



THE
EXPRESS
GROUP

RATE CARD

Effective May 15th 2014

SOLO

Publication	Edition	Effective from 15th May'14			
		Black & White	Colour	FPS	Tender
The Indian Express	Mumbai	1460	1690	2300	2030
	Pune	750	890	1120	910
	Nagpur	110	130	180	140
	Ahmedabad	220	280	360	290
	Vadodara	210	280	350	290
	Delhi	890	990	1280	1160
	Chandigarh	390	530	680	480
	Kolkata	240	300	550	380
	Lucknow	240	290	580	440

Publication	Edition	Effective from 15th May'14			
		Black & White	Colour	FPS	Tender
The Financial Express	Mumbai	390	520	-	630
	Pune	140	150	-	200
	Ahmedabad (Guj or Eng)	160	210	-	310
	Delhi	290	420	-	530
	Lucknow	80	90	-	140
	Chandigarh	120	140	-	220
	Kolkata	160	200	-	230
	Chennai	180	200	-	230
	Kochi	80	90	-	140
	Bangalore	180	200	-	230
	Hyderabad	180	190	-	230

Publication	Edition	Effective from 15th May'14			
		Black & White	Colour	FPS	Tender
Loksatta	Mumbai	2200	2320	3300	2380
	Delhi	100	100	-	110
	Aurangabad	140	160	210	170
	Pune	300	330	500	330
	Nagpur	110	140	200	120
	Ahmednagar	100	120	210	120

Publication	Edition	Effective from 15th May'14			
		Black & White	Colour	FPS	Tender
Jansatta	Delhi	350	390	530	450
	Chandigarh	190	200	300	230
	Kolkata	190	210	300	230
	Lucknow	180	200	290	230

All the rates are in Rs/sq.cm.

25% premium on color rate will be charge for page 3 and back page as committed page except Loksatta -Aurangabad

20% premium on color rate will be charge for page 3 and back page for Loksatta - Aurangabad

50% premium on base rate will be charge for political ads

25% premium on tender rate will be charge for color tender ads.

BRAND TURF

BRAND	EDITIONS	Effective from 15th May'14			
		B/W	Colour	FPS	TENDERS
The Indian Express (All Editions)	Mumbai / Pune / Nagpur / Ahmedabad / Vadodara / Delhi / Chandigarh / Lucknow / Kolkata	3220	3550	4990	3940
The Financial Express (All Editions)	Mumbai / Pune / Ahmedabad (Gujarati & English)/ Delhi / Kolkata / Chennai / Chandigarh / Kochi / Bangalore / Hyderabad / Lucknow	1290	1760	2720	1610
The Financial Express (South)	Chennai / Kochi / Bangalore / Hyderabad	480	600	-	600
Loksatta (All Editions)	Mumbai / Pune / Nagpur / Aurangabad / Ahmednagar / Delhi	2450	2660	3870	2850
Jansatta (All Editions)	Delhi / Chandigarh / Lucknow / Kolkata	870	910	1060	1140

FOCUS CITY

CITY	PUBLICATIONS - EDITIONS	DISPLAY / FINANCIAL			TENDERS B/W
		B/W	Colour	FPS	
Mumbai	The Indian Express + The Financial Express + Loksatta	2590	3170	-	2870
Mumbai	The Indian Express + Loksatta	2490	3080	4210	2850
Pune	The Indian Express + The Financial Express + Loksatta	1020	1150	-	1260
Pune	The Indian Express + Loksatta	920	1100	1380	1110
Nagpur	The Indian Express + Loksatta	120	140	210	150
Gujarat (Ahmedabad + Vadodara)	The Indian Express + The Financial Express (Eng/Guj)	470	630	-	580
Delhi	The Indian Express + The Financial Express + Jansatta	1170	1320	-	1490
Chandigarh	The Indian Express + The Financial Express + Jansatta	480	560	-	540
Kolkata	The Indian Express + The Financial Express + Jansatta	400	500	-	470
Kolkata	The Indian Express + The Financial Express	340	420	-	420
Lucknow	The Indian Express + Jansatta	380	450	600	500

GRAND MASTER

Publication	EDITIONS	Effective from 15th May'14			
		B/W	Colour	FPS	TENDERS
Force	The Indian Express + The Financial Express + Loksatta + Jansatta (All Editions)	4980	5870	8020	5570
Swift	The Indian Express + Loksatta (All Editions)	4240	4870	6800	5100
Stretch	The Indian Express + The Financial Express (All Editions)	3490	4270	6080	4390
Marathon	The Indian Express (Mumbai / Pune / Nagpur) + Loksatta (All Editions)	3440	3980	5830	3780

