvpm	A	17	
47	Venad Pathrika	Tvpm	A	18	

KANNADA DAILIES

(15% Discount extra)

Sl.No.	Name of Daily	Edition	Category	Rate	Remarks
				as on 1.4.06	
48	Hosadigantha	Mangalore	C	86	
		Bangalore	B	47	
		All Edition	C	98	
49	Prajavani	Bangalore	D	288	
		Hubli-Dharwad	C	167	
		All Edition	D	357	
50	Vijay Karnataka	Bagalkot	B	45	
		Bangalore	C	236	
		Chitradurga	B	49	
		Gangavathy	B	47	
		Gulburga	B	54	
		Hassan	A	23	
		Hubli	C	109	
		Mangalore	C	92	
		Mysore	C	81	
		Shimoga	B	54	
		All Edition	D	414	

TAMIL DAILIES

(15% Discount extra)

Sl.No.	Name of Daily	Edition	Category	Rate	Remarks
				as on 1.4.06	
51	Thina Murasu	Nagarcoil	B	36	
52	Makkal Kural	Chennai	C	161	

HINDI DAILIES

(15% Discount extra)

Sl.No.	Name of Daily	Edition	Category	Rate	Remarks
				as on 1.4.05	
53	Rajasthan Patrika	Ahmedabad	B	49	
		Ajmer	C	81	
		Alwar	C	81	
		Bangalore	C	61	
		Bhilwara	B	72	
		Bikaner	B	56	
		Jaipur	D	253	
		Jodhpur	C	190	
		Kota	C	109	
		Sikar	C	81	
		Srinagar	C	75	
		Udaipur	C	127	
		All Edition	D	587	

ENGLISH DAILIES

(No Discount)

Sl.No	Name of Daily	Edition	Category	Rate	Remarks
				as on	
				1.4.06	
54	Business Standard	Ahemadabad	A	40	
		Bangalore	A	40	
		Kolkata	A	41	
		Chennai	A	28	
		Hyderabad	A	38	
		Mumbai	B	67	
		New Delhi	B	67	
		All Edition	C	173	
55	Deccan Herald	Bangalore	C	276	
		Hubli - Dharwad	B	71	
		All Edition	C	319	
56	Free Press Journal	Mumbai	B	78	
57	Hindu	Kerala Page	C	259	
58	Hitavada	Nagpur	C	129	
59	Indian Express	All India Edition	D	615	
60	New Indian Express	Kerala	C	164	
		Southern	D	414	
61	News Today	Chennai	B	75	
62	The Pioneer	Kochi	B	--	78 as on 26.8.06
63	The Statesman	Kolkata	C	302	
		New Delhi	A	33	
		All Edition	C	311	
64	Trinity Mirror	Chennai	C	147	
65	Vijay Times	Bangalore	B	95	
		Mangalore	A	35	
		Hubli	B	47	
		All Edition	C	128	