SPECIAL PACKAGES

Publication	EDITIONS	Effective from 15th May'14			
		B/W	Colour	FPS	TENDERS
The Indian Express (West)	Mumbai / Pune / Nagpur / Ahmedabad / Vadodara	2390	2620	3750	-
The Indian Express (North)	Delhi / Chandigarh / Lucknow	1330	1580	2230	-
IE Delhi Plus	Delhi / Lucknow	1080	1230	1680	1575
IE(Delhi + Chandigarh)	Delhi / Chandigarh	1110	1300	1740	1500

NEWSLINE

Publication	EDITIONS	Frequency	Effective from 15th May'14			
			B/W	Colour	FPS	TENDERS
The Indian Express	Mumbai	All Days	450	480	590	550
The Indian Express	Pune	All Days	380	420	500	470
The Indian Express	Delhi	All Days	320	360	450	420
The Indian Express	Chandigarh	All Days	150	170	230	210

VRUTTANT

Publication	EDITIONS	Frequency	Effective from 15th May'14			
			B/W	Colour	FPS	TENDERS
Loksatta	Mumbai(Incl. Thane & Navi Mumbai)	Tuesday-Saturday	910	940	1340	1090
Loksatta	Thane	Tuesday-Saturday	140	170	250	200
Loksatta	Navi Mumbai	Tuesday-Saturday	70	90	120	100
Loksatta	Thane + Navi Mumbai	Tuesday-Saturday	180	230	320	265
Loksatta	Pune	Tuesday-Saturday	160	180	220	-
Loksatta	Nasik	Tuesday-Saturday	80	90	100	-
Loksatta	Nagpur	Tuesday-Saturday	60	70	80	-
Loksatta	ALL	Tuesday-Saturday	1270	1370	1770	-

RETAIL

PUBLICATIONS	Edition/City	Supplement Name	Effective from 15th May'14			
			B&W	Colour	FPS	Backpage
Indian Express & Loksatta	Mumbai	Newsline+Vruttant	990	1050	1380	1210
Indian Express & Loksatta	Pune	Newsline+Vruttant	450	500	600	550

OTHER SUPPLEMENTS

Publication	EDITIONS/City	Frequency	Supplement Name	Effective from 15th May'14			
				B/W	Colour	FPS	Backpage
The Financial Express	Mumbai /Ahmednagar(Eng) / Delhi / Chandigarh / Kolkata / Chennai / Kochi / Bangalore / Hyderabad / Pune / Lucknow	Tuesday	Brand Wagon	-	550	690	-
The Indian Express	The Indian Express(All Edition)+ The Financial Express(South)	Sunday	EYE	-	1250	-	-
Loksatta	Mumbai / Pune / Nagpur / Aurangabad / Ahmednagar / Delhi	Saturday	Chaturang	1120	1160	1450	-
Loksatta	Mumbai / Pune / Nagpur / Aurangabad / Ahmednagar / Delhi	Friday	Viva	1120	1160	1450	-
Loksatta	Mumbai / Pune / Nagpur / Aurangabad / Ahmednagar / Delhi	Mumbai-Monday	Career Vruttant	1120	1160	-	-
Loksatta	Mumbai	Mumbai-Saturday	Vasturang	920	960	1190	-
Loksatta	Mumbai / Pune / Nagpur / Aurangabad / Ahmednagar / Delhi	Sunday	Lokrang	1120	1160	1450	-
Jansatta	Delhi / Lucknow / Chandigarh / Kolkata	Sunday	Ravivari	170	210	260	-

EXPRESS ONLINE MEDIA

BANNER SPECIFICATIONS			BANNER SPECIFICATIONS			BANNER SPECIFICATIONS	
indianexpress.com			financialexpress.com			loksatta.com	
AD Type	Dimension(Pixels)		AD Type	Dimension(Pixels)		AD Type	Dimension(Pixels)
Top Banners	728x90 Pixels	728x180 Pixels(Expando)	Top Banners	728x90 Pixels	728x180 Pixels(Expando)	Top Banners	728x90 Pixels
Right Panel	300x250 Pixels	600x250 Pixels(Expando)	Right Panel	300x250 Pixels	600x250 Pixels(Expando)	Right Panel	300x250 Pixels
Right Panel	300x100 Pixels	-	Pop-Under	300x300 Pixels	-	Pop-Under	300x300 Pixels
Pop-Under	300x300 Pixels	-	Video Ads	300x250 Pixels	-	Text Links	One Line(4-5 words)
Video Ads	300x300 Pixels	-					
Text Links	One Line(4-5 words)	-					

CPM = Cost per thousand impressions displayed
Text Link will run across the site.

All the rates are in Rs/sq.cm.

*Delhi & Mumbai: On Fri, Sat & Sun Newsline will merge with mainline

CAREER

Publication	EDITIONS	Effective from 15th May'14			
		B/W	Colour	FPS	Backpage
The Indian Express	Express Careers - Mumbai	950	1130	-	-
The Indian Express	Express Careers - Pune (The Indian Express + Loksatta + The Financial Express)	420	430	-	-
The Indian Express	Express Careers - Nagpur	90	100	-	-
The Indian Express	Express Careers - The Indian Express Gujarat	170	180	-	-
The Indian Express	Express Careers - Chandigarh	150	170	-	-
The Indian Express	Express Careers - Mumbai + Pune	1180	1380	-	-
The Indian Express	Express Careers - Mumbai + Gujarat	1000	1200	-	-
The Indian Express	Express Careers - Gujarat (The Indian Express + The Financial Express)	220	230	-	-
The Indian Express	Express Careers - North (The Indian Express Delhi + Chandigarh)	500	550	-	-
The Indian Express	Express Careers - West (Maharashtra + Gujarat)	1320	1400	-	-
The Indian Express	The Indian Express (All) + The Financial Express (All)	1400	1590	-	-
The Indian Express	The Indian Express (All) + Loksatta (All)	1640	1740	-	-
The Indian Express	The Indian Express (All) + Loksatta (All) + The Financial Express (All) or Jansatta (All)	1790	2010	-	-

MAGAZINE

Publications	Numbers are in Rs.				Effective from 15th May'14			
	Full Page	Half Page	Cover 2/3	Cover 4	Center Spread	Double Spread	Reverse Gatefold	Per Sq. cm rate
Lokprabha (Colour)	121000	84700	157300	175450	248050	235950	296450	400
Lokprabha (Colour - Glaze)	133100	90750	-	-	278300	254100	-	-
Lokprabha (B&W)	78650	42350	-	-	-	-	-	350

SCREEN	Full Page	Front Page Jacket with Page 2	Center Spread	4-Page Glazed Supplement	Per sq. cms Rate	Front Page
B&W Rate	71500	-	143000	-	110	-
Colour Rate	104500	-	187000	-	165	-
Glazed Rate	137500	275000	269500	506000	-	325

INDUSTRIAL SPECTRUM	B/W rates
The Indian Express (All editions) + The Financial Express (All editions)	1590

All the rates are in Rs/sq.cm.

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EXPRESS COMPUTERS

AD TYPE	Number are in Rs.	Size- Non Bleed (w x h cms)	Size- Bleed (w x h cms)
DISPLAY			
Full Page	145000	19(w) x 25(h)	22(w) x 29(h)
Horizontal Half Page	94000	19(w) x 11.5(h)	-
Vertical Half Page	94000	19(w) x 24(h)	-
Full Page Double Spread	245000	41(w) x 25(h)	44(w) x 29(h)
Full Page Centre Page	260000	-	-
Strip Advertisement	55000	19(w) x 5(h)	-
Premium Positions			
Page 3 Solus Horizontal	165000	19(w) x 25(h)	22(w) x 29(h)
Inside Front Cover	190000	19(w) x 25(h)	22(w) x 29(h)
Inside Back Cover	190000	19(w) x 25(h)	22(w) x 29(h)
Back Page	220000	19(w) x 25(h)	22(w) x 29(h)
Innovations			
Front False Cover	385000	19(w) x 20(h)	-
Front & Back False Cover	485000	-	-
Front Gate Fold	33000	41(w) x 25(h)	43(w) x 29(h)
Reserve Gate Fold	275000	-	-
Front & Back Tab	290000	-	-
Front Tab	190000	19(w) x 25(h)	-
Business Avenues			
Full Page	27500	17(w) x 23(h)	-
Half Page	16500	17(w) x 11(h)	-
Quarter Page	11000	8(w) x 11(h)	-

* Avoid visuals and text in staple area of double spread and centre spread creative.
 # Text area should not increase more than non-bleed sizes.

EXPRESS PHARMA

AD TYPE	Number are in Rs.	Size- Non Bleed (w x h cms)	Size- Bleed (w x h cms)
DISPLAY			
Full Page	125000	22.5(w) x 31(h)	26.5(w) x 34(h)
Half Page	70000	22.5(w) x 15(h)	-
Mini A4	85000	18(w) x 23(h)	-
Full Page Double Spread	220000	49(w) x 31(h)	53(w) x 34(h)
Mini A4 Double Spread	145000	38(w) x 23(h)	-
Full Page Centre Spread	230000	49(w) x 31(h)	53(w) x 34(h)
Mini A4 Centre Spread	155000	38(w) x 23(h)	-
Horizontal Strip	40000	22.5(w) x 7.5(h)	-
Vertical Strip	32000	4(w) x 30(h)	-
Premium Positions			
Page 3 Solus Horizontal	47000	22.5(w) x 7.5(h)	-
Inside Front Cover	160000	22.5(w) x 31(h)	26.5(w) x 34(h)
Inside Back Cover	150000	22.5(w) x 31(h)	26.5(w) x 34(h)
Back Page	185000	-	26.5(w) x 34(h)
Innovations			
Front False Cover	225000	-	-
Front & Back False Cover	340000	-	-
Front Gate Fold	320000	-	-
Reserve Gate Fold	3500000	-	-
Front & Back Tab	300000	-	-
Front Tab	160000	-	-
Business Avenues			
Full Page	32000	22.5(w) x 28.5(h)	-
Half Page	19000	22.5(w) x 14.5(h)	-
Quarter Page	10000	11(w) x 14.5(h)	-
Options (Appointment Ads)			
Half Vertical Strip	21000	7(w) x 14.5(h)	-
Vertical Strip	42000	7(w) x 29(h)	-
Trimmed Half Page	42000	14.5(w) x 14.5(h)	-
Trimmed Full Page	53000	14.5(w) x 29(h)	-
Half Page	63000	22.5(w) x 14.5(h)	-
Full Page	85000	22.5(w) x 29(h)	-

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EXPRESS HEALTHCARE

AD TYPE	Number are in Rs.	Size- Non Bleed (w x h cms)	Size- Bleed (w x h cms)
DISPLAY			
Full Page	100000	22.5(w) x 31(h)	26.5(w) x 34(h)
Half Page	52000	22.5(w) x 15(h)	-
Mini A4	58000	18(w) x 23(h)	-
Full Page Double Spread	175000	49(w) x 31(h)	53(w) x 34(h)
Mini A4 Double Spread	105000	38(w) x 23(h)	-
Full Page Centre Spread	180000	49(w) x 31(h)	53(w) x 34(h)
Mini A4 Centre Spread	115000	38(w) x 23(h)	-
Horizontal Strip	35000	22.5(w) x 7.5(h)	-
Vertical Strip	30000	4(w) x 30(h)	-
Premium Positions			
Page 3 Solus Horizontal	40000	22.5(w) x 7.5(h)	-
Inside Front Cover	125000	22.5(w) x 31(h)	26.5(w) x 34(h)
Inside Back Cover	115000	22.5(w) x 31(h)	26.5(w) x 34(h)
Back Page	145000	-	26.5(w) x 34(h)
Innovations			
Front False Cover	200000	-	-
Front & Back False Cover	300000	-	-
Front Gate Fold	280000	-	-
Reserve Gate Fold	260000	-	-
Front & Back Tab	250000	-	-
Front Tab	150000	-	-
Business Avenues			
Full Page	30000	22.5(w) x 28.5(h)	-
Half Page	16000	22.5(w) x 14.5(h)	-
Quarter Page	9000	11(w) x 14.5(h)	-
Options (Appointment Ads)			
Full Page	35000	22.5(w) x 29(h)	-
Half Page	21000	22.5(w) x 14.5(h)	-
Quarter Page	14000	11(w) x 14.5(h)	-
Box Advertisement	8000	7(w) x 11(h)	-

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EXPRESS TRAVEL WORLD

AD TYPE	Number are in Rs.	Size- Non Bleed (w x h cms)	Size- Bleed (w x h cms)
DISPLAY			
Full Page	90000	22.5(w) x 31(h)	26.5(w) x 34(h)
Half Page	48000	22.5(w) x 15(h)	-
Mini A4	55000	18(w) x 23(h)	-
Full Page Double Spread	170000	49(w) x 31(h)	53(w) x 34(h)
Mini A4 Double Spread	90000	38(w) x 23(h)	-
Full Page Centre Spread	185000	49(w) x 31(h)	53(w) x 34(h)
Mini A4 Centre Spread	95000	38(w) x 23(h)	-
Horizontal Strip	27000	22.5(w) x 7.5(h)	-
Vertical Strip	22000	4(w) x 30(h)	-
Premium Positions			
Page 3 Solus Horizontal	33000	22.5(w) x 7.5(h)	-
Inside Front Cover	120000	22.5(w) x 31(h)	26.5(w) x 34(h)
Inside Back Cover	120000	22.5(w) x 31(h)	26.5(w) x 34(h)
Back Page	160000	-	26.5(w) x 34(h)
Innovations			
Front False Cover	190000	-	-
Front & Back False Cover	290000	-	-
Front Gate Fold	215000	-	-
Reserve Gate Fold	195000	-	-
Front & Back Tab	250000	-	-
Front Tab	150000	-	-
Business Avenues			
Full Page	27000	22.5(w) x 28.5(h)	-
Half Page	15000	22.5(w) x 14.5(h)	-
Quarter Page	8000	11(w) x 14.5(h)	-
Options (Appointment Ads)			
Full Page	32000	22.5(w) x 29(h)	-
Half Page	19000	22.5(w) x 14.5(h)	-
Quarter Page	13000	11(w) x 14.5(h)	-
Box Advertisement	7500	7(w) x 11(h)	-

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